Open Citizen Comment Procedure

1) Public Hearings – Any citizen is allowed to ask questions and/or make comments during any public hearing scheduled for a particular issue.
2) “Citizen Communication” – Public comment can be provided on any item on the agenda or on issues affecting the City not on the agenda. Public comments should generally be limited to 3-5 minutes. Citizens are encouraged (but not required) to contact City Administration one week prior to the meeting, preferably in writing, to be placed on the agenda. Doing so provides Council an opportunity to give consideration to the issue/comment.

Rolla City Council Meeting
Monday, April 17, 2017
City Hall Council Chambers
901 North Elm Street
6:30 p.m.

COUNCIL PRAYER
Ministerial Alliance

PLEDGE OF ALLEGIANCE
Councilman Jim Williams

I. OLD BUSINESS
A) Ordinance Approving the Resubdivision of Lots 1, 2, 3, & 4, Block 10, Holloway First Addition (Chapman) - (Community Development Director John Petersen) – Final Reading

II. CONSENT AGENDA
A) Motion Accepting the April 4, 2017, Certified Election Results - (City Administrator John Butz) – Motion

III. ELECTED OFFICIALS SWEARING-IN CEREMONY - (City Clerk Carol Daniels)
A) COUNCILMEMBERS
Ward 1 – Jonathan Hines
Ward 2 – Matthew Crowell
Ward 3 – David Schott
Ward 4 – John K. Meusch
Ward 5 – Brian Woolley
Ward 6 – Steven Jung

B) Comments/Recognitions –
1) Councilwoman Sue Eudaly Appreciation

IV. PUBLIC HEARINGS
None.

V. ACKNOWLEDGEMENTS AND SPECIAL PRESENTATIONS
A) Operation Life – Rev. Chuck Whitmire
B) Show Me PACE – Ms. Jan Schumacher, Program Manager, Missouri Energy Initiative
C) Rolla Regional Economic Commission (RREC) Report – (RREC Executive Director Cyndra Lorey)
VI. **NEW BUSINESS**  
A) Consideration to Amend Ord. 4268 to Allow Additional Outdoor Storage-Dickey Bub  
   (City Administrator John Butz) – Discussion  
B) Report on Detached Sign Height (Ground vs. Roadway Elevation) –  
   (Community Development Director John Petersen) – Discussion  

VII. **CLAIMS and/or FISCAL TRANSACTIONS**  
None.  

VIII. **MAYOR/CITY COUNCIL COMMENTS**  
A) Mayor/Council Appointments  
1) Council Appointment of Mayor Pro-Tempore  
2) Council Appointment of City Council Planning & Zoning Commission Representative  
B) Phelps County Commission Rotating Community-Based Meeting at 6 p.m. on Thursday,  
   April 27th in Council Chambers  

IX. **CITIZEN COMMUNICATION**  

X. **COMMENTS FOR THE GOOD OF THE ORDER**  
A) Dickey Bub Zoning Consideration (Dickey Bub Spokesperson)  

XI. **CLOSED SESSION**  
Pursuant to RSMo. 610.021 the City Council will discuss the following issues in Closed  
   Session: **Real Estate; Personnel**  

XII. **ADJOURNMENT**
CITY OF ROLLA
CITY COUNCIL AGENDA

DEPARTMENT: Community Development

ACTION REQUESTED: Final Reading

ITEM/SUBJECT: The Re-Subdivision (Consolidation) of Lots 1, 2, 3, and 4, Block 10 Holloway First
Addition Rolla, Phelps County, Missouri.

DATE: 4-17-2017

GENERAL INFORMATION:

CASE #: 2-14-2017

APPLICANT/STATUS OF APPLICANT: The subject property is owned by Nathan Chapman
(address-15833 County Road 84560 Rolla, Missouri).

CURRENT ZONING/USE: The subject property located at 706, 13th Street Rolla, Missouri
and is zoned R-3 (Multi-Family District) with plans to build townhomes. The highest and best use of this
property is for medium density residential development given the extent to which the surrounding
neighborhood is zoned and developed for residential use.

LOCATION OF SUBDIVISION: The proposed Chapman Addition is planned to be a replacement
for Lots 1, 2, 3, & 4, Block 10 of the Holloway First Addition to eliminate interior lot lines that would be
located between Iowa Street and High Street. The Assessor’s Account Numbers is 6587 and can be used
to identify the location of a given property. See the attached map and legal description.

PROJECT DESCRIPTION: The proposed project calls for the consolidation of four lots leading to
construction involving the development of moderate density housing - 12 townhome residential units. No
zoning changes are anticipated. The combined lots consist of 23,958 sq. ft. The existing zoning is R-3
(Multi-Family District) zoning.

ENGINEER OF RECORD: Ms. Michelle Elwood PLS, located at 206 West Fourth Street, Salem,
Missouri. Phone 573-578 8397.

PUBLIC COMMENT/ISSUES: No significant issues were raised by the Development Review
Committee members at their DRC February 28, 2017 meeting.

ACTION REQUIRED: The Planning and Zoning Commission voted by a margin of 8 to 0 to
recommend to the City Council the approval of the request to re-subdivide the subject property as
presented.

DEVELOPMENT HISTORY: No subdivision issues have been recorded for this property.
ORDINANCE NO. ________

AN ORDINANCE ESTABLISHING LOT 1, CHAPMAN ADDITION, BY ELIMINATING LOTS 1, 2, 3, AND 4, BLOCK 10 HOLLOWAY FIRST ADDITION ROLLA, PHELPS COUNTY, MISSOURI. (CHAPMAN ADDITION)

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI AS FOLLOWS:

Section 1: That the following legal description applies to this ordinance: Chapman Addition, a Minor Subdivision being a lot consolidation of Lots 1, 2, 3, and 4, Block 10, Holloway First Addition, Rolla, Phelps County, Missouri, Section 1, Township 37 North, Range 8 West of the 5th P.M. City of Rolla, Phelps County, Missouri.

Section 2: All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed insofar as they do conflict.

Section 3: That this ordinance shall be in full force and effect from and after the date of its passage and approval. Building permits may not be issued by the Community Development Department until the revised plat has been filed with the Phelps County Recorder of Deeds.


APPROVED:

ATTEST: ____________________________

Mayor

______________________________

City Clerk

APPROVED AS TO FORM:

______________________________

City Counselor

I. A.2.
DEPT: John Butz, City Administrator  

ACTION REQUESTED: Motion

SUBJECT: Consider Motion Accepting the April 4, 2017 Certified Election Results

BUDGET APPROPRIATION (IF APPLICABLE): N/A  DATE: April 17, 2017

* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *

COMMENTARY: Attached are the election results from the April 4, 2017 election as certified by the Phelps County Verification Board.

Recommendation: A motion accepting the April 4, 2017, election results as certified by the Phelps County Verification Board.
Pamela K. Grow  
PHI ELPS COUNTY CLERK  

200 North Main, Suite 102  
Rolla, Missouri 65401  

April 11, 2017  

City of Rolla  
Attn: Carol Daniels  
901 N. Elm  
Rolla, MO 65401  

VERIFICATION BOARD  
CERTIFICATION OF ELECTION RESULTS  
APRIL 4, 2017 GENERAL MUNICIPAL ELECTION  
FOR THE CITY OF ROLLA  

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*Not tallied, no candidates having filed as qualified write-ins pursuant to RSMo 115.453 (4)
VERIFICATION BOARD
CERTIFICATION OF ELECTION RESULTS
APRIL 4, 2017 GENERAL MUNICIPAL ELECTION
FOR THE CITY OF ROLLA
-CONTINUED-

Brenda Skaggs, Democratic Verification Judge

Michael Gosnell, Republican Verification Judge

Pamela K. Grow, Phelps County Clerk
PACE = Property Assessed Clean Energy
Economic development through open-market financing for energy efficiency, water conservation and renewable energy projects

PACE financing is all private funds - no taxpayer money is used.

PACE financing is available for:
- Commercial
- Industrial
- Agriculture
- Non-profits
- Govt. facilities

Eligible projects
- Lighting
- Windows
- Water-saving
- Roofs
- HVAC
- Solar

Annual energy savings must exceed annual assessment

increases cash flow and value of the building

Role of local government
State statute requires a municipality to pass an ordinance in order for Show Me PACE Clean Energy District* to operate in that jurisdiction.

Local communities participate in PACE to promote economic development, create jobs and save energy.

There is NO obligation, exposure or liability for the municipality.
To avoid placing a burden on county collectors, Show Me PACE uses third-party collection of the annual assessment.

Each participating municipality has the option to appoint a representative to serve on the Show Me PACE Advisory Board which meets annually.

*Show Me PACE Clean Energy District is a political subdivision
Financing provided by Show Me PACE funding partners:

- can pay for 100% of a project's costs
- is all private capital - no taxpayer funds
- is on-demand cash
- has a fixed interest rate
- is repaid with an annual assessment up to 20 years
- is considered "off-book" on a firm's balance sheet
- does not require personal guarantees or out-of-pocket equity investment
- can stay with the building upon sale
- doesn't require first payment for 12-24 months

Financing approvals are simple! To qualify, PACE projects must:

- be permanently affixed to the property
- reduce energy or water consumption or create renewable energy on the property
- save more money than the cost of project
- be located in a participating municipality

Consumer Protections required by the Missouri PACE Act
1) PACE projects can only be approved when the estimated economic benefit expected from the project during the financing period is equal to or greater than the cost of the project.
2) PACE projects can only be approved when it has been determined there are sufficient resources to complete the project. Show Me PACE requires the following to meet that requirement: no real estate delinquencies in past 3 years, no default or foreclosure against property in past 5 years, and no bankruptcy in past 5 years.
3) Money for PACE projects is kept in escrow to ensure funds only go for intended improvements.
4) Assessment contracts must be recorded with the County Recorder of Deeds.

Additional protections with Show Me PACE
On all commercial projects, Show Me PACE requires consent of the primary mortgage holder. The Loan-to-Value ratio must be less than 90% and PACE Loan-to-Value ratio must be less than 25%.

Show Me PACE Lenders

What makes Show Me PACE unique?
- nonprofit with low fees
- on-demand cash
- open market program
- requires lender consent
- third-party collection
- transparent

Learn more at our website www.showmepace.org or contact Program Manager Jan Schumacher jan@moenergy.org, 573-616-1046

SHOW ME PACE ★ is a clean energy district administered by the Missouri Energy Initiative, a nonpartisan, nonprofit association of public and private sector energy entities. MEI works to increase support for energy-related economic development, innovation and education.
ORDINANCE

BILL NO. [_________]  ORDINANCE NO. [_________]

AN ORDINANCE TO ENABLE [______], MISSOURI TO JOIN SHOW ME PACE, PURSUANT TO SECTIONS §67.2800 TO §67.2835, RSMO, THE "PROPERTY ASSESSMENT CLEAN ENERGY ACT," AND STATING THE TERMS UNDER WHICH THE [CITY/VILLAGE/COUNTY] WILL CONDUCT ACTIVITIES AS A MEMBER OF SUCH DISTRICT.

WHEREAS, the 95th General Assembly of the State of Missouri has adopted the Property Assessment Clean Energy Act, Sections 67.2800 to 67.2835, Revised Statutes of Missouri (the "PACE Act"); and

WHEREAS, it is in the best interests of the health, safety, and welfare of [_______], Missouri and its residents to encourage the development, production, and efficient use of clean energy and renewable energy, as well as the installation of energy efficiency improvements to publicly and privately owned real property; and

WHEREAS, the primary intent of funding energy efficiency and renewable energy improvements pursuant to the PACE Act is to promote the public purposes described above; and

WHEREAS, Section §67.2810.1, RSMo authorizes one or more Municipalities (as defined in Section §67.2800.7, RSMo) to establish a Clean Energy Development Board to initiate and administer a Property Assessed Clean Energy ("PACE") Program so that owners of qualifying property can access funding for energy efficiency improvements or renewable energy improvements to the properties located in such Municipalities; and

WHEREAS, on June 15, 2015, a clean energy development board named Show Me PACE was created with the intention that all Municipalities (as defined in the PACE Act) within the State of Missouri would be eligible to join and participate by approving an appropriate ordinance or resolution; and

WHEREAS, it is in the best interests of [_______], Missouri and its residents to join and participate in Show Me PACE.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNTY COMMISSION/BOARD OF ALDERMEN/COUNTY COUNCIL OF [_______], MISSOURI, AS FOLLOWS:

SECTION 1: The [City/Village/County] hereby approves and authorizes joining and participating in Show Me PACE based on the following:
A. **Title and Definitions.**

1. **Title.** This Ordinance shall be known and may be cited as "[_______], Missouri Property Assessed Clean Energy Ordinance."

2. **Definitions.** Except as specifically defined below, words and phrases used in this Ordinance shall have their customary meanings. Words and phrases defined in Section 67.2800.2 of the Missouri Revised Statutes, as amended, shall have their defined meanings when used in this Ordinance. As used in this Ordinance, the following words and phrases shall have the meanings indicated.

   a. “Show Me PACE” or “District” means the Show Me PACE Clean Energy Development Board.

   b. “PACE Assessment” means a special assessment made against qualifying property in consideration of PACE Funding.

   c. “PACE Funding” means funds provided to the owner(s) of Qualifying Property by the District for an energy efficiency, water conservation or renewable energy improvement.

   d. “Qualifying Property” means real property located in [_______], Missouri that satisfies the criteria set forth in the PACE Act.

B. **Program Administration.** Show Me PACE shall administer the functions of a PACE program within the City/County by:

   1. providing property owners with an application to apply for PACE Funding;

   2. developing standards for the approval of projects submitted by Qualifying Property owners;

   3. reviewing applications and selecting qualified projects;

   4. entering into Assessment Contracts with Qualifying Property owners;

   5. providing a copy of each executed Notice of Assessment to the County Assessor and causing a copy of each such Notice of Assessment to be recorded in the real estate records of the Recorder of Deeds for the County;

   6. authorizing and disbursing PACE Funding to the Qualifying Property owners;
7. receiving the PACE Assessment from the County Collector;

8. recording any lien, if needed, due to nonpayment of a PACE Assessment; and

9. exercising all powers granted by Section 67.2810.2 of the Missouri Revised Statutes, as amended, including, but not limited to, the power to levy and collect the PACE Assessment pursuant to an Assessment Contract with a Qualifying Property owner.

C. Liability of [Cty/Village/County] Officials: Liability of [City/Village/County]. Notwithstanding any other provision of law to the contrary, officers and other officials of [_______], Missouri shall not be personally liable to any person for claims, of whatever kind or nature, under or related to the [City's/Village's/County's] participation in the PACE program, including, without limitation, claims for or related to uncollected PACE Assessments. [_______]. Missouri has no liability to a property owner for or related to energy savings improvements funded under a PACE Program. Pursuant to the PACE Act, the District is a separate political subdivision and is not a unit of the [City/Village/County].

D. Existing Laws Not Superseded. Any project or improvement at any Qualifying Property which is funded in whole or in part of PACE Funding shall be subject to all ordinances, rules and regulations in effect at that time.

E. [City/Village/County] as a Non-Party. [_______], Missouri shall not be a party to any PACE Funding agreement, loan, or other commitment, however denominated, executed between the District and the owner(s) (or their representatives, together with any successors and assigns) of any Qualifying Property.

SECTION 2: [_______], Missouri declares its intent that the provisions of this Ordinance shall be in conformity with federal and state laws. The County enacts this Ordinance pursuant to Sections 67.2800 to 67.2835 of the Missouri Revised Statutes, as amended.

SECTION 3: [_______], Missouri does hereby request that it be approved by the Board of Directors of Show Me PACE as a duly authorized participant in the District. The [City/Village/County] hereby approves the Show Me PACE Cooperative Agreement among the District and the participating Municipalities in substantially the form attached hereto as Exhibit A (the "Cooperative Agreement"). The [_______] of the [City/Village/County] is hereby authorized and directed to execute the Cooperative on behalf of the [City/Village/County].
SECTION 4: The election of [_______], Missouri to join the District shall in no way constitute an obligation of the [City/Village/County] necessitating any corresponding appropriation.

SECTION 5: The [City/Village/County] Clerk is hereby authorized to deliver a duly executed copy of this Ordinance to the Board of Directors of the District or its designee, together with the jurisdictional and geographic boundaries of the [City/Village/County] for inclusion in the jurisdictional and geographic boundaries of the District.

SECTION 6: The officials and agents of the [City/Village/County] are hereby authorized and directed to, take such actions and execute such other documents, certificates and instruments as may be necessary or desirable to carry out and comply with the intent of this Ordinance.

SECTION 7: This Ordinance shall be in full force and effect from and after its passage and approval.

PASSED BY THE [_______] THIS ____ DAY OF __________, 2016.

______________________________
[MAYOR/PRESIDING OFFICER]

APPROVED BY THE [_______] THIS ____ DAY OF __________, 2016.

______________________________
[PRESIDING OFFICER]

Attest:

______________________________
[CITY/VILLAGE/COUNTY] CLERK
EXHIBIT A

SHOW ME PACE
COOPERATIVE AGREEMENT

THIS COOPERATIVE AGREEMENT (this “Cooperative Agreement”) is made and entered into by Show Me PACE, a Missouri clean energy development board (“Show Me PACE”) and the municipalities of the State of Missouri that, from time to time, may execute this Cooperative Agreement (each, a “Municipality,” and together, the “Municipalities”).

RECITALS

WHEREAS, on (date), the (governing body) of [City/Village/County] adopted Ordinance No. (___), creating Show Me PACE, pursuant to Sections 67.2800 to 67.2835 of the Revised Statutes of Missouri (the “PACE Act”); and

WHEREAS, pursuant to Section 67.2810 of the PACE Act, more than one municipality may form a clean energy development board; and

WHEREAS, clean energy development boards serving more than one municipality are in the best interest of the participating municipalities because it allows for economies of scale and concentrations of expertise that will benefit the approval, financing and installation of energy efficient and renewable energy improvements pursuant to the PACE Act; and

WHEREAS, other municipalities may participate in Show Me PACE by adoption of an ordinance in accordance with the PACE Act and execution of this Cooperative Agreement.

AGREEMENT

NOW THEREFORE, in consideration of each municipality’s participation in Show Me PACE, each Municipality hereby agrees as follows:

1. Representations. Each Municipality has taken all legislative actions necessary to approve such Municipality’s participation in Show Me PACE.

2. Approval of Bylaws. The current bylaws of Show Me PACE (the “Bylaws”) have been provided to the Municipality and the Municipality approves such Bylaws.

3. Board of Directors. The members of the Board of Directors of Show Me PACE shall be appointed in the manner described in the Bylaws.
4. **Clean Energy Development Board Powers.** Each Municipality agrees that Show Me PACE is authorized to exercise all clean energy development board powers permitted by the PACE Act or other statute within the boundaries of the Municipality.

5. **Counterparts.** This Cooperative Agreement is intended to be signed in counterparts as Municipalities, from time to time, elect to participate in Show Me PACE. No action from any Municipality already participating in Show Me PACE shall be required for a new Municipality to participate in Show Me PACE.

6. **Withdrawal.** No Municipality shall withdraw from participation in Show Me PACE if such withdrawal will impact any existing property assessment clean energy financing undertaken by Show Me PACE in the Municipality’s boundaries. However, a Municipality may request, in writing, that Show Me PACE no longer undertake clean energy financing in the Municipality’s boundaries.

**IN WITNESS WHEREOF,** Show Me PACE and the Municipalities have caused this Cooperative Agreement to be executed as of the dates shown below:

Date: ________________, 20__

SHOW ME PACE

By: __________________________
    Josh Campbell, J.D., President

Date: ________________, 20__

City/County of ____________

Adopted Ordinance No. ___ joining Show Me PACE on ____, 20__

By: __________________________
Name: _______________________
Title: ________________________
MISSOURI PACE PROGRAMS: BUILDING CLEANER COMMUNITIES

By Juliet Mee

Clean energy was positioned firmly on the front page of every newspaper during the December 2015 Climate Summit in Paris. Communities throughout Missouri have been actively working to put measures in place that reduce energy costs while also reducing greenhouse gases.

Replacing old, inefficient heating, cooling, and water systems with new high-efficiency units makes common sense. Improving efficiency through retrofits, new construction, and property redevelopment creates jobs. These concepts are the low-hanging fruit of the clean energy discussion; easy to talk about, sweet to eat. However, for Missouri’s municipal leaders engaged with creating clean energy outcomes and driving the local economies, the missing essential component has been the lack of financing options.

Property owners and developers often postpone or piecemeal renovations and new construction due to financial obstacles such as: lack of capital for upfront engineering costs, requirements for personal guarantees, or lack of longer-term financing options.

Property Assessed Clean Energy (PACE) financing changes all of that. Municipal finance administrators and economic development professionals in Missouri use this innovative tool to encourage local commercial property owners to invest in their properties that include switching to clean energy, reducing greenhouse gases or simply replacing outdated systems. PACE programs have emerged as one of the most important innovative solutions for municipalities to help the commercial sector fund the switch to clean energy solutions. In fact, PACE was named one of the top “world changing ideas” by Scientific American magazine.

This article will focus on commercial applications of PACE financing. It addresses the key concepts of PACE financing, identifies first steps for municipalities to become eligible to bring this type of funding into their community, and provides resources for further investigation.

What is PACE and Why Should We Consider Using It in Our Community?

PACE financing is a program available to commercial property owners in Missouri, as well as 30 other states. The program provides financing for all upfront costs of energy efficient (EE) upgrades, renewable energy (RE) upgrades, and energy audits for businesses. The financing comes through private funds and is repaid through annual property assessments. Property owners can finance 100 percent of a project up front and then repay their financing through annual property assessments; this makes both retrofits and new construction of energy-efficient measures affordable. By eliminating the obstacles to reasonable financing, PACE also provides the funding necessary to stimulate local job growth. These jobs further promote the clean energy movement within Missouri. Property owners across the nation are using PACE because it saves them money and makes their buildings more valuable. PACE financing stays with the building upon sale and is easy to share with tenants. State and local governments sponsor PACE financing to create jobs, promote economic development and protect the environment.

What Can PACE Pay For?

PACE can pay for any item that improves the energy-efficiency of a building above and beyond what is required by code. This includes, but is not limited to: new heating and cooling systems, lighting improvements, solar panels, water pumps, insulation, and almost any improvement affixed to a commercial property - large and small commercial, industrial, non-profit, and agricultural.

Do You Have To Be Working Toward LEED Certification For Your Building To Use PACE Financing?

No. Leadership in Energy and Environmental Design (LEED) certification does not impact the financing. The key requirement is that the improvement provides energy and maintenance savings above and beyond what is required by local code.

Is PACE Available For Residential Use In Missouri?

Although the issue continues to be discussed, PACE financing is not available at this time for the residential sector. Residential PACE programs across the nation have been suspended or not moving forward until further clarification is received from the Federal Housing Financing Agency.

How Does PACE Work?

Municipalities and counties join PACE districts to collectively and efficiently administer a PACE program. The district insures that the project is compliant with state laws. The district is responsible for handling day-to-day PACE financing application reviews and approvals, as well as payment and collections on behalf of the PACE Commission.

There are currently three districts in the state of Missouri: Show Me PACE, Missouri Clean Energy District, and Set the PACE St. Louis. This establishes an open market PACE program where communities can join any district they choose. Communities may join a single district or multiple districts.
Each state must pass enabling legislation that allows local governments to offer PACE financing to building owners. The Missouri legislature enacted the PACE legislation in May of 2010. This legislation allows for funding of clean/renewable energy and energy-efficient improvements through a property assessment. PACE is modeled after methods that have been used to fund public benefits such as roads, sidewalks, and fire departments. Municipalities then choose to participate in PACE funding by passing a bond ordinance to participate in a clean energy district. Participation by a municipality is entirely voluntary. Each municipality may participate in multiple districts. There is no cost, liability, or Exposure for a municipality to form or participate in any clean energy development district.

After the framework for PACE has been established in a municipality, building owners or developers work with qualified PACE service providers to choose cost-effective projects that make good sense within the confines of the clean energy financing initiative. The building owner submits an application to the PACE district. Once the project has been approved, there is a traditional loan closing. The PACE finance provider then escrows the funds, and the building owner authorizes disbursements to the contractors. The contractors are chosen and the entire construction project is managed by the building owner/developer. The building owner then

PACE SUCCESS: CITY OF CHESTERFIELD

In the middle of 2015, Cambridge Engineering approached Libbey Malberg-Tucker, Community Services and Economic Development Director for the city of Chesterfield, Missouri, to investigate using PACE financing for an upgrade to the building that they leased within Chesterfield's city limits. They wanted to replace all their building lighting systems, as well as perform a complete HVAC systems retrofit to switch to more energy-efficient measures. The city of Chesterfield was already a member of the statewide Missouri Clean Energy District, and Cambridge was requesting that they join another district also, Show Me PACE. Ultimately, the city of Chesterfield became a member of both communities and the program was successfully funded using Show Me PACE.

"I would like to pass on the information I found to other people involved in community economic development," said Malberg-Tucker about her experience with PACE financing. "In our experience, there is no cost, liability, or exposure to Chesterfield or any other community by having PACE available. In addition, all the work to complete the financing of the project is done by the financing districts and PACE finance providers. There was no burden on our staff, and throughout the process, we couldn't come up with any reason to not do this. Initially we were only a member of the Missouri Clean Energy District and we found them to be better in dealing with larger projects. Since this was a smaller project, we felt that Show Me PACE was a better fit as they could complete the funding for a project this size in a more streamlined, cost-effective manner. We are glad to have PACE in our community and to be a member of both districts."
pays the municipality the annual assessment that is a line item on their annual property tax bill. The municipality then remits the payment to the finance provider.

WHERE IS PACE AVAILABLE IN MISSOURI?

The Missouri General Assembly enacted legislation allowing local government entities to raise money through the issuance of bonds or other sources of capital to fund energy efficiency and renewable energy projects to eligible property owners in 2011. Since then, 49 municipalities and counties have participated in PACE.

WHAT IS THE FIRST STEP TO BECOME ELIGIBLE TO OFFER PACE?

The community should have the city administrator or head of economic development contact the Show Me PACE Clean Energy District (www.showmepace.org) and the Missouri Clean Energy District (mced.mo.gov). The Clean Energy District has draft ordinances for cities, towns, and counties to use in authorizing district memberships. The draft ordinance is available at no cost to municipalities who wish to join as a member of a district.

Juliet Mee is a market associate for PACE Equity. PACE Equity provides turnkey project development, financing, and energy engineering nationwide.

Additional Information About PACE Financing

PACE Nation
www.pacenation.us

United States Office of Energy Efficiency and Renewable Energy
http://energy.gov/eere/sle/sle/sle/clean-energy-programs

Missouri Department of Economic Development
https://energy.mo.gov/energy/communities/assistance-programs/property-assessed-clean-energy-(pace)

National Association for PACE Providers
www.pacenation.us

Show Me PACE
www.showmepace.org

Missouri Clean Energy District
www.mced.mo.gov

St. Louis PACE
www.setthepacelouis.com

Participating PACE Communities:

Bel Nor
Berkeley
Bolivar
Branson
Cape Girardeau
Cassville
Charlack
Chesterfield
City of St. Louis
Cole County
Cooper County
Doniphan
Farmington
Fergusson
Galena
Gentry County
Greene County
Hartville
Hazelwood
Hollister
Holts Summit
Independence
Indian Point
Jefferson City
Jackson County
Kansas City
Kirksville
Lamar
Maryland Heights
Mercer County
Mississippi County
Nixa
North Kansas City
O'Fallon
Olivette
Ottawville
Ozark
Ozark County
Park Hills
Peculiar
Pilots Grove
Reeds Spring
Springfield
Sullivan County
Taney County
Town and Country
Village of Four Seasons
Warrensburg
West Plains
2016 was a phenomenal year.

--Community development projects

--Industrial growth projects
Wal Mart Dist. Center
Cohen Woodworking
Pepsi Dist. Center
Fed Ex Ground facility
Hy Point Industrial Park
Hartmann US
ASSESS

What assets does area have to promote future industrial expansion and attraction?

--Industrial building stock
  Existing 47,000 sq ft Fed Ex building
  19,000 sq ft within Hartmann bldg

--Industrial building sites
  Airport Industrial park
  5 acres at Hy Point
  2-3 sites at Hy Point West
  City’s undeveloped area (Twitty)
What does RREC need to do to better position the region for future?

--Evaluate current and potential assets (buildings & sites) for growth opportunities.

--Nurture long term prospects while focusing on our existing industrial companies

--Explore alternative opportunities for economic growth for the area

--Continue transportation advocacy
Evaluate current and potential assets for growth opportunities.

--Formal assessment of several parcels of land Utilities/roads, general location, topography, cost of development.

--Contracted for a “scaled down” virtual building

--Identifying partners for build-to-suit opportunities (as needed basis)

--Seeking Certified Site designation for Rolla National Airport Industrial Park; continue to market
Nurture long term prospects while focusing on our existing industrial companies

--Continue working with existing industries for their expansion needs

--Respondent to inquiries for new
  4 RFI's from Mo Partnership—Responded to 2
  3 locally sourced; announcement pending
  1 outside area inquiry

--Working with Lead Generation company to identify new prospects
  Ceramic Expo, Cleveland—next week
  Battery/Electric Vehicle Expo, Michigan—September
Explore alternative opportunities for economic growth for the area.

--Assisting East Central Comm. College with their quest for a larger, consolidated campus in Rolla

--Catalyst for a consolidated tourism initiative for St. James attractions.

Tourism stimulates regional development
--Many benefits for Rolla

“Destinations that have more tourist-centric businesses and opportunities have proven to grow at a higher than average rate over the past decade.” –Oxford Economics
THE POWER OF PARTNERSHIP:

How DMOs and EDOs Can Champion the Three-Legged Race and Be Better Together

Creating Greater Economic Impact Through Tourism

presented by ATLAS ADVERTISING
The Role of Economic Development in Tourism

DMOS ARE MAKING A BIGGER IMPACT ON THEIR COMMUNITIES NOW MORE THAN EVER BEFORE BY ALIGNING FORCES WITH ECONOMIC DEVELOPMENT ORGANIZATIONS: IT'S THE "1+1=3" PHENOMENON

Tourism is now one of the country's largest industries and fastest growing economic sectors. Around the world, the tourism industry generated about $7.2 trillion (about 10% of the world's entire GDP, or GWP) and was responsible for 284 million jobs (roughly one in 11) in 2015, according to statistics published by the World Travel & Tourism Council.

Tourism helps stimulate regional development, new economic activities, and shapes the perception of a community. Although tourism has been proven to have a positive impact on employment numbers, business relocations, and capital investment, it is often underestimated as a target industry despite the effect dollars spent from tourism have on community growth and vitality.

Recent research has proven that tourism is in fact an engine for community growth and prosperity and has a direct influence on how companies from start-ups to large corporations choose their locations. Often, key location decision makers have a level of familiarity with a community through an interaction they have had as a tourist. How many stories have you heard of a visitor falling in love with a place, moving there, and eventually starting a business?

We also know that when tourism entities coordinate their efforts with those of economic development, both are successful in setting themselves apart when competing for business relocations and attracting tourists to their communities.

- Tourist explores a new place, becomes enamored; may become a repeat visitor
- Visions of calling that place home become real, and tourist transitions into potential workforce for a community
- Visitor makes decision to move to the destination, calling the once favorite vacation spot home
- Tourist, now community member, starts own business, and creates economic footprint in region
- Prosperous economy ensues, and cycle continues
During a recent webinar, "Mixing Business with Pleasure: How DMOs and EDOs Collaborate for Ultimate Community Vitality," we surveyed a group of destination marketers and economic developers to gauge perceptions on cross sector collaboration and whether or not it works. The majority of those who identified as a Destination Marketing Organization answered that previous collaboration efforts (with EDOs) had been productive. The greatest efficiencies to be gained from these types of partnerships, according to DMOs? 70% agree that general placemaking initiatives should be priority, while 30% said livability campaigns for residents.

Of the webinar attendees who identified as an Economic Development Organization, 73% said previous collaboration efforts (with DMOs) were productive. The same percentage of EDOs also said the greatest efficiencies to be made involve workforce attraction campaigns for talent.

So while future collaborations fall in the direction of each organization's priority, it's easy to see that DMOs and EDOs find value in cross industry teamwork for the overall betterment of a place, a community, and the larger area or region that both may call home.

Working together to shape community perceptions and attract events and conferences that highlight the community's quality of life and increase the demand for transportation infrastructure (roads, airline routes) supports both economic development and tourism growth, and raises the profile of the community to all targeted audiences. This kind of synergy between the DMO and EDO benefits everyone in the community.
Take Atlas client – Cumberland Valley (PA) – as an example. In a recent article published by Valerie Copenhaver, Director of Marketing for Cumberland Area Economic Development Corporation, we learn about some of the direct impacts the region is experiencing based on collaboration between DMO and EDO.

"In terms of its tourism development efforts, CAEDC has promoted the Cumberland Valley region as a leisure and business travel destination, rich in history, outdoor recreation, and auto shows, and successful in attracting visitors to the area. The millions of dollars that are funneled into the local economy, as a result of visitor spending, support local businesses and 6,215 jobs, and lessens the tax burden on our local residents." Other impressive statistics from the research include:

- Cumberland Valley had over 1.8 million visitors come in 2014 who made over two million trips
- Visitor generated $774 million in economic activity with nearly $250 million being from visitors engaged with CAEDC
- Cumberland Valley ranked 13th out of 67 counties for visitor spending
- Nearly half of these visitors indicated that marketing efforts by CAEDC had directly influenced them to visit

For Cumberland, collaboration between the DMO and EDO has had a direct effect on job creation and economic vitality. It isn't a coincidence that Cumberland County is one of Pennsylvania’s fastest growing counties.

**What we have learned is that growth in the visitor economy drives growth in other areas of the economy.**

- Destinations that have more tourist-centric businesses and opportunities have proven to grow at a higher than average rate over the past decade.
- A 10% increase in a destination's visitor-related employment relative to the U.S. average tends to be followed by a 1.5% rise in broader employment in the short-run.

*Source: Oxford Economics*
“Cumberland County is also the fastest growing county
in terms of population in Pennsylvania. Just as the
county is growing, so are CAEDC’s destination marketing
results. Our county has garnered double the number of
accolades over the last year, indicating a sharp increase
in the perceptions and awareness of the county’s
attributes nationally.”

Valerie Copenhaver
Director of Marketing
How Can DMOs Know They Are Making The Biggest Impact With Marketing?

LEADING ECONOMIC DEVELOPMENT PERFORMANCE INDICATORS THAT DRIVE BETTER DESTINATION MARKETING

Better destination marketing comes from stronger economic outputs. How do we know? We’ve been writing marketing strategies and crafting campaigns for communities for over 15 years, and we’ve seen it time and time again. Things like job creation, a vibrant downtown, and city improvements yield more tourists for communities looking to do things like retain workers and see an increase in visitation. A robust economic development plan means a stronger tourism base.

1. New jobs created or retained
2. New capital investment in the community
3. New infrastructure improvements
4. Quality of life perceptions
5. Job to resident ratio
6. Downtown vitality
7. Startup activity

ELEVEN SIGNS A CITY WILL SUCCED

A recent article by The Atlantic – **11 Signs a City will Succeed** – presents an informal checklist of traits that distinguish a place where things seem to work, or click, 5 of the 11 are tourism related tactics.

1. Divisive national politics seem a distant concern
2. You can pick out the local patriots
3. “Public-private partnerships* are real
4. People know the civic story*
5. They have a downtown*
6. They are near a research university
7. They have, and care about, a community college
8. They have unusual schools
9. They make themselves open*
10. They have big plans*
11. They have craft breweries*  

* tourism related
In a nutshell, communities that people want to visit are places where people want to live and work. These same communities become places businesses have to be. Tourism becomes like a "first date," with marketing campaigns by tourism bureaus as matchmaker and jobs and economic growth as offspring.

— Duncan Adams, originally published in Roanoke Times.

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PRIORITIZING TOURISM EFFORTS AND THE POWER OF TOURISM BRANDING

In a recent study of tourism campaigns in nine states, the research firm of Longwoods international (Longwoods) demonstrated how each state’s tourism promotion campaign created a "halo effect," lifting not only visitation in those states, but also driving business development, real estate sales, purchase of second homes, and even college recruitment.

Longwoods conducted the survey in states that had made substantial investments in tourism marketing over a long period of time (two – 10 years) to determine if business decision makers had been affected by tourism advertising. The results were resoundingly positive.

One campaign they studied was the uber-successful Pure Michigan initiative – a branding initiative that promoted visitation to Michigan and had a substantial impact on Michigan’s once flailing economy. The campaign has run for over 10 years and is regarded as one of the most successful destination marketing campaigns in the country. When researchers asked audiences in target markets how their perception of Michigan had shifted any, if at all, throughout the campaign, they were not only motivated to visit Michigan but also had completely different thoughts about Michigan as a destination to open a business, attend college, or start a career. This kind of shift in perception is relevant because it proves that a tourism brand can have a direct impact on the hearts and minds of potential new residents and businesses which aligns with most economic development strategies. In fact, economic developers in Michigan adopted the brand to market to prospective workforce and potential businesses looking to relocate.
Pure Michigan Results 2006 - 2014

- Generated 22.4 million out-of-state trips to Michigan
- Those visitors spent $6.6 billion at Michigan businesses
- They paid $459 million in state taxes on those trips, primarily sales tax
- Cumulative Pure Michigan ROI: $4.81

Impact of Michigan's 2014 Tourism Campaign on State's Economic Development Image

Base: National Out-of-State Residents

100% A GOOD PLACE TO PURCHASE A VACATION HOME
59% A GOOD PLACE TO START A CAREER
79% A GOOD PLACE TO RETIRE
81% A GOOD PLACE TO LIVE

Creating Greater Economic Impact Through Tourism
WHAT CORPORATE RELOCATION EXECUTIVES THINK ABOUT TOURISM DESTINATIONS

In the spring of 2016, Atlas Advertising surveyed over 2,500 site selectors and business location decision makers to better understand their perception of how tourism impacts economic development. 66% of those surveyed believe that tourism and tourism related spending has somewhat of an impact on an economy, but that business drives the majority of community revenue.

When it came to branding, 35% of respondents did see value in the tourism and economic development brand being the same, with key messages within the brand tailored to the target audience.

When we asked if tourist destinations impacted the desirability of a community for business relocation and expansion, results were mixed. Most agreed that it depends on the type of business locating. The overall perception was that tourism had no impact on manufacturing and industrial site selection, but did on small businesses and creative-class companies. Many cited that the quality of life assets that are promoted in tourism destinations appeal to high level executives, and also young, in-demand talent.

“Tourism promotion impacts perceptions and tourism assets enhance quality of life, which is important to recruiting talent - I think they are inherently connected.” - Site Selector

“Business owners like to locate near recreational vacation regions where good transportation (air, sea, road, rail) allows access to the marketplace.” - Site Selector
71% of site selectors agreed that tourism has some influence on attracting and retaining a qualified workforce. This should be interesting to both DMOs and EDOs, since attracting and retaining workforce is quickly rising to the top of the list as an economic development priority. As companies vie to locate where workforce is, and as visitors seek out their next vacation, how a brand attracts and retains those audiences is really a destination's challenge of the next 25 years.

Further, Atlas has been engaged in more workforce recruitment marketing initiatives than ever before. Why?

- Millennials demand more from their communities than just great jobs. Work life balance is of tantamount importance. They look to find employment in communities that provide amenities beyond the basics.

- Economic developers are beginning to understand that marketing a community's quality of life compels potential workforce to envision the life they can build in that community.

- Building and fostering an image of your community shapes perceptions with both potential workforce and potential businesses looking to relocate.
Three Steps to Take an Economic Development Approach to Tourism Marketing

1) CRAFT A BRAND THAT TELLS YOUR STORY. CREATE A MARKETING STRATEGY AND CAMPAIGN THAT SELLS YOUR STORY
   - Inventory your assets, and develop your positioning
     - Digital has become the game changer, especially as the world becomes more competitive at a faster and faster rate, and choices for visitors and companies get harder. Positioning your marketing for visibility and engagement in the digital space is a smart strategy for both DMOs and EDOs.
   - Identify your audiences, including site selectors and targeted industries
   - Develop your goals and create metrics around each one
   - Identify your tactics for each audience to accomplish your goals
     - Keep in mind, places leave the most lasting impressions, tangible or intangible, on human beings. And, human beings still make the decision where a company stays or relocates to, and, similarly, where they want to vacation.
   - Develop your budget and tactical calendar
   - Execute
     - Having a brand gives you the tools to have a real dialogue about your place.

2) MARKET YOUR LOCAL ASSETS
   - Leverage your local celebrities, products, and attractions to help generate regional and national awareness of your community as a great place to live, work, and play.

3) USE TOURISM AS A TARGETED INDUSTRY FOR ECONOMIC DEVELOPMENT
   - Collaborate with EDOs to create a unified voice when talking about your community to maximize impact
   - Participate in economic development and tourism co-op marketing opportunities
   - Work with economic development and chamber organizations in your community
   - Align tourism and economic development messages
   - Partner with academic institutions to communicate the benefits of your community to potential workforce assets of the future

[Signature: 11/20/20]
TOURISM IS AN ECONOMIC ENGINE. It contributes a significant portion to national and world GDP, it accounts for one out of 11 jobs, and tourism employment continues to outpace all other traded sectors. It's a domineering industry that's expected to grow 4.4% over the next decade, and its resounding impacts on our economy are vast.

As funding for both economic development and tourism initiatives continue to be scrutinized and often undervalued, it is important that tourism marketing professionals understand the impact of destination promotion to economic development, providing value to everyone in the community in the form of job creation and capital investment.
About Atlas Advertising

Atlas Advertising is a niche digital marketing, strategy, and creative firm whose goal as a company is to connect people to places and ideas to action. We help communities and destinations grow their economies, attract visitors and talent, and compete for jobs through technology and strategy.

Our purpose is empowering community greatness, and we are laser focused on building digital marketing programs that generate the greatest results for our clients. We’ve worked with more than 180 economic development and destination marketing organizations in 47 states and six countries, and our experience brings a perspective to our work that is unmatched in visitor and business attraction, community branding, and place marketing.

AGENCY SERVICES

» Destination marketing strategies
» Digital engagement and creative services
» Paid media

Atlas Advertising
www.atlas-advertising.com

CONTACT INFORMATION

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t: 303.292.3300 x232
COMMENTARY:

In April 2016, City Council approved Ord. No. 4268 that rezoned the old Country Mart store and parking lot from C-2 to C-3 zoning – predominantly to allow the storage and sale of outdoor supplies. The applicant was Super Market Developers (SMD), owner of the Forum Plaza. At the time, they were in negotiations with Dickey Bub Farm and Home. Council approved the rezoning but added two conditions: 160 parking spots and outdoor storage limited to the area between the store and Tenth Street and directly in front of the store. As Dickey Bub finalized a lease and completed renovations, they realized additional area was needed for outdoor storage. Dickey Bub has confirmed sufficient parking but is requesting additional flexibility for limited outdoor and seasonal materials. Staff has reviewed same and has no objection though believes a height restriction (6 ft.) for the defined areas is appropriate to maintain adequate visibility for the entire Plaza. Both SMD and Price Chopper are comfortable with same. Discussion needed. If Council consents in principle, an amendment to Ord. No. 4268 would be required.
AN ORDINANCE APPROVING THE REZONING OF A 4.56 ACRE TRACT DESCRIBED AS A FRACTIONAL PART OF THE FORUM SHOPPING CENTER, TRACTS 2 & 3 FROM C-1 (NEIGHBORHOOD BUSINESS DISTRICT) ZONING AND C-2 (GENERAL RETAIL DISTRICT) ZONING TO C-3 (HIGHWAY COMMERCIAL DISTRICT) ZONING. (SUPER MARKET DEVELOPERS).

WHEREAS, an application was duly filed with the Community Development Department on January 26, 2016, requesting the property described above be rezoned according to the Basic Zoning Ordinance of the City of Rolla, Missouri; and

WHEREAS, a public notice was duly published on February 20, 2016 in the Rolla Daily News for this rezoning according to law which notice provided that a public hearing would be held at Rolla City Hall, 901 N. Elm, in the City of Rolla, Missouri; and

WHEREAS, the City of Rolla Planning and Zoning Commission met on March 8, 2016 at 5:30 p.m. The Planning and Zoning Commission unanimously recommended that City Council approve the rezoning of the subject property as proposed by the applicant; and

WHEREAS, the City Council, during its March 21, 2016, meeting, conducted a public hearing concerning the proposed rezoning and heard the first reading of the attached ordinance;

WHEREAS, after consideration of all the facts, opinions, and evidence offered to the City Council at the hearing by those citizens favoring said change of zoning and by those citizens opposing said change in zoning, the City Council found that the proposed rezoning would promote public health, safety, morals, and the general welfare of the City of Rolla, Missouri, and would be for the best interest of said City.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ROLLA, MISSOURI AS FOLLOWS:

SECTION 1: That the Basic Zoning Ordinance No. 3414, Chapter 42 of the Code of the City of Rolla, Missouri, which said zoning ordinance adopts zoning regulations, use districts, and a zoning map in accordance with the Comprehensive Plan, is hereby amended by changing the zoning classification of the following described property situated within the City of Rolla, Missouri, from C-1 (Neighborhoiod Business District) zoning and C-2 (General Retail District) zoning to C-3 (Highway Commercial District) zoning described as follows:

LEGAL DESCRIPTION

A fractional part of Tracts 2 and 3 of the Forum, Rolla, Missouri more particularly described as follows:
Beginning at the Northeast Corner of Lot 1 of Rolla Federal Credit Union Subdivision, Rolla, Missouri; thence South 87°58'47" East, 191.39 feet; thence East, 182.46 feet to the West line of a parcel described in Phelps County Deed Records at Book 351, Page 13; thence South 0°12'04" East, 109.86 feet along said West line to the southwest corner of said Book 351, Page 13 parcel; thence North 89°47'56" East, 110.00 feet along the South line of said Book 351, Page 13 parcel to the northwest corner of a parcel described in Phelps County Deed Records at Book 299, Page 298; thence South 0°12'04" East, 304.53 feet along the West line of said Book 299, Page 298 parcel to the North right of way of Tenth Street; thence South 89°18'28" West, 486.02 feet along said North right of way to the southeast corner of a parcel described in Phelps County Deed Records at Book 393, Page 107; thence North 0°06'28" East, 150.10 feet along the east line of said Book 393, Page 107 parcel to its northeast corner; thence South 89°37'28" West, 135.21 feet along the North line of said Book 393, Page 107 parcel to the east right of
way of Forum Drive; thence northerly, 57.95 feet along the arc of a curve, concave westerly with a radius of 848.51 feet, the chord of which is North 5°48'10" East, 57.94 feet along said East right of way to the southwest corner of the aforesaid Lot 1 of Rolla Federal Credit Union Subdivision; thence North 88°59'28" East, 129.48 feet along the South line of Lot 1 to its southeast corner; thence North 0°06'28" East, 217.48 feet along the East line of Lot 1 to the point of beginning. Above described tract contains 4.56 acres, more or less, description derived from survey order number 204585, dated December 18, 2014, by James Surveying Company.

Less all parts deeded to the State Highway Commission of Missouri except all legally established roads and highways.

SECTION 2: The owners of the subject tract of land herein platted do hereby agree to the following restrictive covenant: No construction may be commenced upon the above described property until all necessary building and construction permits have been issued by the City of Rolla, Missouri and that it is understood that no such permits shall be issued for any lots herein platted until the completion of all public improvements appertaining to such lots or until a cash bond equal to the reasonable costs of completing such public improvements has been received and approved by the City of Rolla, Missouri. The above-mentioned public improvements shall be completed pursuant to the agreement between applicant and the City of Rolla for the completion of such improvements as required by the Rolla City Code.

SECTION 3: The property owner and/or tenant shall maintain no less than 160 designated parking spaces to serve the businesses located at 1140, 1100, and 1040 Forum Drive.

SECTION 4: The storage, display or sale of merchandise outdoors shall be limited to the area south of the building and north of tenth street, and immediately adjacent to the west side of the building.

SECTION 5: This Ordinance shall be in full force and effect from and after the date of its passage and approval. Building permits may not be issued by the Community Development Department until the revised plat has been filed with the Phelps County Recorder of Deeds.


APPROVED:

[Signature]
Mayor

APPROVED AS TO FORM:

[Signature]
City Counselor
I. PUBLIC HEARINGS (continued)

(A) Ordinance Rezoning an 11.9 Acre Tract Located North of Wild Horse Run Plat No. 1 from R-1 (Single Family District) to RR (Rural Residential District) Zoning (Joyner) (continued): Following a brief discussion, Mayor Magdits opened the public hearing to anyone wishing to address the Council concerning the subject-rezoning request. No one present responded. Mayor Magdits closed the public hearing.

City Counselor Carolyn Buschjost read the following proposed ordinance for its first reading, by title. ORDINANCE: AN ORDINANCE APPROVING THE REZONING OF AN 11.9 ACRE TRACT LOCATED IN A FRACTIONAL PART OF THE SW 1/4 OF THE NW 1/4 OF SECTION 24, T37N, R8W FROM R-1 (SINGLE FAMILY DISTRICT) ZONING TO RR (RURAL RESIDENTIAL DISTRICT) ZONING. (JOYNER).

(B) Ordinance Rezoning a Fractional Part of the Forum Plaza Shopping Center from C-1 (Neighborhood Business District) Zoning and C-2 (General Retail District) Zoning to C-3 (Highway Commercial District) Zoning (Super Market Developers): Community Development Director John Petersen explained the subject property, which consists of 4.56 acres, is the former Country Mart site, located in the Forum Plaza Shopping Center. The applicant, Super Market Developers, Inc., have requested the rezoning of the property from C-1 (Neighborhood Business District) and C-2 (General Retail District zoning) to C-3 (Highway Commercial District) zoning. The applicants requested the subject rezoning in order to be able to market merchandise outside of the building. Mr. Petersen explained the site currently has 191 parking spaces and by law, they are only required to have 160 parking spaces. He noted the merchandise would be displayed to the south of the building where there are about 24 parking spaces that would be lost. Mr. Petersen reported the Planning and Zoning Commission recommends approval of the rezoning request.

Mr. Joel Riggs, 5000 Kansas Avenue, Kansas City, Kansas, and representing Super Market Developers, Inc., stated they are the developers of the Forum Plaza. He informed the Council that for the past nine months he has been working with Dickey Bub Farm and Home that has five other locations in Missouri. Pending approval of the rezoning, Mr. Riggs said they are ready to sign a lease and they do need exterior sales limited to the side parking lot (adjacent to Tenth Street), which would be fenced. He pointed out no other parking spaces would be used. Dickey Bub Farm and Home would like the opportunity to have outdoor sales underneath the canopy that is on the current sidewalk. Mr. Riggs informed the Council that in speaking with City Administrator John Butz,
I. PUBLIC HEARINGS (continued)

(B) Ordinance Rezoning a Fractional Part of the Forum Plaza Shopping Center from C-1 (Neighborhood Business District) Zoning and C-2 (General Retail District) Zoning to C-3 (Highway Commercial District) Zoning (Super Market Developers) (continued): Super Market Developers has agreed to include the stipulation in the ordinance, for its final reading, that the display or sale of merchandise outdoors would be limited to the area south of the building.

Mayor Magdits opened the public hearing to anyone wishing to address the Council concerning the subject-rezoning request. No one present responded. Mayor Magdits closed the public hearing.

City Counselor Carolyn Buschjost read the following proposed ordinance for its first reading, by title. ORDINANCE: AN ORDINANCE APPROVING THE REZONING OF A 4.56 ACRE TRACT DESCRIBED AS A FRACTIONAL PART OF THE FORUM SHOPPING CENTER, TRACTS 2 & 3 FROM C-1 (NEIGHBORHOOD BUSINESS DISTRICT) ZONING AND C-2 (GENERAL RETAIL DISTRICT) ZONING TO C-3 (HIGHWAY COMMERCIAL DISTRICT) ZONING. (SUPER MARKET DEVELOPERS).

(C) Ordinance Rezoning Tract A of Lost Acres Subdivision from C-3 (Highway Commercial District) Zoning to R-3 (Multi-Family District) Zoning (Goldberg): Community Development Director John Petersen explained the subject rezoning request involves four structures located at the corner of Old St. James Road and Farrar Drive. The applicants are requesting the rezoning from C-3 (Highway Commercial District) to R-3 (Multi-Family District) zoning. He said the reason the applicants are pursuing the rezoning is because the current C-3 (Highway Commercial District) zoning is considered a legal non-conforming use. Mr. Petersen noted the property consists of .95 acres. The Planning and Zoning Commission recommends approval of the rezoning request.

Mayor Magdits opened the public hearing to anyone wishing to address the Council concerning the subject-rezoning request. No one present responded. Mayor Magdits closed the public hearing.

City Counselor Carolyn Buschjost read the following proposed ordinance for its first reading, by title. ORDINANCE: AN ORDINANCE APPROVING THE REZONING OF A .95 ACRE PARCEL LOCATED IN THE LOST ACRES SUBDIVISION, LOT "A", TO BE REZONED FROM C-3 (HIGHWAY COMMERCIAL DISTRICT) ZONING TO R-3 (MULTI-FAMILY DISTRICT) ZONING. (GOLDBERG)
V. OLD BUSINESS (continued)

(B) Ordinance Rezoning a Fractional Part of the Forum Plaza Shopping Center from C-1 (Neighborhood Business District) Zoning & C-2 (General Retail District) Zoning to C-3 (Highway Commercial District) Zoning (Super Market Developers): Community Development Director John Petersen explained the subject property consists of 4.56 acres and is the former location of the Country Mart store. He explained the building is currently being remodeled. Mr. Petersen told the Council the applicant is requesting the rezoning of the property to C-3 (Highway Commercial District) to primarily allow for the sale, storage, and display of merchandise outdoors. He pointed out that during its last meeting, the Council placed the following conditions on the rezoning: 1) the property owner and/or tenant shall maintain no less than 160 designated parking spaces to serve the businesses located at 1104, 1100, and 1040 Forum Drive, and; 2) the storage, display, or sale of merchandise outdoors shall be limited to the area south of the building and north of Tenth Street, and immediately adjacent to the west side of the building.

After some discussion, City Counselor Lance Thurman read the following proposed ordinance for its final reading, by title. ORDINANCE NO. 4268: AN ORDINANCE APPROVING THE REZONING OF A 4.56 ACRE TRACT DESCRIBED AS A FRACTIONAL PART OF THE FORUM SHOPPING CENTER, TRACTS 2 & 3 FROM C-1 (NEIGHBORHOOD BUSINESS DISTRICT) ZONING AND C-2 (GENERAL RETAIL DISTRICT) ZONING TO C-3 (HIGHWAY COMMERCIAL DISTRICT) ZONING. (SUPER MARKET DEVELOPERS). A motion was made by Williams and seconded by Morris to approve the proposed ordinance. A roll call vote on the motion showed the following: Ayes; Miller, Bowe, Woolley, Williams, Hines, Jung, Meusch, Jordan, Morris, Eudaly, and Crowell. Nays; None. Absent; Long. Motion carried. The ordinance passed.

(C) Ordinance Rezoning Tract A of Lost Acres Subdivision from C-3 (Highway Commercial District) Zoning to R-3 (Multi-Family District) Zoning (Goldberg): Community Development Director John Petersen explained the subject property is currently zoned C-3 (Highway Commercial District) and there are four structures on the property, which could potentially be residential. He said he believes this is what prompted the property owners to request the rezoning to R-3 (Multi-Family District). Mr. Petersen said the current zoning of C-3 (Highway Commercial District) is considered a legal, non-conforming use. Mr. Petersen reported the Planning and Zoning Commission recommend approval of the request.
CITY OF ROLLA
CITY COUNCIL AGENDA

DEPARTMENT: Community Development
John Petersen, Director

ACTION REQUEST
Information Only

DATE: April 10, 2017

ITEM/SUBJECT: Many businesses rely on signs to communicate their commercial messages to the public. Detached signs (signs which are not attached to a building), are considered to be particularly useful for marketing because of the height advantage they have over ground “attached” signs. According to Rolla’s sign ordinance, commercial sites zoned C-0 and C-1 may use detached signs not exceeding 20 feet in height as measured from the highest part of the sign. Properties zoned commercial/industrial (C-2 through M-2) may employ detached signs totaling 40 feet in height, as measured from the base elevation/ground to the top of the sign.

A survey of nine Missouri communities (see attached table) was recently conducted by the Community Development Department in order to reveal the range of permitted sign heights. The median height for commercial signs in Missouri was approximately 30 feet. The smallest detached commercial sign was recorded in Kirksville at 25 feet and the tallest sign permitted in the City of Arnold at 50 feet.

Sign location is often influenced by the characteristics of the sign base. Is the base level or is it impacted by excessive slope? Will the location of the sign base adversely impact traffic visibility or create a distraction for drivers? There does not seem to be any consistency as to the base elevation of detached signs. Rolla uses the existing grade elevation of the sign itself. Staff can only think of 3 cases where ground elevation vs. roadway elevation has been an issue (two recent cases). Staff is comfortable with our current policy but has no objection to a change to “the higher of existing grade elevation or adjacent roadway elevation” but such a change may justify the maximum sign height (in C-2, C-3 zoning) to 30’.
### Detached Sign / Commercial Zoning

The base of the sign to be determined at grade or roadway elevation.

<table>
<thead>
<tr>
<th>Location</th>
<th>Height</th>
<th>At Grade or Roadway Elevation</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Springfield, Missouri</td>
<td>40/20 ft.</td>
<td>At Grade</td>
</tr>
<tr>
<td>City of Joplin, Missouri</td>
<td>30/45/55 ft.</td>
<td>Roadway Elevation</td>
</tr>
<tr>
<td>City of Kirksville, Missouri</td>
<td>25 ft.</td>
<td>At Grade or Roadway Elevation</td>
</tr>
<tr>
<td>City of Manchester, Missouri</td>
<td>30 ft.</td>
<td>At Grade or Roadway Elevation Whichever is Higher</td>
</tr>
<tr>
<td>City of Maryland Heights, Missouri</td>
<td>30 ft.</td>
<td>At Grade or Roadway Elevation Whichever is Higher</td>
</tr>
<tr>
<td>City of Arnold, Missouri</td>
<td>50 ft.</td>
<td>At Grade or Roadway Elevation Whichever is Less</td>
</tr>
<tr>
<td>Jefferson City, Missouri</td>
<td>30 ft.</td>
<td>At Grade or Roadway Elevation Whichever is Higher</td>
</tr>
<tr>
<td><strong>City of Rolla, Missouri</strong></td>
<td><strong>20/40 ft.</strong></td>
<td>At Grade</td>
</tr>
<tr>
<td>City of Hazelwood, Missouri</td>
<td>30 ft.</td>
<td>At Grade</td>
</tr>
<tr>
<td>City of Gladstone, Missouri</td>
<td>35 ft.</td>
<td>At Grade</td>
</tr>
</tbody>
</table>

\[VI. B.2.\]