

BILL NO. 23-85

ORDINANCE NO. 5438

AN ORDINANCE GRANTING A CONDITIONAL USE PERMIT TO FIRST BAPTIST CHURCH OF CRESTWOOD TO INSTALL AND OPERATE AN ELECTRONIC MESSAGE CENTER SIGN AT 9916 EAST WATSON ROAD IN THE CITY OF CRESTWOOD, MISSOURI

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WHEREAS, First Baptist Church of Crestwood has filed an application for a conditional use permit to install and operate an electronic message center sign, at 9916 East Watson Road, which is located in the City of Crestwood, Missouri (“City”); and

WHEREAS, pursuant to Section 26-33 of the Municipal Code of the City of Crestwood, Missouri (the “Code”), an electronic message center sign may only be installed and operated in a R-3 District upon the issuance of a conditional use permit by the Board of Aldermen; and

WHEREAS, pursuant to duly published notice, a hearing was held on February 7, 2024, before the Planning, Zoning and Architectural Review Commission of the City (the “Commission”) on said application; and

WHEREAS, the Commission has recommended that the Board of Aldermen approve this application for a conditional use permit to install and operate an electronic message center sign, subject to certain conditions; and

WHEREAS, notice of a public hearing before the Board of Aldermen on said application to be held on February 27, 2024, was duly published, and notice thereof given to nearby property owners as provided by ordinance; and

WHEREAS, following said hearing and consideration, the Board of Aldermen does herewith specifically find that the granting of the requested conditional use permit is consistent with the standards set out in the Zoning Code and will not:

1. Substantially increase traffic hazards or congestion;
2. Adversely affect the visual coherence, predominant usage, or development character of surrounding or adjacent neighborhoods;
3. Substantially increase fire, health or any other public safety hazards, or make difficult access by fire and emergency vehicles;
4. Adversely affect the general welfare of the community;
5. Overtax public utilities, services or other municipal facilities;
6. Be developed and operated in a manner that is physically and/or visually incompatible with the permitted uses in the surrounding areas;
7. Substantially increase stormwater drainage onto other lots; or
8. Create a nuisance; and

WHEREAS, the Board of Aldermen has found and determined that a conditional use permit should be approved, subject to the conditions herein set forth.

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

SECTION 1: Subject to the conditions hereof, a conditional use permit is hereby authorized to be granted to First Baptist Church of Crestwood, to install and operate an electronic message center sign at 9916 East Watson Road, in accordance with the materials and drawings submitted by the applicant, all of which are attached collectively hereto as Exhibit A, except as same may be revised in order to comply with the terms and conditions hereof and the requirements of any other City Ordinances. The City Attorney is directed to prepare a written order with findings of fact and conclusions consistent with this Ordinance.

SECTION 2: Said conditional use permit approval is conditioned upon and shall become and remain in force and effect only upon the following terms and conditions:

- a. That all signs be in compliance with the present Sign Ordinances of the City of Crestwood, as set forth in Chapter 26 of the City's Code;
- b. That no exterior changes are to occur without the proper approvals and permits;
- c. That the use be operated in conformance with the relevant performance standards contained in Chapter 26 of the City's Code, as amended;
- d. That the sign will be installed and operated in conformance with all requirements found in Section 26-33(D)(8) of the City's Code;
- e. That the sign shall be installed within the boundaries of the parcel at 9916 E Watson Road;
- f. That the sign base shall be constructed of a masonry or concrete substructure with an exterior base consisting of red brick, cohesive with the front façade exterior brick of the church building on the subject property;
- g. The sign shall not exceed a maximum height of six (6) feet with a minimum base height of two (2) feet which must satisfy condition (f.); and
- h. That this approval is given on the condition that all of the above conditions are approved by the City and construction/use commences within the time provided by Sec. 26-11(H)(3) of the City's Code.

SECTION 3: When all of the conditions hereof have been met, the Director of Public Works is authorized and directed to issue the necessary permits. Should there be a violation of any of said conditions, the City shall notify permittee/applicant and if such violation is not corrected

within thirty (30) days, the City shall have the right to reconsider said approvals and amend, modify or revoke same after notice and an opportunity for permittee/applicant to be heard.

SECTION 4: First Baptist Church of Crestwood, through its authorized representative(s), shall file a written acceptance of the conditions hereof, and record a copy of this Ordinance, together with a copy of the approved plans and any amendments thereto.

SECTION 5: Any and all applicable site plan approvals and/or conditional use permits in connection with this property shall remain in full force and effect unless inconsistent herewith.

SECTION 6: This Ordinance shall be in full force and effect from and after its passage by the Board of Aldermen and its approval by the Mayor.

PASSED AND SIGNED this 26<sup>th</sup> day of March, 2024.

  
\_\_\_\_\_  
Mayor

ATTEST:  
  
\_\_\_\_\_  
City Clerk

APPROVED this 26<sup>th</sup> day of March, 2024.

  
\_\_\_\_\_  
Mayor

**EXHIBIT A**

[ *Materials and Drawings submitted by Applicant* ]



## MEMORANDUM

**To:** Kris Simpson, City Administrator

**From:** Danny Jendusa, City Planner

**Date:** February 13, 2024

**Subject:** CUP-2-24 First Baptist Church of Crestwood EMC Sign  
(9916 E Watson Rd.)

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The First Baptist Church of Crestwood has submitted a request for a Conditional Use Permit to install and operate an Electronic Message Center (EMC) sign at 9916 E Watson Rd. in the "R-3" Single Family Residential Zoning District.

The proposed sign would be 32 square feet in area (4-ft H x 8-ft W), including an approximately 21sqft EMC display area. The proposed sign would sit atop a 3.5-ft tall aluminum base, bringing the total sign height to 7.5-ft. The new sign would replace their existing manual reader board monument sign in nearly the same location. The proposed sign would have the same dimensions and would be only slightly taller than the existing sign, which currently measures 7-ft at its highest point above grade.

The city's Sign Code in Chapter 26 contains many detailed regulations for EMC signs, including restrictions upon lighting intensity, colors, hours of operation, and a prohibition against scrolling or animated messages and transitions. The applicant has agreed to meet these regulations. They have also agreed to install the sign upon a red brick masonry base- instead of the originally proposed aluminum base- in order to make the sign more cohesive with the red brick church building façade and to adhere to the Sign Code regulations and conditions recommended by city staff and the Planning Commission.

### **RECOMMENDED ACTION**

On February 7, 2024, the Planning, Zoning, and Architectural Review Commission voted 5-0 to recommend approval of the requested CUP as recommended by city staff and with the following amendments, as expressed in the attached draft ordinance:

- 1. Removal of condition (c.) from staff's original recommendation, which would've required the sign to "meet the requirements of ICC/ANSI A117.1 Standard on Accessible and Useable Buildings and Facilities, with regard to provisions for the disabled"; and*
- 2. The creation of new condition that the sign shall not exceed a maximum height of six (6) feet with a minimum base height of two (2) feet which must satisfy condition (g.)*



Notice of Public Hearing

City of Crestwood

**CUP-2-24** A Request for a Conditional Use Permit to install an Electronic Message Center sign at the First Baptist Church of Crestwood at 9916 E Watson Rd.

Notice is hereby given that a public hearing will be held before the Board of Aldermen of the City of Crestwood, Missouri at the Crestwood Government Center at 1 Detjen Drive, Crestwood, MO 63126 on Tuesday, February 27, 2024, at 7:00 p.m. for the purpose of hearing all citizens' written and oral comments regarding a request for a Conditional Use Permit submitted by the First Baptist Church of Crestwood to install an Electronic Message Center sign at 9916 E Watson Rd.

The application and supporting documents were filed on January 12, 2024, and may be viewed at the desk of the City Planner at the Government Center. Written comments may be submitted prior to 3:00pm the day of the meeting to the City Planner by email to [djendusa@cityofcrestwood.org](mailto:djendusa@cityofcrestwood.org). All written comments must contain the name and address of the commenter to be read during the meeting.

By order of the Board of Aldermen, City of Crestwood, Missouri.

ATTEST:

/s Helen Ingold

City Clerk

City Clerk's Office received from the City Planner and dated: 2/8/2024.

Posted in Government Center Lobby on 2/8/2024.

\*\*\*ANYONE WITH SPECIAL NEEDS WISHING TO ATTEND MAY CALL (314)  
729-4700 SO APPROPRIATE ACCOMMODATIONS CAN BE MADE\*\*\*

One Detjen Drive \* Crestwood, Missouri 63126-1697 \* 314-729-4700 \* Fax 314-729-4794  
[www.cityofcrestwood.org](http://www.cityofcrestwood.org)



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City of Crestwood

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The application and supporting documents were filed on January 12, 2024, and may be viewed at the desk of the City Planner at the Government Center. Written comments may be submitted prior to 3:00pm the day of the meeting to the City Planner by email to [djendusa@cityofcrestwood.org](mailto:djendusa@cityofcrestwood.org). All written comments must contain the name and address of the commenter to be read during the meeting.

By order of the Board of Aldermen, City of Crestwood, Missouri.

ATTEST:

/s Helen Ingold

City Clerk

City Clerk's Office received from the City Planner and dated: 3/8/2024.

Posted in Government Center Lobby on 3/8/2024.

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729-4700 SO APPROPRIATE ACCOMMODATIONS CAN BE MADE\*\*\*

One Detjen Drive \* Crestwood, Missouri 63126-1697 \* 314-729-4700 \* Fax 314-729-4794  
[www.cityofcrestwood.org](http://www.cityofcrestwood.org)

**First Baptist Church of Crestwood - 9916 E Watson Road**

**3/26/2024 Application No. CUP-2-24; First Baptist Church of Crestwood seeks a conditional use permit to install and operate an electronic message center sign.**

Exhibit # 3 - City of Crestwood Code, Chapter 26 containing the Zoning Code

Exhibit # 6. City's Comprehensive Plan

APPLICATION NUMBER:	CUP-2-24
APPLICATION (PROJECT) NAME:	FIRST BAPTIST CHURCH OF CRESTWOOD EMC SIGN CUP
APPLICANT:	FIRST BAPTIST CHURCH OF CRESTWOOD 9916 E WATSON RD CRESTWOOD, MO 63126
PROPERTY OWNER NAME:	CRESTWOOD BAPTIST CHURCH INC 9916 E WATSON RD CRESTWOOD, MO 63126
APPLICANT'S REQUEST:	CONDITIONAL USE PERMIT TO INSTALL AND OPERATE AN ELECTRONIC MESSAGE CENTER (EMC) SIGN
SITE LOCATION:	9916 E WATSON ROAD CRESTWOOD, MO 63126
PARCEL/LOCATOR NUMBER:	26M640961
EXISTING ZONING / PLANNING DISTRICT:	"R-3" SINGLE FAMILY RESIDENTIAL DISTRICT
TOTAL SITE AREA:	APPROXIMATELY 2.00 ACRES
P&Z HEARING DATE:	FEBRUARY 7, 2024
BOA PUBLIC HEARING DATE:	FEBRUARY 27, 2024
REPORT DATE:	JANUARY 19, 2024
CASE MANAGER:	DANNY JENDUSA, CITY PLANNER

**RECOMMENDATION:** **APPROVAL WITH CONDITIONS**



## REQUEST

The First Baptist Church of Crestwood has submitted a request for a Conditional Use Permit to install and operate an Electronic Message Center (EMC) sign at 9916 E Watson Rd.

## ACTION

The Planning, Zoning, and Architectural Review Commission is requested to vote to recommend approval, approval with conditions, or denial of the requested Conditional Use Permit. The Planning Commission's recommendation will be forwarded to the Board of Aldermen for a final vote following an additional public hearing, tentatively scheduled for February 27, 2024.

## EXISTING CONDITIONS

The subject property is located at 9916 E Watson Road at the First Baptist Church of Crestwood on the south side of E Watson Rd in between Fox Park Dr and Crest Oak Ln. The church grounds include two parcels- the larger 2-acre parcel at 9916 E Watson which includes the church building and a second 0.67-acre triangular parcel to the northeast addressed as 9900 E Watson at the intersection of E Watson Rd and Crest Oak Ln, containing a parking lot. St. Louis County records indicate the church facilities were first constructed in 1959, with significant additions in 1969 and 1988.

The site sits slightly elevated above E Watson Rd. It includes an existing back-lit changeable copy reader board ground sign, sitting in a front lawn area approximately twenty-seven (27) feet back from the right-of-way and approximately thirty-five (35) feet from the street curb. The existing sign appears to be located slightly onto the 9900 E Watson parcel.



## ZONING CONTEXT & SURROUNDING LAND USE

The subject property is zoned “R-3” Single Family Residential District. The district is composed of those areas of the City whose principal use is and ought to be single-family dwellings on moderately sized lots. The regulations of this district are designed to still create and preserve a suburban character but with slightly smaller lot sizes. In addition to the dwellings permitted in this district, certain compatible recreational and public uses are conditionally allowed and strictly regulated to ensure harmony with the principal use of this district.

The existing church facilities fall under the description of an “Assembly- Small, Religious” use which is a Conditional Use in the “R-3” zoning district. The proposed EMC sign also requires a Conditional Use Permit in a residential district and amongst residential uses. The church grounds are located in a residential neighborhood, also zoned “R-3” Single Family Residential district. St. Louis County records indicate the surrounding homes were built in various subdivisions in the mid to later 1950s, just before the construction of the existing church facilities.



Cropped image from Figures 2 and 3

## ZONING AND LAND USE HISTORY

City staff is unaware of any prior zoning and land use actions taken by the City at the subject property which would be relevant to the request at this time.

## PROPOSAL SUMMARY

The First Baptist Church of Crestwood has submitted a request for a Conditional Use Permit to install and operate an Electronic Message Center (EMC) sign at 9916 E Watson Rd. The City has several requirements which are outlined in §26-33(D)(8) of the Municipal Code for electronic message centers:

REGULATORY COMPLIANCE MATRIX		
REGULATION	DESCRIPTION	PROPOSAL STATUS
Zoning District	Allowed at churches in residential districts	In compliance
Message Displayed	No scrolling, animation, video, traveling, fading or dissolving	In compliance
Transitions	Operated in static mode only. Instantaneous transitions. No fading, scrolling, dissolving, etc.	In compliance
Display Time	Display may change after 30 sec	In compliance
Display Size	No more than 50sqft of 75% of total sign area	In compliance
Sound	No sound emitted	In compliance
Height	Max height: 10 feet	In compliance
Hours of Operation	Display off from 10pm to 6am	In compliance
Sign Type	Ground or pole sign allowed	In compliance
Distance from other EMCs	Min 150ft from another EMC	In compliance
Lighting Intensity & Color	Auto adjust to day/night ambient. Shall not exceed 300nits/500fc between dusk to dawn. No bright white or intense color backgrounds	In compliance
Base Material	Sign base must be masonry or concrete substructure with exterior masonry or other material cohesive with main bldg	Not in compliance

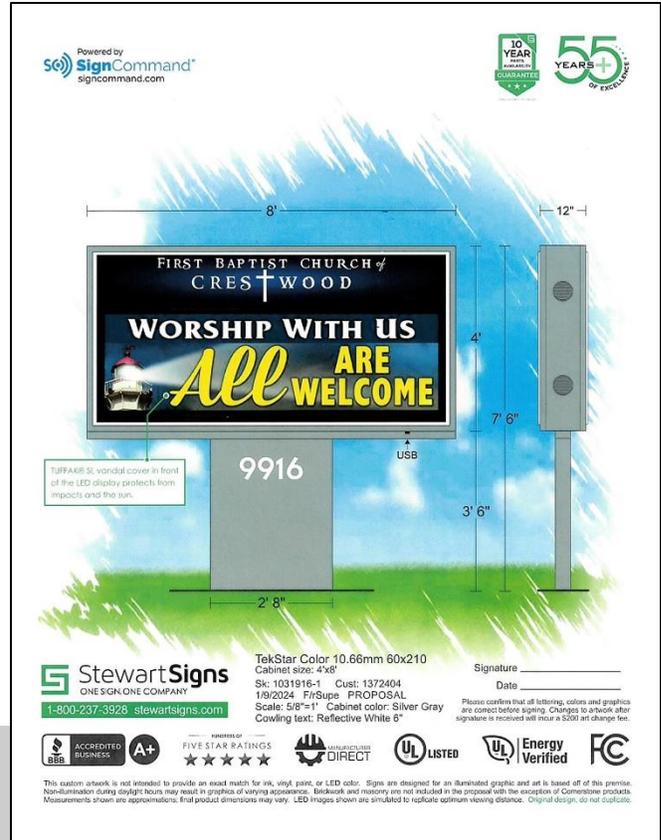
The applicant has proposed to install a two-sided 4-ft H x 8-ft W (32sqft) sign with an approximately 21sqft EMC display area, atop a 3.5-ft tall aluminum base. The total sign height would be 7.5-ft. The applicant has identified they would seek to install the new sign in the same location as the existing manual reader board ground sign. However, in order to place the sign on the same parcel as the church building rather than the adjacent parking lot parcel, staff would encourage the applicant to shift the new sign location a few feet to the south.

The applicant has agreed to meet all of the code-required conditions of operation of the EMC and the sign installation proposal appears to meet all dimensional and locational requirements, except for the conditions in the code regarding the sign base materials.

Section 26-33(D.8.k.) regulates EMC sign base materials. It states:

*“All electronic message display signs shall have a sign base consisting of masonry or concrete substructure with an exterior base consisting of a durable masonry material of other material cohesive with the building or primary structure approved by the Planning zoning and Architectural Review Commission. Durable masonry materials allowed on the exterior base shall include stone, rock, brick, marble, or granite, but shall not include plain concrete. Materials other than durable masonry may be allowed on the exterior base upon a finding that such material would be cohesive with the building or primary structure.”*

The applicant has proposed a sign with a powder-coated aluminum base, rather than a stone or masonry material as required by the code. The code allows the Planning Commission to approve alternative materials other than masonry should they determine the alternative material is cohesive with the building or primary structure. The church building on the property is a red brick building. In city staff’s view, the proposed aluminum base material is not cohesive with the red brick exterior of the church, and the EMC sign should be installed with a brick base material to adhere to the code.



## REVIEW CRITERIA

Beyond the requirements presented in Section 26-33 (D.8.), EMCs must also adhere to the criteria for obtaining a Conditional Use Permit, as determined by the Planning Commission and Board of Aldermen.

Per Section 26-11(F.), the Board of Aldermen shall not approve any conditional use permit application, or any amendment to an existing conditional use permit, unless the proposed conditional use is consistent with the standards herein, and unless the board determines that the proposed conditional use will not:

1. Substantially increase traffic hazards or congestion;
2. Adversely affect the visual coherence, predominant usage, or development character of surrounding or adjacent neighborhoods;
3. Substantially increase fire, health, or any other public safety hazards, or make difficult access by fire and emergency vehicles;
4. Adversely affect the general welfare of the community;
5. Overtax public utilities, services, or other municipal facilities;
6. Be developed and operated in a manner that is physically and/or visually incompatible with the permitted uses in the surrounding areas;
7. Substantially increase stormwater drainage onto other lots;
8. Create a nuisance.

### BURDEN OF PROOF

In presenting any application for a Conditional Use Permit, the applicant must further demonstrate that the proposed use meets the burden of proof criteria contained in Section §26-11 (b)(2), Burden of Proof.

- The proposed conditional use complies with all applicable provisions of these applicable district regulations.
- The proposed conditional use at the specified location will contribute to and promote the welfare or convenience of the public.
- The proposed conditional use will not cause substantial injury to the value of other property in the neighborhood in which it will be located.
- The location and size of the conditional use, the nature and intensity of the operation involved in, or conducted in connection with it, and the location of the site with respect to streets giving access to it are such that the conditional use will not dominate the immediate neighborhood so as to prevent development and use of neighboring property in accordance with the applicable zoning district regulations.

In determining whether the conditional use will so dominate the immediate neighborhood, consideration shall be given to:

1. The location, nature and height of buildings, structures, walls, and fences on the site, and

2. The nature and extent of proposed landscaping and screening on the site.

- Off-street parking and loading areas will be provided in accordance with the standards set forth in these regulations.
- Adequate utility, drainage, and other such necessary facilities have been or will be provided.
- The proposed uses are deemed consistent with good planning practice and are not inconsistent with the goals, objectives, and policies of the Comprehensive Plan; can be operated in a manner that is not detrimental to the permitted developments and uses in the district; can be developed and operated in a manner that is visually compatible with the permitted uses in the surrounding area; and are deemed essential or desirable to preserve and promote the public health, safety, and general welfare of the city.

## ANALYSIS

An analysis of the eight (8) criteria contained in Section 26-11(F.) and the seven (7) burden of proof standards contained in Section 26-11(B.2.) follows:

### **SUBSTANTIALLY INCREASE TRAFFIC HAZARDS OR CONGESTION**

The operational controls required by Section 26-33, prohibiting flashing lights, excessive brightness, and intense colors as well as the distance the sign will be located from the street and right of way reduces the potential for the EMC to cause distractions for drivers or unsafe driving conditions or traffic.

### **FINDING**

The City Planner finds that the proposed use will not substantially increase traffic hazards or congestion.

### **ADVERSELY AFFECT THE VISUAL COHERENCE, PREDOMINANT USAGE, OR DEVELOPMENT CHARACTER OF SURROUNDING OR ADJACENT NEIGHBORHOODS**

The proposed EMC would be located on a residential street facing single family homes. There are two other churches nearby on E Watson Rd which have existed within this residential neighborhood for many years. The other churches on E Watson Rd have back-lit manual reader board signs like the existing sign at the First Baptist Church.

While the proposed EMC will present a visual departure from the existing sign types at one of these churches, the controls upon display time, brightness, color intensity, hours of operation, etc. that are

within the code to regulate the day to day operations of the EMC will reduce the possibility the sign radically affects the visual coherence of the neighborhood or street. Neither will the sign's presence result in a departure from the predominant usage or development character which has existed between the church and the surrounding residential neighborhood for over 60 years.

**FINDING**

The City Planner finds that the proposed use will not adversely affect the visual coherence, predominant usage, or development character of surrounding or adjacent neighborhoods.

**SUBSTANTIALLY INCREASE FIRE, HEALTH, OR ANY OTHER PUBLIC SAFETY HAZARDS, OR MAKE DIFFICULT ACCESS BY FIRE AND EMERGENCY VEHICLES**

**FINDING**

The City Planner finds that the proposed use will not substantially increase fire, health, or any other public safety hazards, or make difficult access by fire and emergency vehicles.

**ADVERSELY AFFECT THE GENERAL WELFARE OF THE COMMUNITY**

**FINDING**

The City Planner finds that the proposed use will not adversely affect the general welfare of the community.

**OVERTAX PUBLIC UTILITIES, SERVICES, OR OTHER MUNICIPAL FACILITIES**

**FINDING**

The City Planner finds that the proposed use will not overtax public utilities, services, or other municipal facilities.

**BE DEVELOPED AND OPERATED IN A MANNER THAT IS PHYSICALLY AND/OR VISUALLY INCOMPATIBLE WITH THE PERMITTED USES IN THE SURROUNDING AREAS**

It could be argued that an EMC sign, in general, might be visually incompatible within the setting of a residential neighborhood as it faces single family homes across the street. However, the city code provides an allowance for EMCs at churches in residential districts and provides an exhaustive list of

operational and dimensional standards that must be followed with the intent of providing the guardrails to ensure these signs will not have detrimental effect on their surroundings.

Provided that the applicant has agreed to adhere to the EMC restrictions enacted in the code for this purpose, the city should determine that such a sign is following the letter and spirit of the code to ensure it is not physically or visually incompatible with the surrounding neighborhood.

In order to meet this qualification, the proposed EMC should meet as closely as possible to the standards in Section 26-33(D.8.), including the requirement that the sign base materials should be made of stone, masonry, or another material viewed as cohesive with the exterior of the primary building on the grounds. The church building on the property is a red brick building. In city staff's view, the proposed aluminum base material is not cohesive with the red brick exterior of the church, and the EMC sign should be installed with a brick base material to improve its compatibility with the surrounding neighborhood.

**FINDING**

With an aluminum sign base as currently presented in the application, the City Planner finds that the proposed EMC will not be fully physically and/or visually incompatible with the permitted uses in the surrounding areas. However, staff encourages the applicant to amend their plans to install the sign upon a brick base, and in such case, the proposed EMC would be deemed physically and visually compatible with the surrounding neighborhood, as the city code has regulated.

**SUBSTANTIALLY INCREASE STORMWATER DRAINAGE ONTO OTHER LOTS**

**FINDING**

The City Planner finds that the proposed use will not substantially increase stormwater drainage onto other lots.

**CREATE A NUISANCE**

**FINDING**

With the operational controls in place, the City Planner finds that the proposed use will not create a nuisance.

## ANALYSIS (cont.)

### **THE PROPOSED CONDITIONAL USE COMPLIES WITH ALL APPLICABLE PROVISIONS OF THESE APPLICABLE DISTRICT REGULATIONS.**

Section § 26-14 regulates the standards of “R-3”: Single-Family Residential. As mentioned previously, this district is designed to create and preserve a predominantly suburban character. In addition to the dwellings permitted in this district, certain compatible recreational and public uses are conditionally allowed and strictly regulated to ensure harmony with the principal use of this district. Further, the proposed sign will not conflict with any dimensional regulations governing the district.

#### **FINDING**

The City Planner finds that the proposed use complies with the regulations of the “R-3” Residential district.

### **THE PROPOSED CONDITIONAL USE AT THE SPECIFIED LOCATION WILL CONTRIBUTE TO AND PROMOTE THE WELFARE OR CONVENIENCE OF THE PUBLIC.**

#### **FINDING**

The City Planner finds the proposed use will contribute to the convenience and welfare of the public.

### **THE PROPOSED CONDITIONAL USE WILL NOT CAUSE SUBSTANTIAL INJURY TO THE VALUE OF OTHER PROPERTY IN THE NEIGHBORHOOD IN WHICH IT WILL BE LOCATED.**

#### **FINDING**

The City Planner does not find that the proposed sign will cause substantial injury to the value of other properties if operated according to code standards. However, there are several factors that go into determining the assessed value of a property.

THE LOCATION AND SIZE OF THE CONDITIONAL USE, THE NATURE AND INTENSITY OF THE OPERATION INVOLVED IN, OR CONDUCTED IN CONNECTION WITH IT, AND THE LOCATION OF THE SITE WITH RESPECT TO STREETS GIVING ACCESS TO IT ARE SUCH THAT THE CONDITIONAL USE WILL NOT DOMINATE THE IMMEDIATE NEIGHBORHOOD SO AS TO PREVENT DEVELOPMENT AND USE OF NEIGHBORING PROPERTY IN ACCORDANCE WITH THE APPLICABLE ZONING DISTRICT REGULATIONS. IN DETERMINING WHETHER THE CONDITIONAL USE WILL SO DOMINATE THE IMMEDIATE NEIGHBORHOOD, CONSIDERATION SHALL BE GIVEN TO:

- 1) THE LOCATION, NATURE AND HEIGHT OF BUILDINGS, STRUCTURES, WALLS, AND FENCES ON THE SITE, AND
- 2) THE NATURE AND EXTENT OF PROPOSED LANDSCAPING AND SCREENING ON THE SITE.

### FINDING

The City Planner finds the location and size of the conditional use will not dominate the immediate neighborhood, so as to prevent development or use of the neighboring property in accordance with the applicable zoning regulations.

OFF-STREET PARKING AND LOADING AREAS WILL BE PROVIDED IN ACCORDANCE WITH THE STANDARDS SET FORTH IN THESE REGULATIONS.

### FINDING

The City Planner finds the proposed EMC will not impact parking and loading conditions at the subject property.

ADEQUATE UTILITY, DRAINAGE, AND OTHER SUCH NECESSARY FACILITIES HAVE BEEN OR WILL BE PROVIDED.

The petitioner is not proposing any exterior modifications to the existing utilities, drainage, or other facilities.

### FINDING

The City Planner finds the proposed EMC will not impact utilities, drainage, and other such necessary facilities.

THE PROPOSED USES ARE DEEMED CONSISTENT WITH GOOD PLANNING PRACTICE AND ARE NOT INCONSISTENT WITH THE GOALS, OBJECTIVES, AND POLICIES OF THE COMPREHENSIVE PLAN; CAN BE OPERATED IN A MANNER THAT IS NOT DETRIMENTAL TO THE PERMITTED DEVELOPMENTS AND

USES IN THE DISTRICT; CAN BE DEVELOPED AND OPERATED IN A MANNER THAT IS VISUALLY COMPATIBLE WITH THE PERMITTED USES IN THE SURROUNDING AREA; AND ARE DEEMED ESSENTIAL OR DESIRABLE TO PRESERVE AND PROMOTE THE PUBLIC HEALTH, SAFETY, AND GENERAL WELAFRE OF THE CITY.

### FINDING

The Comprehensive Plan does not extensively discuss signage. There is nothing explicitly inconsistent between the goals of the comprehensive plan and the proposed conditional use.

## FINDINGS AND RECOMMENDATION

The City Planner finds that the proposed conditional use will not:

1. Substantially increase traffic hazards or congestion;
2. Adversely affect the visual coherence, predominant usage, or development character of surrounding or adjacent neighborhoods;
3. Substantially increase fire, health, or any other public safety hazards, or make difficult access by fire and emergency vehicles;
4. Adversely affect the general welfare of the community;
5. Overtax public utilities, services, or other municipal facilities;
6. Be developed and operated in a manner that is physically and/or visually incompatible with the permitted uses in the surrounding areas;
7. Substantially increase stormwater drainage onto other lots;
8. Create a nuisance.

As outlined under Section § 26-11 (F).

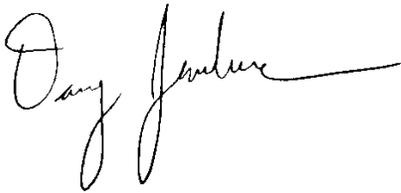
### BURDEN OF PROOF

Overall, the City Planner finds that the request **meets** the burden of proof criteria for a Conditional Use Permit, outlined under Section § 26-11 (b)(2).

**RECOMMENDATION**

The City Planner recommends the **approval** of the application for a Conditional Use Permit to install and operate an Electronic Message Center (EMC) sign at 9916 E Watson Rd with the following conditions:

- a. That all signs be in compliance with the present Sign Ordinances of the City of Crestwood, as set forth in Chapter 26 of the City's Code;
- b. That no exterior changes are to occur without the proper approvals and permits;
- c. That the facility meet the requirements of ICC/ANSI A117.1 Standard on Accessible and Useable Buildings and Facilities, with regard to provisions for the disabled;
- d. That the use be operated in conformance with the relevant performance standards contained in Chapter 26 of the City's Code, as amended;
- e. That the sign will be installed and operated in conformance with all requirements found in Section 26-33(D)(8) of the City's Code.
- f. That the sign shall be installed within the boundaries of the parcel at 9916 E Watson Rd;
- g. That the sign base shall be constructed of a masonry or concrete substructure with an exterior base consisting of red brick, cohesive with the front façade exterior brick of the church building on the subject property; and
- h. That this approval is given on the condition that all of the above conditions are approved by the City and construction/use commences within the time provided by Sec. 26-11(H)(3) of the City's Code.



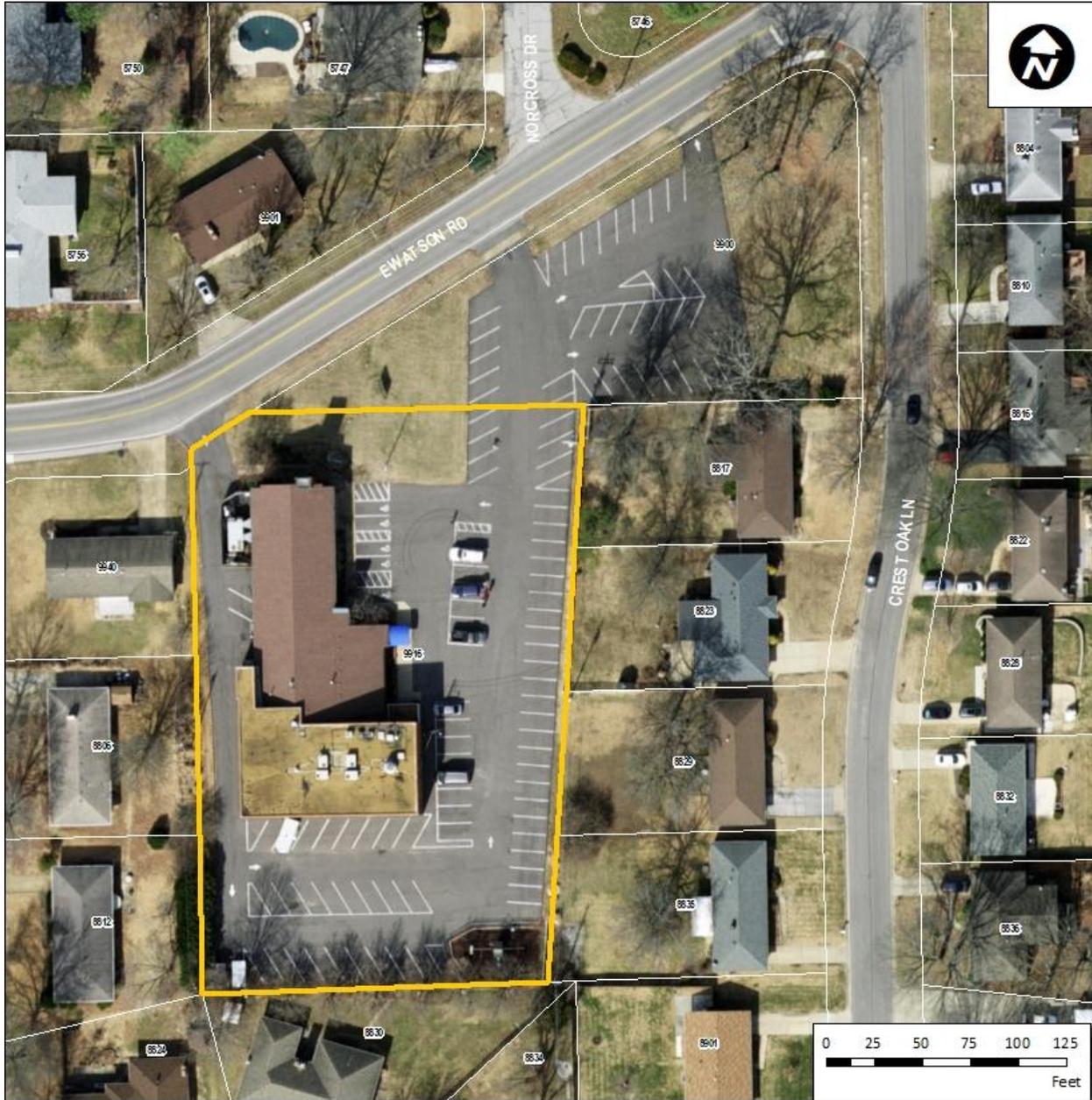
Danny Jendusa, AICP  
City Planner

# APPENDIX

## SUPPLEMENTAL MAPS AND EXHIBITS



FIGURE 1: AERIAL PHOTOGRAPH



## 9916 E Watson Rd- Aerial

 9916 E Watson Site Location

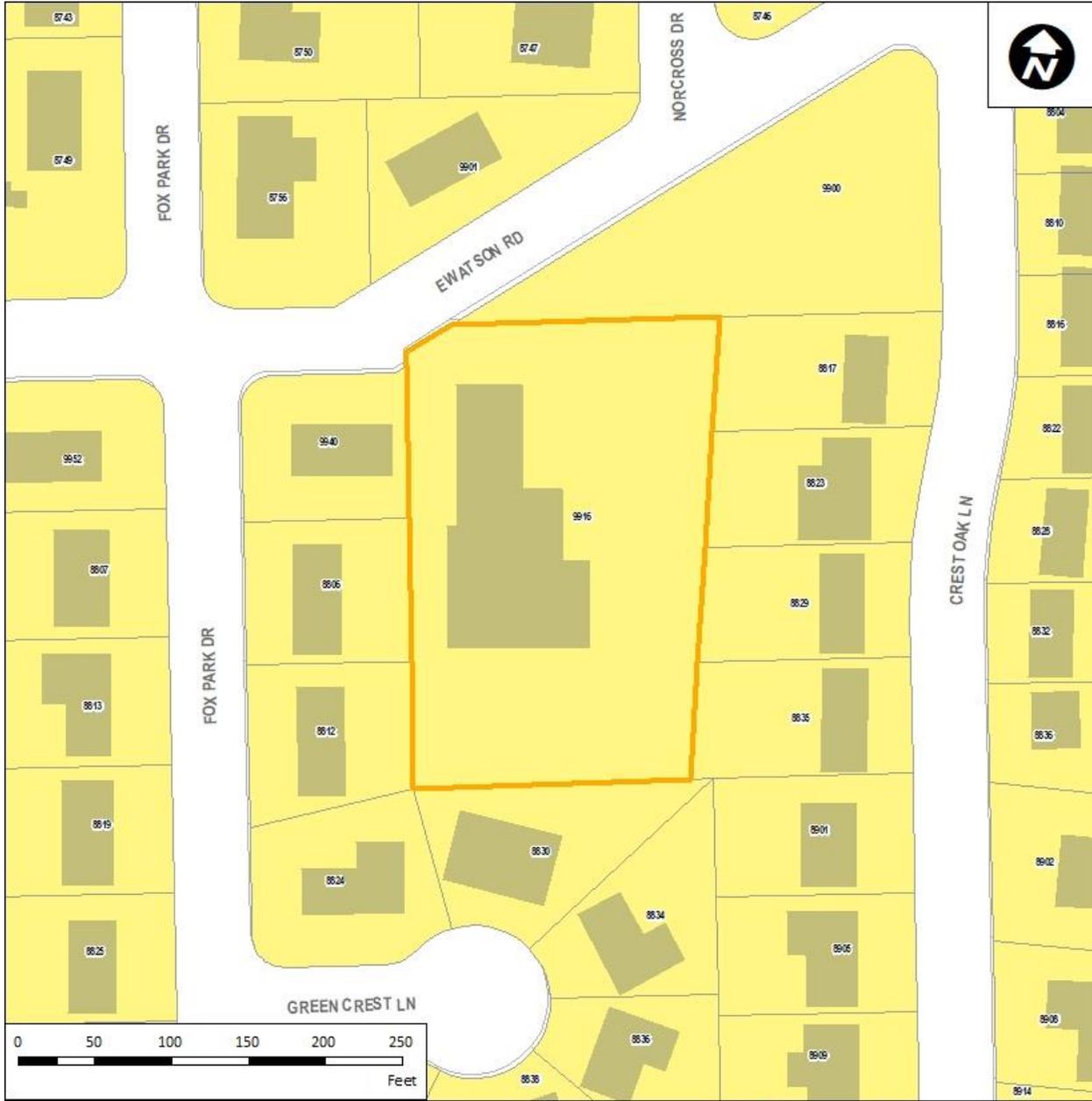
Service Layer Credits: Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community



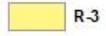
Map by Danny Jendusa  
djendusa@cityofcrestwood.org

January 16, 2024  
Development\Watson\9916 Watson E\9916 E Watson- aerial

FIGURE 2: ZONING MAP



**9916 E Watson Rd- Zoning**  
**Zoning Graphics Key**

 R-1	 C-1
 R-2	 PD-C
 R-3	 PD-R
 R-4	 M-1
 R-5	 Grant's Trail
 Parks	 PD-MXD

-  9916 E Watson Rd Site Location
-  Building Footprints



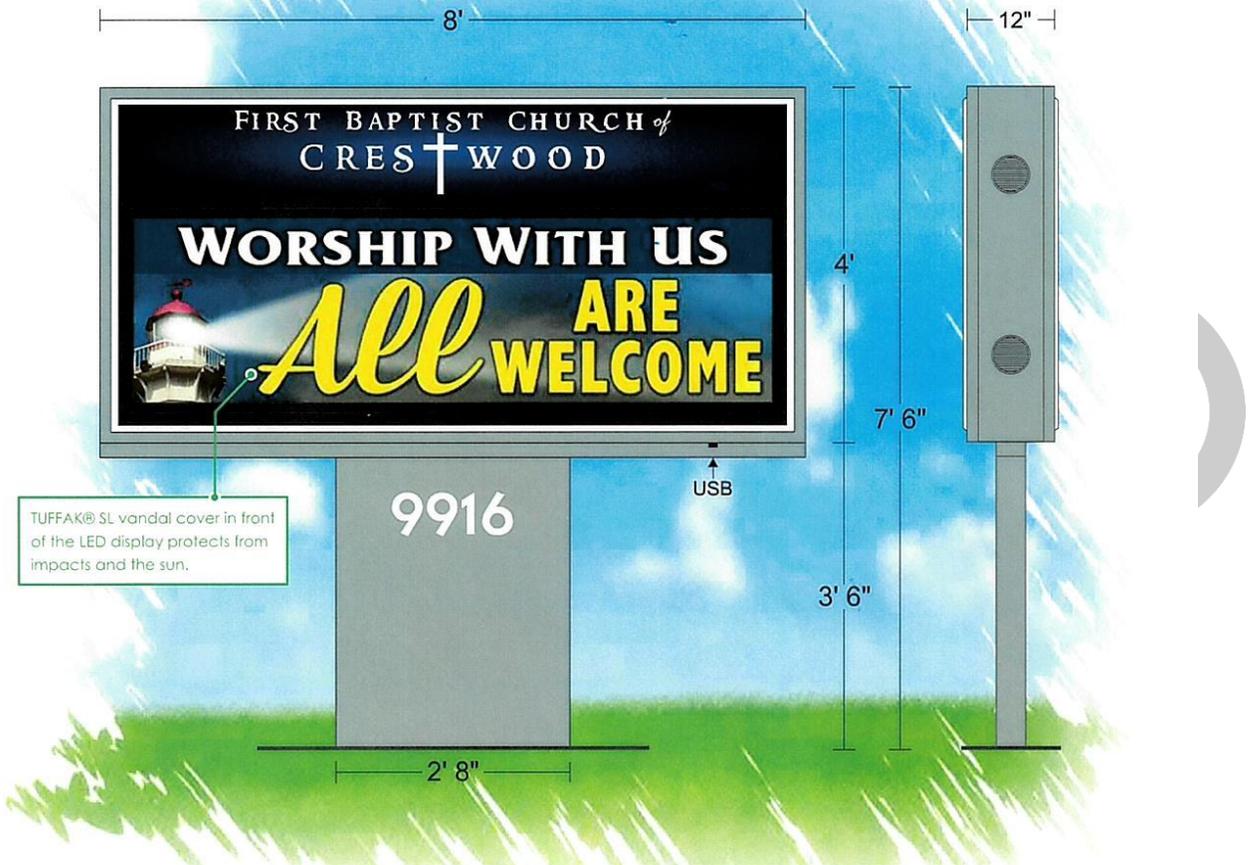
Map by Danny Jendusa  
 djendusa@cityofcrestwood.org  
 January 16, 2024

Development\Watson\9916 E Watson\9916 E Watson-zoning



EXHIBIT B: SIGN RENDERINGS

Powered by  
 **SignCommand**<sup>®</sup>  
 signcommand.com



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 1-800-237-3928 [stewartsigns.com](http://stewartsigns.com)

TekStar Color 10.66mm 60x210  
 Cabinet size: 4'x8'  
 Sk: 1031916-1 Cust: 1372404  
 1/9/2024 F/rSupe PROPOSAL  
 Scale: 5/8"=1' Cabinet color: Silver Gray  
 Cowling text: Reflective White 6"

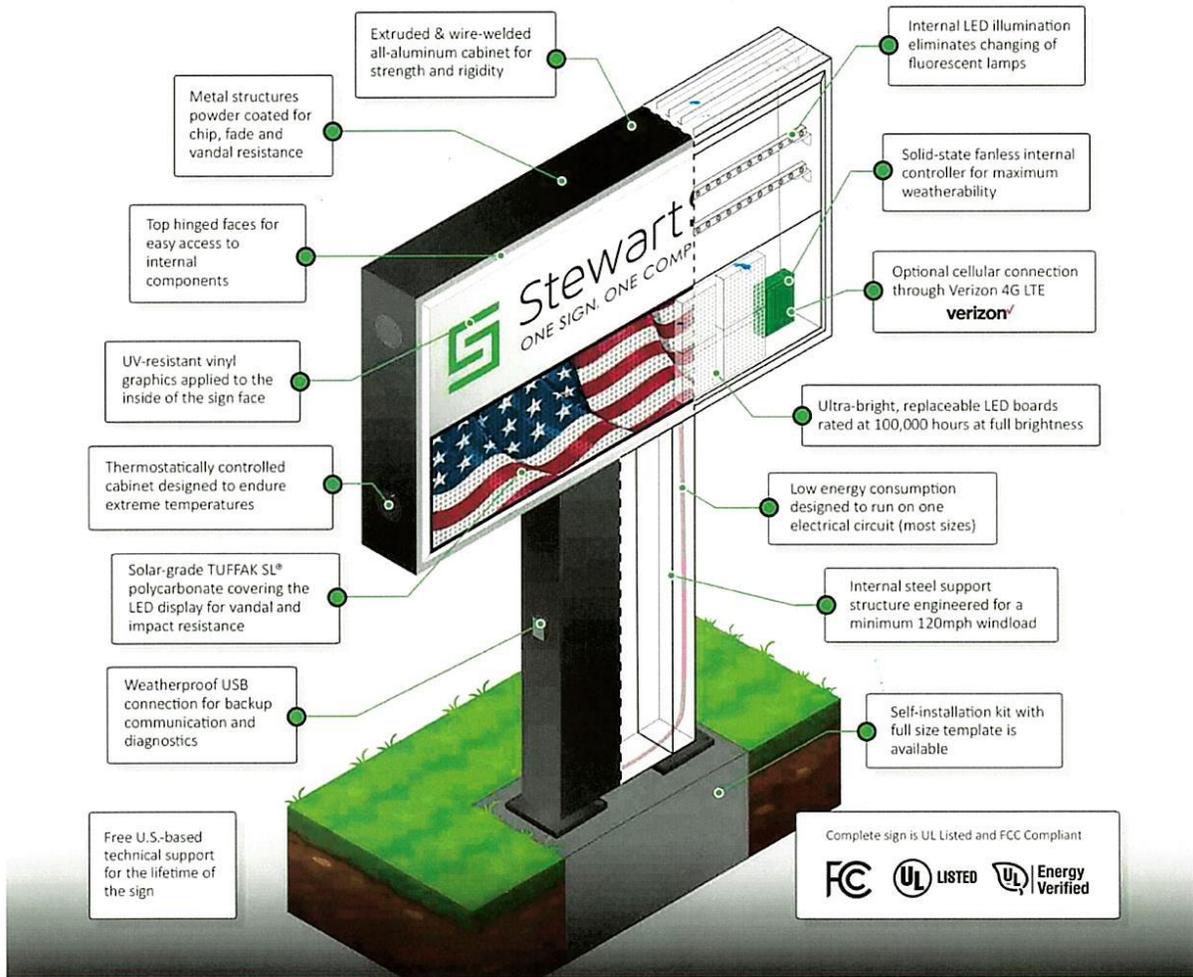
Signature \_\_\_\_\_  
 Date \_\_\_\_\_

Please confirm that all lettering, colors and graphics are correct before signing. Changes to artwork after signature is received will incur a \$200 art change fee.



This custom artwork is not intended to provide an exact match for ink, vinyl, paint, or LED color. Signs are designed for an illuminated graphic and art is based off of this premise. Non-illumination during daylight hours may result in graphics of varying appearance. Brickwork and masonry are not included in the proposal with the exception of Cornerstone products. Measurements shown are approximations; final product dimensions may vary. LED images shown are simulated to replicate optimum viewing distance. Original design, do not duplicate.

# ANATOMY OF THE TEKSTAR LED FROM STEWART SIGNS



LEARN MORE AT  
[stewartsigns.com/tekstar](http://stewartsigns.com/tekstar)

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TekStar Anatomy-SS200901

EXHIBIT C: EXISTING CONDITIONS PHOTOS



View of the subject property from E Watson Rd, looking southwest



View of the existing reader board sign, looking west from the parking lot



Views of the homes across the street on E Watson Rd, facing the church front lawn





View of the existing reader board sign and E Watson Rd frontage, looking east





TUFFAK® SL vandal cover in front of the LED display protects from impacts and the sun.

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 1-800-237-3928 [stewartsigns.com](http://stewartsigns.com)

TekStar Color 10.66mm 60x210  
 Cabinet size: 4'x8'  
 Sk: 1031916-1 Cust: 1372404  
 1/9/2024 F/rSupe PROPOSAL  
 Scale: 5/8"=1' Cabinet color: Silver Gray  
 Cowling text: Reflective White 6"

Signature \_\_\_\_\_  
 Date \_\_\_\_\_

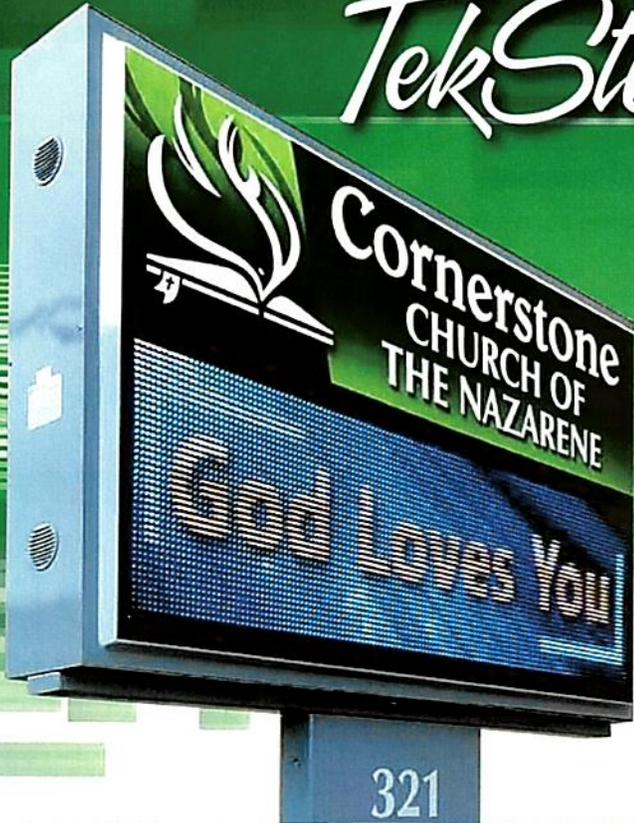
Please confirm that all lettering, colors and graphics are correct before signing. Changes to artwork after signature is received will incur a \$200 art change fee.



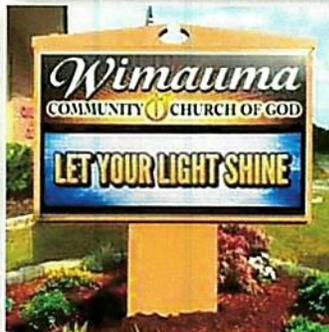
This custom artwork is not intended to provide an exact match for ink, vinyl, paint, or LED color. Signs are designed for an illuminated graphic and art is based off of this premise. Non-illumination during daylight hours may result in graphics of varying appearance. Brickwork and masonry are not included in the proposal with the exception of Cornerstone products. Measurements shown are approximations; final product dimensions may vary. LED images shown are simulated to replicate optimum viewing distance. Original design, do not duplicate.

INTRODUCING THE

# TekStar Series



The Stewart TekStar is a single-cabinet LED sign for organizations wanting a **dynamic presence at a great value**. Displays come in both full color and monochrome. The seamless, single-piece face of virtually unbreakable TUFFAK SL® covers both the sign graphics and the LED display.



LEARN MORE AT

[stewartsigns.com/tekstar](http://stewartsigns.com/tekstar)

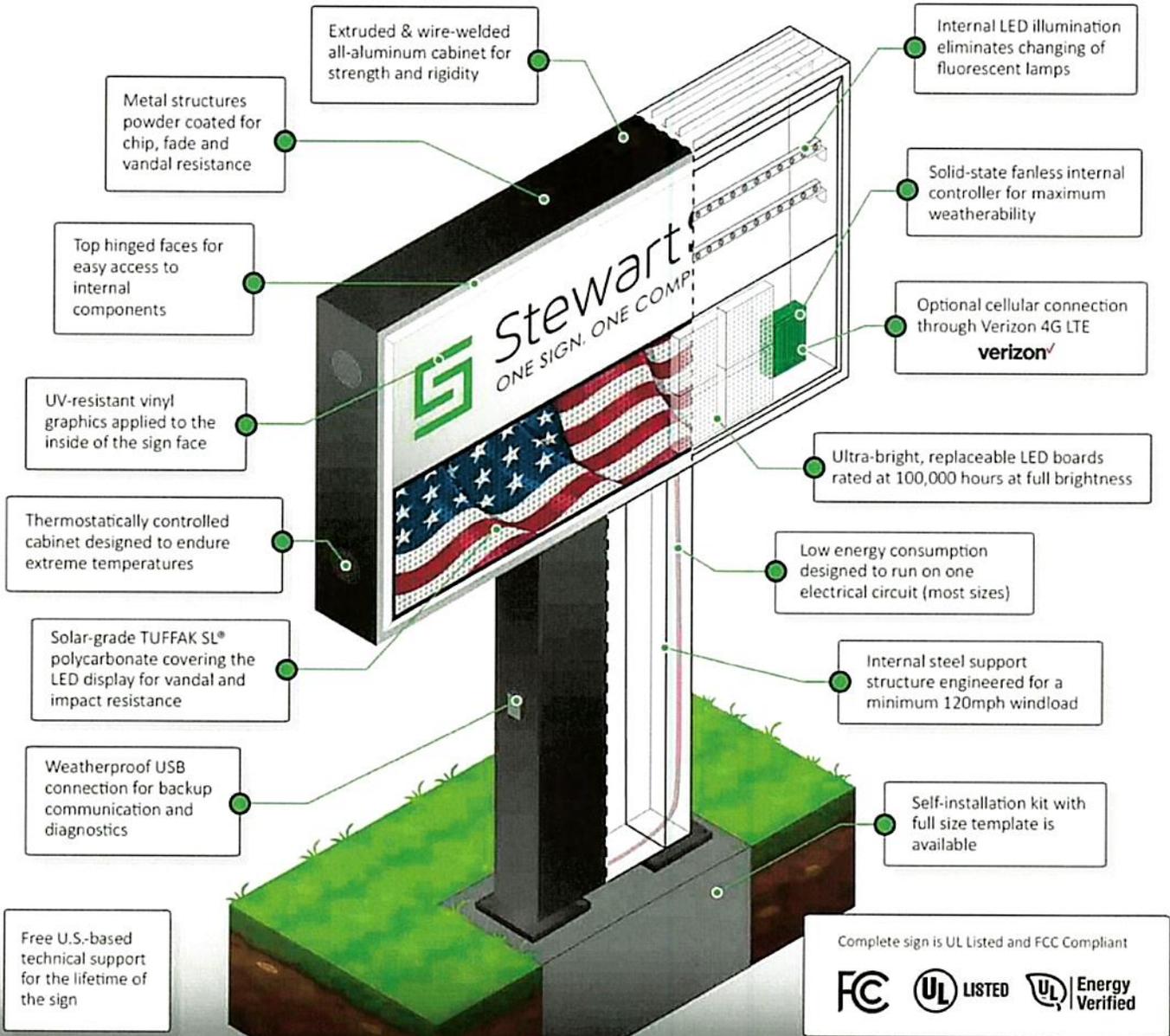
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 50+ YEARS OF EXCELLENCE

# ANATOMY OF THE TEKSTAR LED

FROM STEWART SIGNS



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## TECHNICAL SPECIFICATIONS FOR THE

# TekStar Series

Available Pixel Pitches					
Physical pixel pitch	<b>6.67mm</b>	<b>8.88mm</b>	<b>10.66mm</b>	<b>16mm</b>	<b>20mm</b>
Module pixels (H) x (W)	48 x 48	36 x 36	30 x 30	20 x 20	16 x 16
Color options	Full color				
LEDs per pixel	1 SMD	1 SMD	1R / 1B / 1G	1R / 1B / 1G	1R / 1B / 1G
Minimum character height	1.8"	2.4"	2.8"	4.4"	5.5"
Maximum NIT rating	Up to 10,000 nits				

Features	
Full color	281 quadrillion colors*
Monochrome red	6.5 million shades
Video formats	AVI, MOV, MP4, MPG, WMV
Still image formats	JPG, BMP, PNG, TIF, GIF
Refresh rate	Up to 1,200 Hz
Frame rate	Up to 60 frames-per-second
Control type	On-board SignCommand media player
Storage capacity	32 gigabyte solid state drive
Communication options	Cell Connect, Direct Connect, Wireless, USB
Dimming	100 levels - automatic, scheduled or manual
Air circulation	Continually running fans
Cabinet construction	All aluminum with mitered, wire-welded corners
Service access	Front serviceable - hinged cabinet lid
Product warranty	5-year LED parts warranty, lifetime sign face and structure parts warranty**
Tech support	Unlimited from our in-house Stewart technical support team
Graphics capability	Text, animation, images and pre-recorded video clips
Voltage	120VAC, 208VAC or 240VAC, size specific
Average LED life	100,000 hours
Certification	UL Listed #E50724
Viewing angle	140° horizontal
Software	SignCommand.com, our proprietary cloud-based LED software
Built-in graphics library	Over 1,700 pieces optimized for use on LED displays



**Energy  
Verified**

\*A healthy human eye can interpret about 10 million colors.

\*\* Refer to the sign quote for specific warranty information for your product.

### FCC Notice

All components have been tested and found to comply with the limits for a Class A digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference when the equipment is operated in a commercial environment. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instruction manual, may cause harmful interference to radio communications. The user is cautioned that any changes or modifications not expressly approved by the party responsible for FCC compliance could void the user's authority to operate the equipment.



TekStarTechnical-55230701

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# SignCommand®

Create and send amazing sign messages from anywhere  
with the easiest LED sign software in the Cloud.

Sign owners have told us that they want sign software that's easy to use and can be accessed from any device. Software with powerful editing and scheduling capabilities, built from the ground-up with security in mind. Software that just works and requires no installation or complex network setup.

Introducing SignCommand, the next generation in LED sign control. From a built-in library of video clips to easy collaboration with other users, your sign message will become a powerful voice for your organization. Get more from your sign with the power of the cloud!



Learn more at [stewartsigns.com/software](http://stewartsigns.com/software)



The leader in **secure and reliable** cloud application hosting



Works across all **operating systems**, only a web browser required!



## Access From Anywhere

Search, preview and add from our expanding graphics library optimized for use on signs, right inside the application.



## The Media You Need

Access an expanding library of video clips and animations that are optimized for use on signs.



## Your Message, On Your Time

Advanced scheduling options allow for highly customized messages based on date and time



## Eye-Catching Special Effects

Many built-in effects will increase interest and attention in your sign message.



## Delivering Peace-of-Mind

Offering features like two-factor authentication, it's built from the ground-up with a focus on the security of your sign and its message.



## A Network of Support

Remote diagnostics & monitoring allow us to fix existing problems and prevent future ones.



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SignCommandFlyer-SS200801



# SignCommand®

Built-in Graphics Library for Your Church

*Generate attention and interest in your message!*

With your investment in LED technology, the messages that you display will now have the power to be **more effective than any other outreach**. But not just any content will have the impact you're after. Plain text message can get lost in a crowded visual landscape, and many churches don't have the resources to create their own dynamic sign graphics.

SignCommand offers a **built-in and constantly expanding library** of graphics and video animations. These media files are created and optimized by artists that specialize in sign content creation, and will turn a sign that *can* be read into a sign that *will* be read.

Learn more at [stewartsigns.com/library](http://stewartsigns.com/library)

*Ask your sign consultant for SignCommand demo account access to view the library!*



Invite



Inspire



Announce

OVER 1,500 ITEMS AVAILABLE!

\* Amount of image detail available on the LED display is determined by the matrix size. Examples shown here for demonstration purposes only.

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LibraryFlyerChurch-SS220601



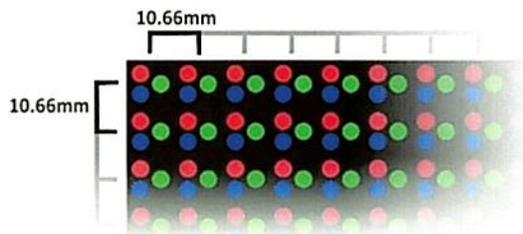
## Capabilities for a 10.66mm 60x210 Full Color LED Display

Your new LED sign will be capable of incredible things! From simple text to amazing animations, our signs allow your organization to thrive through **effective communication**. Learn more on our [LED Sign Education](#) page.

### Understanding Your LED Display

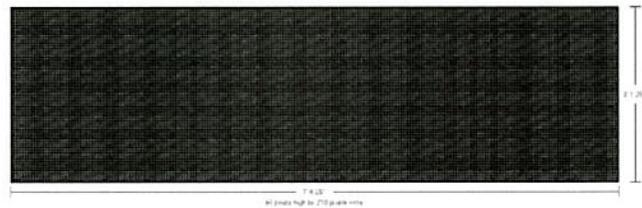
#### Pixel Pitch

10.66mm (0.42 in.) is the pixel pitch. This is the distance between the centers of individual pixels (points of light) in the LED display. The smaller the pitch, the more pixels can fit inside of the display.



#### Matrix Size

60x210 is the matrix size. This is the number of pixels high (60) and the number of pixels wide (210) of the display. That's **12,600 pixels per side!** The more pixels, the higher the clarity and amount of detail that can be shown.



[View larger image](#)

#### Display Colors

This full-color display is capable of showing an **enormous number of colors** by combining red, green and blue light in different amounts!



*Example of colors only. Amount of detail is dependent on matrix size.*

#### Optimum Viewing Distance

The optimum viewing distance for this display is between **34' and 154'**. Images and video clips at closer than 34' will be discernible, but will appear pixelated. Greater than 154' will decrease the display's readability. [Learn more.](#)



The display area is approximately 2'-1.25" high by 7'-4.25" wide, or 15.4 sq.ft. per side.

# Capabilities for a 10.66mm 60x210 Full Color LED Display

## Text Capabilities

### Maximum Text

The maximum amount of text for your LED display is **7 rows of 2.9" text**. This size uses pixel text for optimum screen usage and clarity.



### Optimum Text

A message can also be created using **3 rows of 8.2" text**. This sized text is suitable for traffic speeds of up to **56 mph**.



*Amount of detail is dependent on matrix size.*

### Fonts & Styles

In addition to pixel text, your message can be shown in **many fonts and styles**. Color and outline options are also available for full-color displays.



*Amount of detail is dependent on matrix size.*

### Full Text Capabilities

This display is capable of the following text sizes. Miles per hour are based on five seconds of readability at that constant speed.

- 7 rows of 2.9" text \* (Up to 20 mph.)
- 6 rows of 3.8" text \* (Up to 26 mph.)
- 5 rows of 4.2" text \* (Up to 29 mph.)
- 5 rows of up to 4.9" text (Up to 33 mph.)
- 4 rows of up to 6.1" text (Up to 42 mph.)
- 3 rows of up to 8.2" text (Up to 56 mph.)
- 2 rows of up to 12.4" text (Up to 70+ mph.)
- 1 row of up to 25.2" text (Up to 70+ mph.)

\* Using pixel text.

## Capabilities for a 10.66mm 60x210 Full Color LED Display

### Media Capabilities

#### Media Library

Our cloud-based software has **over 1,700 built-in video clips and images** for use on any sized display. Get the maximum impact from your sign immediately with our continually growing library!



[Learn more about our Media Library](#)

#### Animation Templates

Make **compelling, eye-catching custom messages** for your sign!\* Your text will be brought to life with movement and visual interest. If you can type, you can build amazing sign messages!



Text

My Message!

*Check local ordinances regarding sign content.*

[Learn more about our Animation Templates](#)

Of course, you can upload and **use your own images and video clips** as well. We support AVI, BMP, GIF, JPG, MOV, MP4, MPG, PNG, TIF and WMV formats, with *unlimited* media file storage. Learn more about your new sign's capabilities with our cloud-based software [SignCommand.com](http://SignCommand.com)!



## Danny Jendusa

---

**From:** pat kroepel <rkpk78@sbcglobal.net>  
**Sent:** Thursday, March 14, 2024 9:11 AM  
**To:** Danny Jendusa  
**Subject:** [EXTERNAL]Electronic Message Center sign at the First Baptist Church

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

We are writing to express our opinion regarding the Electronic Message Center sign the First Baptist Church of Crestwood is requesting. We are opposed to such sign. We think it would take away from the lovely neighborhood feel of our community. A business looking sign would take away from the neighborhood. This is a wonderful neighborhood, and electronic signs would be a distraction. If the church was on Lindbergh or Watson Road an electronic sign would be appropriate, but not in a residential neighborhood.

Randall and Patricia Kroepel  
8822 Crest Oak Lane  
Crestwood, MO 63126