



VII. A.

690 Chesterfield Pkwy W • Chesterfield MO 63017-0760
Phone: 636-537-4000 • Fax 636-537-4798 • www.chesterfield.mo.us

Planning Commission Staff Report

Project Type: Sign Request

Meeting Date: January 9, 2017

From: Cecilia Hernandez
Project Planner

Location: North of North Outer 40 Rd, south of Conway Road, east of Chesterfield Parkway, and west of Timberlake Manor Pkwy

Applicant: Warren Sign Co. c/o Steve Behrens.

Description: **Bonhomme Presbyterian Church (Sign Request):** A request for a freestanding monument sign to exceed six (6) feet in height and fifty (50) square feet in outline area for an 8.73 acre tract of land located on the north side of North Outer 40 Rd, west of Timberlake Manor Pkwy, south of Conway Rd, and east of Chesterfield Parkway (18R120333).

PROPOSAL SUMMARY

Warren Sign Company has submitted a sign request for the Bonhomme Presbyterian Church development. The request is for one freestanding sign to exceed six (6) feet in height and fifty (50) square feet in outline area. The Planning and Development Services Division has reviewed the request and submits the following report.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The original structure was built in 1958, and the subject site was zoned "NU" Non-Urban District by Saint Louis County.

In October of 1985, a site development plan was approved for two new additions, including a large educational facility. In August of 2008, a site plan and landscape plan were approved and recorded for a new church addition which better connected the buildings on site. Finally, last fall, plans were approved for the addition of a small outdoor amphitheater.

The existing freestanding monument sign along North Outer 40 Road was constructed prior to the City of Chesterfield’s incorporation and as such, no permitting or construction documentation is on file with the Planning and Development Services Department.

Surrounding Land Use and Zoning

The land use and zoning for the properties surrounding this parcel are as follows:

Direction	Land Use	Zoning
North	Single-family residential	“R1A” Residence District
South	I-64/40 & single-family residential	“R1A” Residence District
East	Office	“C-8” Planned Commercial District
West	Office & single-family residential	“PC” Planned Commercial District & “R3” Residence District (10,000 Square Ft)



STAFF ANALYSIS

The request is for Planning Commission to approve the size and height of a new monument sign. The proposed monument sign is eight (8) feet in height and eighty-four (84) square feet in outline area. The freestanding sign would replace the existing sign located along North Outer 40 Road. A photo of the existing sign is provided in the Applicant's proposed signage packet.

Regulations pertaining to freestanding business and identification signs are found in Section 31-04-05 of the Unified Development Code (UDC). From the UDC:

- *31-04-05F.2.(b)(2)[a][2] - The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet in outline area and/or twenty (20) feet in height above the average existing finished grade elevation at the base of the sign or elevation of the adjacent street, whichever is higher, with no height restriction for the bottom of the sign face subject to Planning Commission approval as outlined in Section 31-04-05(C) of this Article.*

The applicant is requesting an increase in outline area which does not exceed one hundred (100) square feet, and a height which does not exceed twenty (20) feet.

- *31-04-05C.3 - The proponent of a sign subject to Planning Commission Approval as set out in subsequent sections shall file with the Department, in addition to those document requirements specified in Section 31-04-05(C) of this Article, a written statement addressing the following information:*
 - a) *The underlying business, directional, and informational purpose of such a sign.*
 - b) *Why such a sign should exceed the maximum height and/or outline area specification for a particular sign in order to accomplish the underlying purpose as stated in Subsection (C)(3)(a) above*
 - c) *What the proponent of such a sign believes the adverse impact may be upon the underlying business, directional, or informational purpose of such a sign if the proponent is compelled to reduce the height and or outline area specification for any one (1) sign and the factual basis supporting such belief.*
 - d) *The approximate distance the proposed sign will be from other existing or planned structures visible or planned to be visible within a radius of one thousand (1,000) feet from said sign, identifying such structures with sufficient particularity to enable the Planning Commission to determine whether there is a reasonable likelihood of an adverse public health, convenience, welfare and/or safety impact within the one-thousand-foot radius area while maintaining the high aesthetic quality of said area.*
 - e) *What steps, if any, the proponent has taken to integrate the design with the surrounding environment, including, but not limited to, use of colors and*

materials, size and character of typeface(s), regularity of overall shape, type of illumination, orientation and situation of such a sign in order to minimize the amount of visual clutter, and to avoid the distraction to pedestrians and motorists beyond that necessary to convey the underlying business information, or directional purpose of said sign.

- f) If no steps [referred in Subsection (C)(3)(e) above] have been taken, provide information as to why such steps should not be required of the applicant.*
- g) Any other information, such as length of frontage, special speed limit or topographic considerations, that the proponent deems pertinent to the approval of such a sign request.*

The applicant has submitted their written statement addressing each of the above items.

- *31-04-05F.2.(a)(2) - The height of all business identification signs shall not exceed six (6) feet when located within the minimum front yard setback of a particular zoning district*

The applicants sign request is within the fifty (50) foot front yard setback, however, as shown on the site plan, it would sit fifty-three and a half (53.5) feet from the roadway and would get rid of an existing encroachment because the existing sign is within the right-of-way.

	Sign Dimensions	
Existing Freestanding Monument Sign	Height: 4'	Outline Area: 56ft ²
Proposed Replacement Sign	Height: 8'	Outline Area: 84ft ²

Policies pertaining to signs found in the Comprehensive Plan Policies are as follows:

3.4 Signage Considerations - Signage along the I-64/US 40 corridor and state highways should be evaluated in terms of height, size, and location while recognizing individual uses' need for identity and visibility.

This policy should be considered in making a decision regarding the sign request. It is clear that if context and continuity are considered, the requested sign is consistent with others along the same corridor, as shown in the image on the following page.



RECOMMENDATION

The Sign Request includes the removal and replacement of one (1) freestanding sign to the site. Staff has reviewed the Sign Package and found the proposal to be consistent with the purpose and intent of the UDC sign regulations and the City of Chesterfield Comprehensive Plan. Staff recommends approval of the proposed Sign Package for Bonhomme Presbyterian Church.

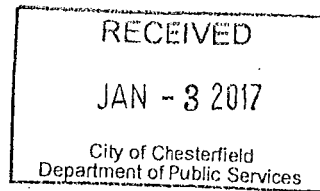
MOTION

The following options are provided to the Planning Commission for consideration relative to this application:

- 1) "I move to approve (or deny) the sign request for the Bonhomme Presbyterian Church Development."
- 2) "I move to approve the sign request for Bonhomme Presbyterian Church Development"
(Conditions may be added, eliminated, altered or modified)

Attachments: Applicant's Written Statement
 Proposed Signage Elevation
 Monument Location Plan

cc: Aimee Nassif, Planning and Development Services Director



**WARREN
SIGN**

**RE: Bonhomme Presbyterian Church – Sign Request
14820 Conway Road, Chesterfield, MO. 63017**

We are proposing to build a new monument sign for Bonhomme Presbyterian Church along their Southern frontage that will replace the old sign that has been there over 20 years. Herein is our request to build the sign to eighty-four (84) square feet and request to build it 8' in overall height.

A – The underlying business, directional, or informational purpose of such a sign.

This sign serves the purpose of identifying the church to the thousands of cars that pass on highway 40 East and West each day.

B – Why such a sign should exceed the maximum height and/or outline area specification for a particular sign in order to accomplish the underlying purpose as stated in Subsection (C)(3)(a) above.

The sign is an average of 200 feet from the highway, depending on which lane and direction one is traveling. It is important that the copy and logo are large enough to be read by drivers in the short window of visibility, especially from the Westbound lane.

C – What the proponent of such a sign believes the adverse impact may be upon the underlying business, directional, or informational purpose of such a sign if the proponent is compelled to reduce the height and/or outline area of such a sign to within the maximum height and/or outline area specification for any one (1) sign and the factual basis supporting such belief.

The left and right edges of our proposed sign are 5'8" tall, in compliance with the code. Bonhomme needs to include their tree logo without being forced to shrink the name, so we designed the steeple point in the center of the sign which gives us the space for the logo. From a design perspective, it works very well, but requires us an exception for the overall height rule. If we are not granted the exception, we would need to build a plain, unimpressive rectangular cabinet with smaller copy and an inferior layout.

It is important for us to keep the same visibility for the BONHOMME name that the current sign has, so we designed a sign with a similar width to the existing one. This enables the copy to be large enough to be legible from the highway. This would not be possible if we were limited to just 50 square feet for a sign on such a large frontage with the kind of setback we are challenged with.

...continued...



RE: Bonhomme Presbyterian Church – Sign Request
14820 Conway Road, Chesterfield, MO. 63017

D – The approximate distance the proposed sign will be from other existing or planned structures visible or planned to be visible within a radius of one thousand (1,000) feet from said sign, identifying such structures with sufficient particularity to enable the Planning Commission to determine whether there is a reasonable likelihood of an adverse public health, convenience, welfare and/or safety impact within the one-thousand-foot radius area while maintaining the high aesthetic quality of said area.

The sign sits by itself on the lawn of the church. It will not impede any other structures or businesses.

E – What steps, if any, the proponent has taken to integrate the design with the surrounding environment, including, but not limited to, use of colors and materials, size and character of typeface(s), regularity of overall shape, type of illumination, orientation and situation of such a sign in order to minimize the amount of visual clutter, and to avoid the distraction to pedestrians and motorists beyond that necessary to convey the underlying business, information, or directional purpose of said sign.

We have designed an internally illuminated cabinet with colors that will complement the surrounding area (grass). The design is simple, and visual clutter is not an issue since the sign sits on its own, far from other structures.

F - If no steps [referred in Subsection (C)(3)(e) above] have been taken, provide information as to why such steps should not be required of the applicant.

I believe I have sufficiently responded to section E above.

G – Any other information, such as length of frontage, special speed limit or topographic considerations, that the proponent deems pertinent to the approval of such a sign request.

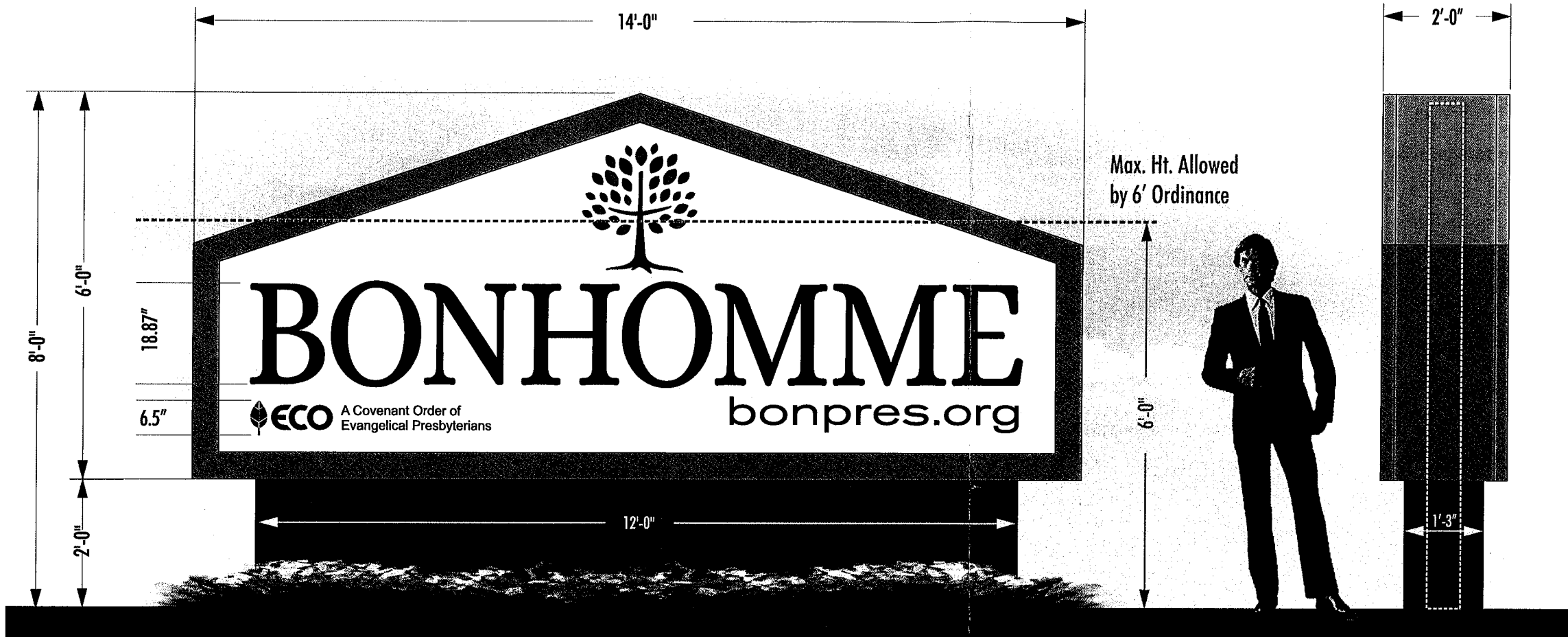
I mentioned Westbound 40 above – There is a short window where drivers going this direction are able to see the sign due to the outer road being higher than the highway. It is important that we are granted the exception to help with visibility in this regard.

A handwritten signature in black ink, appearing to read 'Steven P. Behrens', is written over a horizontal line.

Steven P. Behrens, Sales Consultant
Warren Sign Co., Inc.

BECAUSE YOU WOULDN'T LET JUST ANYONE SIGN YOUR NAME™

RECEIVED
 JAN - 3 2017
 City of Chesterfield
 Department of Public Services



HWY. MONUMENT SIGN ELEVATION: 1/2" = 1'-0" (84sf) Final landscaping provided (by others) will be in accordance with the Unified Development Code section 31-04-05F.2.(b)(8)

REMOVE & DISPOSE EXISTING MONUMENT SIGN & STEEL SUPPORTS. FABRICATE AND INSTALL ONE DOUBLE SIDED, INTERNALLY ILLUMINATED MONUMENT SIGN. ALUMINUM CABINET PAINTED OLIVE GREEN. SIGN SHALL HAVE FLEXIBLE VINYL TENSIONED FACES DECORATED WITH 3M TRANSLUCENT VINYL GRAPHICS AS SHOWN. ILLUMINATION SHALL BE BY WHITE LED MODULES POWERED BY LOW VOLTAGE POWER SUPPLIES. SIGN SUPPORTED BY A NEW STEEL UPRIGHTS DIRECT BURIED IN A CONCRETE FOOTING PER ENGINEERS SPEC. COORDINATE NEW LOCATION WITH SITE PLAN. PIPE CONCEALED BY AN ALUMINUM BASE PAINTED TO MATCH BRICK TONE. SIGN BUILT WITH UL LISTED ELECTRICAL COMPONENTS PER UL SPECS AND SHALL HAVE A WATERPROOF UL LISTED DISCONNECT SWITCH AS REQUIRED PER CITY OF CHESTERFIELD SIGN CODE. PRIMARY ELECTRICAL SERVICE FROM PREVIOUS SIGN WILL REQUIRE TRENCHING TO NEW SIGN LOCATION.



WARREN SIGN

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 P: 636.282.1300 F: 636.282.3388
 warrensign.com

CLIENT
 BONHOMME PRESBYTERIAN CHURCH

PROJECT
 MAIN MONUMENT SIGN

LOCATION
 14820 CONWAY ROAD
 CHESTERFIELD, MO 63017

DATE
 10/17/16

SAVED AS
 BONHOMME MAIN MONUMENT SIGN

DRAWING NO.
 SB 100916

REVISED
 12/1/16

DESIGNED BY
 Keith Hempen

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