



1050 Research Blvd
St. Louis, MO 83132

P 314-996-2320
F 314-991-9562

June 19, 2013

City of Ballwin
14811 Manchester Road
Ballwin, Missouri 63011

Attention: Mr. Robert A. Kuntz
City Administrator

In re: Kehrs Mill Road Tank Logo

Dear Mr. Kuntz:

This correspondence is to address the issue that the City of Ballwin brought to our attention that our recently painted Kehrs Mill water tank which includes the Missouri-American logo may run afoul of Ballwin's sign ordinance.

Frankly, this came as a surprise to us, as we have water tanks with our logo on them all across the State of Missouri, and we have never had this issue come up. We did not view the logo on the tank as a "sign" and we certainly had no intention of violating or circumventing any city ordinances currently in place. The logo is on the tank simply to identify us as a partner in the community and to inform folks what is contained in the tank.

I regret any inconvenience this has caused and would ask the city for its consideration in allowing the logo to remain on the tank, rather than painting it over at significant expense.

I have been working with the water company for 23 years and have had a great relationship with the City of Ballwin and obviously want to do everything to maintain that relationship going forward. Further, I grew up in Ballwin and I currently live two blocks from the tank.

I look forward to working with you on an amicable solution.

Sincerely,

Bradley T. Brown
Manager, Government Affairs

BTB:ms