

## Memorandum Department of Planning & Development Services



**To:** Planning and Public Works Committee  
**From:** Mike Knight, Assistant City Planner *gmk*  
**Date:** December 5, 2019  
**RE:** Public Hearing Signs – City of Chesterfield

### Overview

In October 2019 the Planning and Public Works Committee directed City Staff to undergo a review of our current Public Hearing notification process specifically pertaining to the sign posted on the site. This memorandum will discuss our current procedure, include information relative to signs in surrounding municipalities, and contains possible alternatives based on findings.

### Current Procedure

The Planner associated with the zoning petition places one (20”x26”) sign on every property line that has roadway frontage within reason. The contents of the public hearing sign include the date and time of public hearing, along with the project name and title placed on the Public Hearing agenda. The sign also includes the telephone number to the Department of Planning and Development services, the City’s website address, and the City of Chesterfield logo.



The public hearing sign is one of eight ways the City of Chesterfield communicates public hearings. Below is a table outlining the notification requirements for public hearings in the State of Missouri Revisor of Statutes followed by the current notification requirements for public hearings required by the City of Chesterfield.

Communication of Zoning Petitions	
Required by State	City of Chesterfield Process
Post in local paper (15 days before)	Post in local paper (15 days before)
	Provide notice post card to adjacent parcels (225 ft)
	Provide notice to subdivision trustees (1 mile)
	City Website: Public Notice
	City Website: Active Development Project Database Map and Listing
	Petition notification (Sign-Up)
	Petition posted on bulletin board at the front entry of City Hall
	Public hearing signs

In the past 5 years, there were on average 17 zoning petitions per year. Although there are 17 individual petitions, the total amount of signs posted varies dependent on the number of parcels embodied in the petition and the number of property lines with frontage that the petition contains. Historically 50 signs are ordered each year. The current cost for a public hearing sign, including print and metal stand, is \$30 paid for by the City. The City uses new signs for every zoning petition as there is site specific information for each sign but typically re-uses the stand multiple times. There is a cost for the publication in the local newspaper, which is reimbursed by the applicant.

### **Staff Analysis**

#### **Date Posted:**

One issue raised by the PPW committee was the timing that a public hearing sign is posted in relation to the Public Hearing itself. The current procedure is for City Staff to post signs 15 days before the Public Hearing, which corresponds to the publication date in the local newspaper and the date notices are sent to nearby landowners and subdivision trustees. This is the earliest date that signs can be posted in order to provide information on time, place, and title.

One alternative to explore is to extend the duration of time the sign is posted. The earliest one could post the sign would be as soon as the project meets sufficiency and is assigned to a planner. The duration that the sign would be in public view would vary dependent on the time it takes the applicant to provide all necessary documentation and review before joining a Planning Commission agenda. One positive to be obtained would be that the community traveling past the sign would be informed at the earliest possible date that there is a request. One negative would be that at this time, the request could change dependent on staff's review and the meeting date would be unknown.

#### **Surrounding Municipalities:**

Posting of Public Hearing Signs is a common practice among most of the neighboring municipalities. Exhibit 1 embodied in this packet outlines surrounding municipalities' Public Hearing signs. Two approaches are most common. A single-use (site specific) sign that contains site information with time sensitivity, or a standard (universal) sign that is used for all public hearings and has the potential to be made with a more durable material as opposed to a single-use sign.

One important aspect to consider when posting signs in relation to other municipalities is the audience that the sign is intended for. Given the amount of property along major arterial roadways (including highways), the dominant audience would be someone traveling in a vehicle. Also, in many cases, there is not accessible pedestrian infrastructure leading to the sign. Furthermore, the signs are not intended for one to pull over on the side of the road to view but to provide the necessary information as one passes by. Given the city's audience and the amount of information the current sign contains, reducing the amount of text and making the text larger is a logical advancement to be provided in the updated Public Hearing Sign.

**Alternatives:**

Staff prepared four alternatives for the Planning and Public Works Committee. Alternatives 1 and 2 are site specific signs, while Alternatives 3 and 4 are universal signs. The earliest Alternative 1 is able to post would be 15 days before the Public Hearing matching the city’s current process as it contains specific date and time information, while Alternatives 2, 3 and 4 can be posted as soon as the petition reaches sufficiency.

Alternative #1

**PUBLIC NOTICE**

Ref:

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Date:

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Time:

636-537-4733

Alternative #2

**PUBLIC NOTICE**

Request:

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More information:  
Contact Planner of the  
Day at (636)-537-4733

www.chesterfield.mo.us

Alternative #3

**PUBLIC NOTICE**

This property is subject to Public Hearing

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More information:  
Contact Planner of the  
Day at (636)-537-4733

www.chesterfield.mo.us

Alternative #4

**PUBLIC NOTICE**

This property is subject to Public Hearing

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Sign Comparison				
Alternative	Use	Posting Date	Current Size/Cost per Sign and Stand	Larger Size/Cost per Sign and Stand
1	Site Specific	15 days before	20" x 26" = \$30	24" x 36" = \$60
2	Site Specific	Sufficiency Received		
3	Universal			
4	Universal			

Attachments: Exhibit 1 (Surrounding Municipalities)

# Exhibit 1

PUBLIC HEARING SIGN RESEARCH			
Municipality	Posted	Size	Type
Ballwin	15 days prior	18" x 12"	10 lb metal sign
Bridgeton	NA	NA	*No PH Signs utilized, only 8.5" x 11" mailing for variance
Crestwood	15 days prior	18"x 25"	Reusable metal framed sign
Creve Coeur	10 days prior	24" x 36"	Metal real-estate sign with box for 10-20 copies of notice
DesPeres	15 days prior	18" x 24"	Corrugated yard sign on metal post
Ellisville	15 days prior	N/A	Small, corrugated sign
Kirkwood	7 days prior	18" x 24"	Corrugated yard sign on metal post
Maryland Heights	15-30 days prior	18" x 24"	Corrugated yard sign on metal post
St. Charles	15 days prior	20" x 26"	Corrugated sign
Town & Country	15 days prior	12"x 20"	Ground sign including box w/ specific handouts about the project
University City	15 days prior	20"x 26"	Corrugated sign
Webster Groves	15 days prior	12" x 18"	Corrugated yard sign on metal post
Wildwood	15 days prior	18" x 24"	Metal real-estate sign with clear box for holding postcards of notice information
Chesterfield	15 days prior	20"x 26"	Corrugated sign