



VII. B.

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

January 7, 2008

Planning Commission
City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, MO 63017

The Planning Commission agenda for **January 12, 2008** will include the following item for your consideration:

Towne Centre: Amended Sign Package for an 18.34 acre tract of land, zoned “PC” Planned Commercial District located on the west side of Long Road, south of Edison Road.

Dear Planning Commission:

Adler Custom Signworks, on behalf of GHH Investments LLC, has revised their original and second request for an amended Sign Package for the above referenced project. The Department of Planning and Public Works has reviewed this request and submits the following report.

BACKGROUND

1. On September 23, 1998, the City of Chesterfield approved Ordinance 1454 which rezoned the property to “PC” Planned Commercial District.
2. On April 12, 1999, the Planning Commission approved the Site Development Concept Plan for the site.
3. On August 25, 2003, the Planning Commission approved an Amended Site Development Concept Plan for changes to the lot lines.
4. On September 8, 2003, the Planning Commission approved an amendment to the Sign Package for the design of the monument sign.
5. On January 12, 2004, the Planning Commission approved Amended Architectural Elevations for awnings over individual storefront entrances.
6. On November 24, 2008, a Second Amended Sign Package went to Planning Commission and the motion to approve failed by a vote of 0-8.

7. On December 8, 2008, the petitioner revised the request for a Second Amended Sign Package. The motion to approve failed by a vote of 3-4.

SUBMITTAL INFORMATION

1. The request is for an amendment to the existing sign package for the one monument sign which is located along the Long Road frontage of the site. The sign would replace the existing monument sign at that location. The second monument sign along Edison Road would remain.
2. The sign will be landscaped at the base with low lying perennials, annuals and bushes.
3. The following table shows the differences between the proposed monument sign from the November 24, 2008 meeting and the January 12, 2008 proposal.

	11/24/2008 Proposal	1/12/2008 Proposal
Height of Sign	20 feet	12.5 feet
Height of Sign Base	8 feet	2.5 feet
Square Footage of Sign	108 square feet	90 square feet

DEPARTMENTAL INPUT

The submittal was reviewed and is in compliance with all City of Chesterfield ordinances. The Department of Planning & Pubic Works requests action on the Amended Sign Package.

Respectfully submitted,



Mara M. Perry, AICP
Senior Planner

Cc: City Administrator
City Attorney
Department of Planning & Public Works

Attachments:
Letter from Petitioner
Amended Sign Package



adler custom signworks

December 15, 2008

ADLER CUSTOM SIGNWORKS



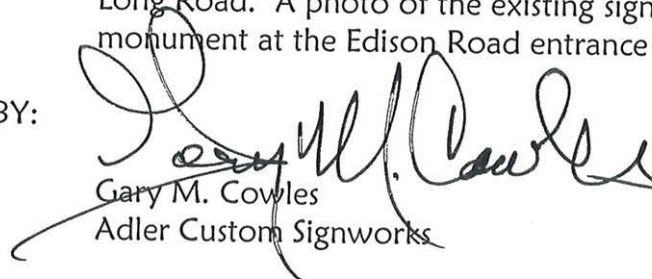
PROJECT: Towne Centre
Chesterfield, Missouri

REQUEST: Sign Package Amendment
Long Road • Entry Monument
Original Date: May 07, 1999

OVERVIEW: Request is made of the City of Chesterfield to consider an amendment to the current sign package for the retail center known as Towne Centre of Chesterfield, Missouri. This amendment request would address a change-out of the existing entry monument located at the Long Road entrance. This request is based upon the need for street exposure for the twenty-plus retail establishments at the center. To accomplish this objective a directory listing of tenants is presented for consideration.

As requested, this structure will replace the existing monument on Long Road. A photo of the existing sign is enclosed. The entry monument at the Edison Road entrance will remain.

SUBMITTED BY:


Gary M. Cowles
Adler Custom Signworks

GMC:skm
Enclosure

www.acsignworks.com

4065 wedgeway ct.
st. louis, mo 63045
tel 314.209.1915
fax 314.209.1917
toll 888.449.2701

ARCHITECTURAL GUIDELINES

CHIODINI ASSOCIATES ARCHITECTURE/INTERIOR DESIGN/GRAPHICS

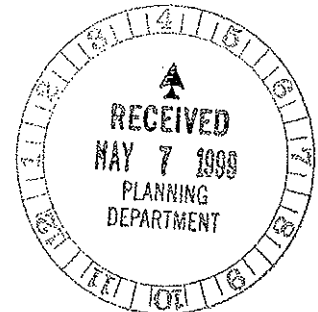
PROJECT: **TOWN CENTRE**
Chesterfield Business Park
Chesterfield, MO

A. ARCHITECTURAL DESCRIPTION

The architectural style is best described as "Classic village" in which a variety of building facades and massing create the atmosphere of a traditional "Classic Village" centre. A similar style of architecture, materials and details will be required for all out buildings.

B. RETAIL OFFICE BUILDINGS

1. Provide for definition of diversity between major tenants, secondary stores and small shops.
2. Traditional design elements will be incorporated throughout the project (i.e. dormers, water tables, etc.).
3. Define access and circulation for office areas.
4. Maintain overall design context as to size, shape, colors and materials, yet utilizing tenants necessary identity.
5. Allow for flexible signage that is visible yet restrained. (See sign criteria.)
6. Construction of high quality materials to maintain appropriate image.
7. Materials: brick, stone, replicated stone, siding, shingles, paned windows and appropriate "village" stone fronts.
8. Storefront facades designed to be communicative and inviting to the pedestrian shopper. Awning will be allowed, if architecturally compliant.
9. Landscaping and "village street" furniture and lighting to enhance the environment.
10. Service access and dumpsters will be visibly screened using the compatible materials as the main buildings.



C. FREE STANDING BUILDINGS

1. Exterior building materials and facades will be compatible with the overall traditional concept design for the center. Individual tenants creativity will be integrated into the overall contextual concept.
2. Use of exterior building materials shall be consistent on all facades and shall be compatible with those of the main centre.
3. Rooftop equipment where utilized shall not be visible to patrons.
4. All site development details such as site lighting, site layout, paving, landscaping, shall be compatible in design, color and materials throughout the center.
5. Service access and dumpsters will be visibly screened using the compatible materials as the main buildings.

CHESTERFIELD TOWN CENTER ADDITIONAL DESIGN COMMENTS

Based on the Architectural Review Comments on our project, which we are basically very positive on the basic design of the project, we have further addressed the one area of question, the rear elevations, in the following manner.

1. A masonry unit similar in color to the brick we are using on the front of the project, will be used thereon with an accent block at the top of the wall, with the exception of the rear two story building entry and each end element of the Center. Service entry doors will have accent block lintel with a decorative light.
2. The two story rear entry will be fully fenestrated with paned glass windows and brick to a point where brick returns transfer into the masonry unit similar in color. Also the second floor will have panel windows with stone or block sills and headers.
3. At each end of the Center nearest the enclosing streets, the brick and roof fenestration will be carried around the building to the rear of the Center for approximately three bays or 75'±, providing a front fenestration view from the street. In addition extensive landscaping to break up the rear view will also be provided.
4. The rear vertical surface of the front roofs will be covered in a shingle similar to that used on the building front roofs.
5. We suggest that rooftop HVAC screening is unnecessary on the west side since the views of this elevation are from an industrial use whose rooftop units are exposed at present. On the south, screening of rooftop units is also not necessary since the view is from an extreme distance and due to the manner we have treated the end building, rear facade and landscaped area. HVAC units will be kept inward away from easy view, approximately the center point of the building depth.
6. The tower will be brick masonry with stone accents throughout on all facades.

TENANT SIGNAGE CRITERIA

CHIODINI ASSOCIATES ARCHITECTURE/INTERIOR DESIGN/GRAPHICS

PROJECT: **TOWNE CENTRE**
Chesterfield, MO

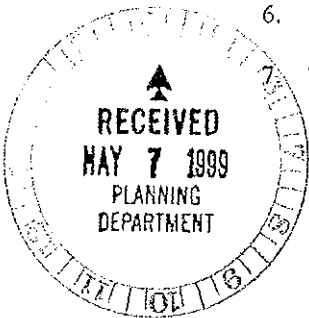
A. GENERAL REQUIREMENTS

1. The sign company or the Tenant must submit to Landlord for written approval two (2) copies of detailed drawings showing the size, layout, design and color of the proposed sign.
2. All required permits for signs shall be obtained by the sign company and must comply with all local codes and ordinances. (Section 1003.168 of the Chesterfield Zoning Ordinance.)
3. All signs shall be constructed and installed at Tenant's expense.
4. Tenant shall be responsible for complying with all signage requirements/criteria stipulated herein.
5. Tenant's signs shall be limited to letters designated Tenant's store name and/or type of store only, and shall contain no advertising devices, slogans, symbols, or marks other than Tenant's store name and/or type of store. Logos or corporate shields shall be permitted subject to Landlord approval.

B. DESIGN REQUIREMENTS

1. The only type of signage permitted will be illuminated channel letters. Sign cabinets, subject Landlord approval.
2. The outline area of sign shall not exceed five percent (5%) of the wall area on which the sign is attached. On two story building with two tenants, the floor line is limits of wall area for each tenant with a maximum of 200 sq.ft..
3. Letters may not overlap with top or bottom edge of the building's sign band. The total width of Tenant's store sign cannot exceed eighty percent (80%) of the store frontage with a minimum setback from the edge of the lease line of three (3) feet.
4. The size of the letters on Tenant's store front sign shall be limited to a maximum height of twenty-four (24) inches and not less than fourteen (14) inches.
5. Signage installed to masonry, must be attached to raceways. All other raceways are to be remote, behind sign facade wall.
6. Graphic designs or logo may be submitted but are subject to Landlord's approval.

The Landlord reserves the right of final approval on the proposed signage design and method of installation.

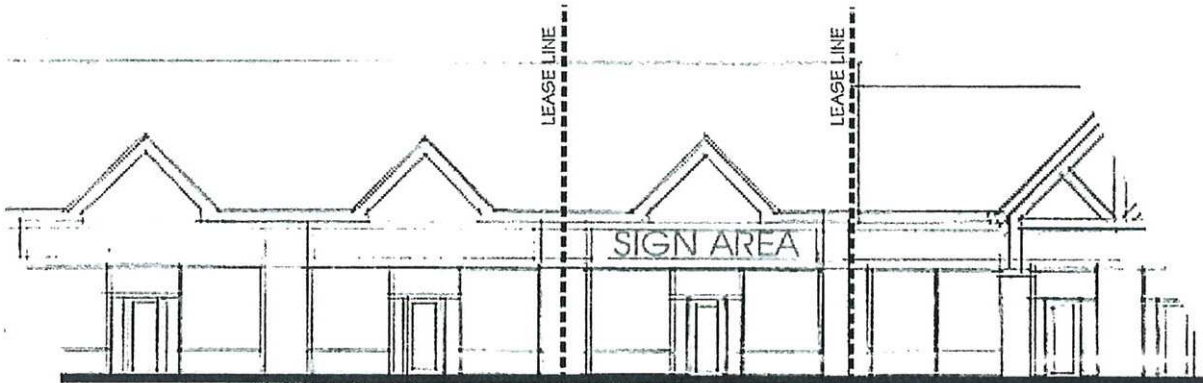


C. CONSTRUCTION REQUIREMENTS

1. All letters are to be fabricated of a minimum thickness of .063 aluminum backs, and a 4" deep .040 aluminum return, painted (to be determined by Owner.)
2. All fasteners, bolts, clips and brackets to be made of non-corrosive material and painted to match building.
3. When necessary, letters shall be attached to a 6" x 6" x .063 aluminum raceway, painted to match masonry fascia.
4. Letters shall be illuminated by 12mm 6500 white neon tubing so as to provide even illumination.

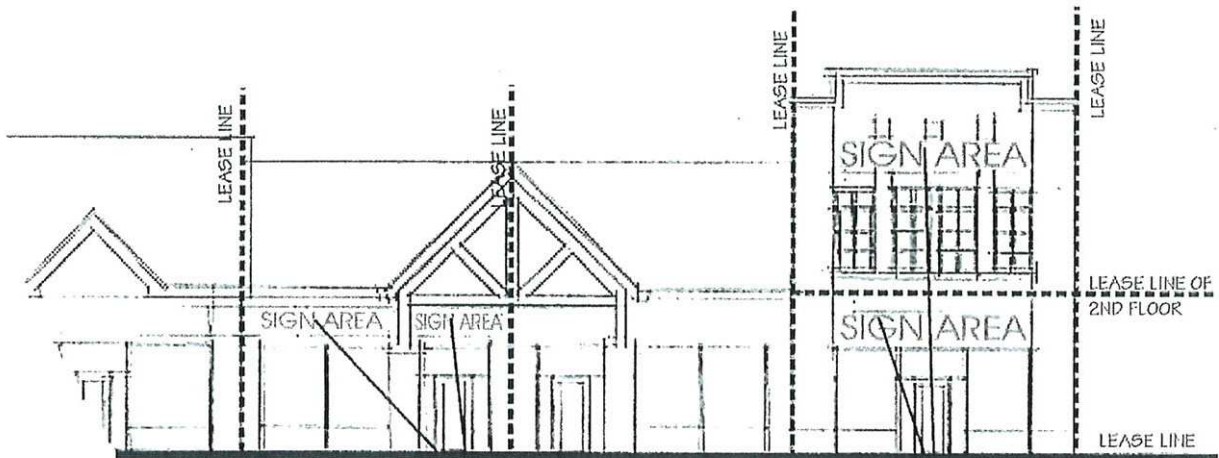
D. STIPULATIONS

1. All signs and their installations shall comply with all local building and municipal codes.
2. No animated, flashing or audible signs will be permitted.
3. No exposed lamps, cross-over conduit, or tubing will be permitted.
4. Paper/Stickers will not be permitted.
5. Electrical service to all signs shall be on Tenant's electrical meter.



WALL AREA IS CALCULATED FROM LEASE LINE TO LEASE LINE/ FLOOR LINE TO ROOF LINE. ON 2 STORY ELEMENTS, AREA IS FROM FLOOR LINE TO FLOOR LINE (2ND FLOOR), AND FROM 2ND FLOOR LINE TO TOP OF ELEVATION.

TYP. ELEMENT



TYP. ELEMENT

2 DIFFERENT LOCATION FOR TENANT SIGNAGE

TYP. LOCATION FOR TENANT SIGNAGE

Sign Area

CALCULATION OF SIGNAGE AREA IS THE OUTLINED AREA OF SIGN, NOT TO EXCEED 5% OF WALL AREA.

**TENANT SIGNAGE CRITERIA
TOWN CENTRE**

CHESTERFIELD BUSINESS PARK
CHESTERFIELD, MISSOURI





Scale: 3/4" = 1'-0"

2-TWO SIDED PYLON SIGN EXTRUDED ALUMINUM CABINET, HIGH OUTPUT FLUORESCENT ILLUM., WITH ROUTED LETTERS WITH ACRYLIC BACK UP. LOGO TO BE WHITE ACRYLIC WITH V.D.C.

FACES: PMS 403 with 1" +- PMS 3435 strip and a white 1" +- strip around edges. All sides/top/bottom to be painted PMS 403, White V.D.C. for smaller lettering.

NEON: White.
PIERS Brick/block to match building, with aluminum caps to be painted

TOTAL SIGN AREA PER FACE = 30 S.F. per side



TOWN CENTRE
at CHESTERFIELD BUSINESS PARK, CHESTERFIELD, MISSOURI

Date Issued 3/9/99 / Client Approval _____ Date _____

Architecture
Chiodini
Interior Design
Planning
Graphics

Project Information

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SIGN 1

PRINTS ISSUED
08/11/03

REVISIONS

FILENAME: 08/08/03/0001



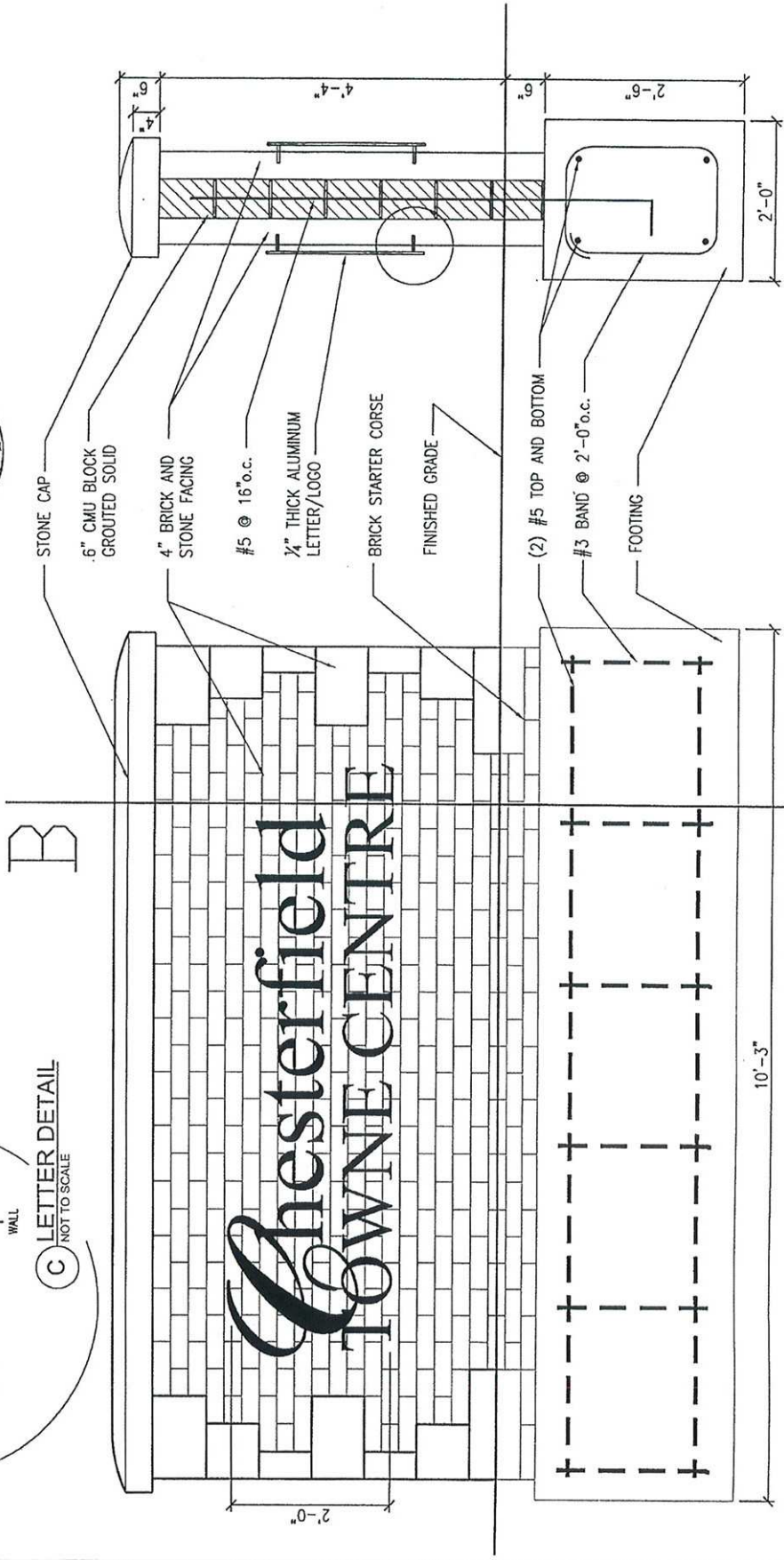
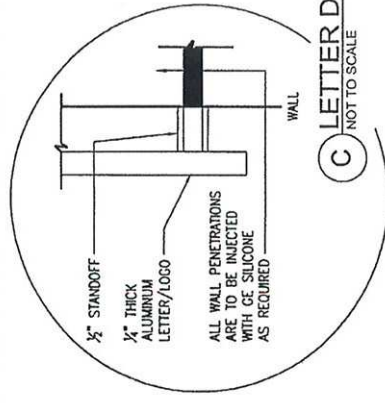
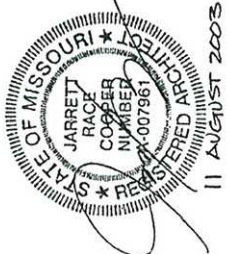
ROSEMAN & ASSOCIATES, P.C.
ARCHITECTS
PLANNING CONSULTANTS
2145 OLD BOWSETT RD. SUITE 108
ST. LOUIS, MISSOURI 63103
TEL: 314/798-1418
FAX: 314/798-1503
EMAIL: design@roseman.com
2300 Roseman & Associates, P.C.
KINGS CRT, MO ST. LOUIS, MO
O'LEARY PARK, KS

CHESTERFIELD TOWNE CENTRE CHESTERFIELD, MO.

SHEET TITLE
ELEVATION
SECTION
LETTER DETAIL

PROJECT NUMBER: 01070
SHEET NUMBER

A1



B SECTION
SCALE: 1/2\"=1'-0"

A ELEVATION
SCALE: 1/2\"=1'-0"

See List

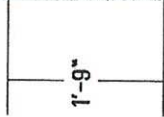
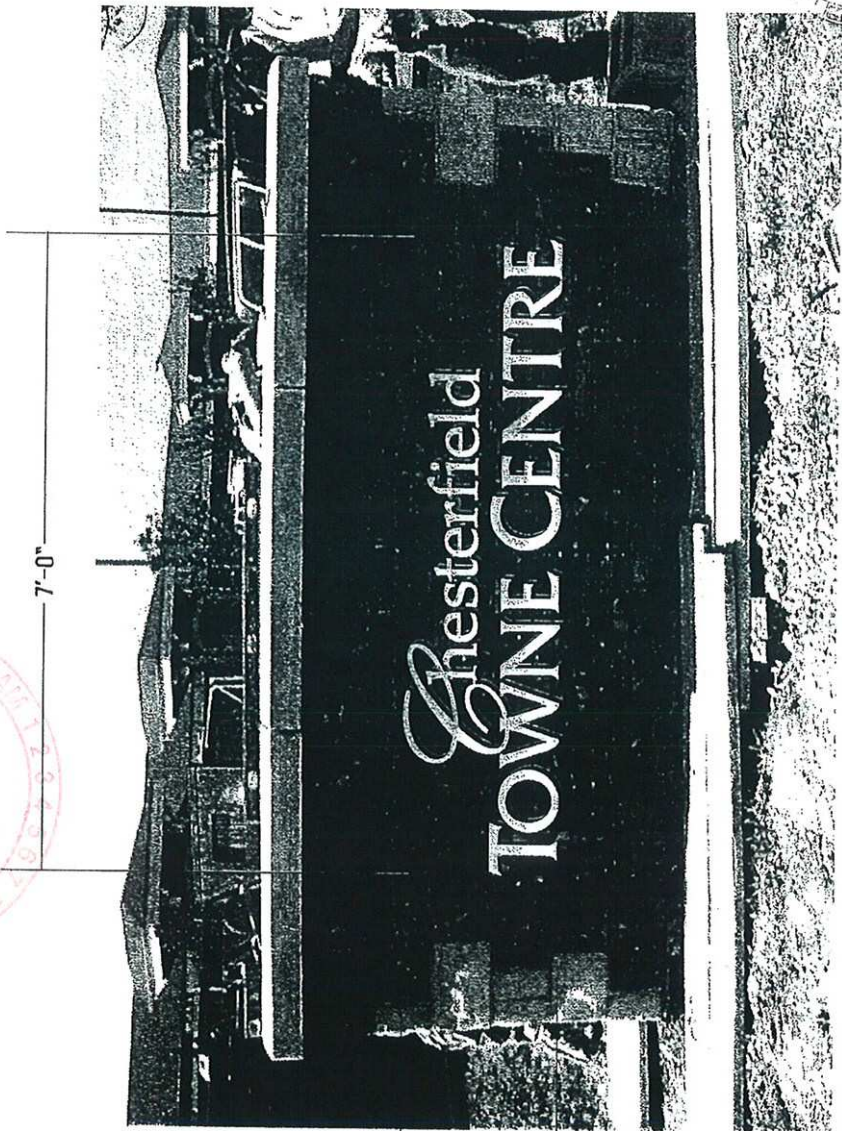
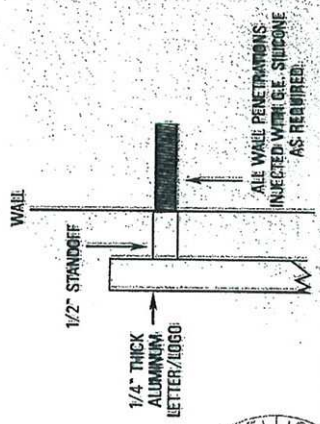


PHOTO ELEVATION 3/4" SCALE

SPECIFICATIONS

Fabricate & Install:
One set per each monument (2 sets total) aluminum letters to be installed on existing brick monuments as noted:
Letters to be 1/4" thick aluminum extrusions painted finished Aluminum (MAP) and steel mounted to sign area with a 1/2" standoff.

All penetrations to be injected with GE silicone adhesive.
Manufacturing & installation performed by skilled union craftsmen to ensure quality.
IUPAT Signs & Pictorial Painters Local 774
IBEW Electrical Workers Local 11



TYPICAL MOUNTING DETAIL - NTS



CURT CHESTERFIELD, TOWNE CENTRE
10000 CHESTERFIELD, MO
DATE: 7/30/03 REVISED: 8/06/03
DRAWING # AC072003 DRAWN BY: Keith Hempen

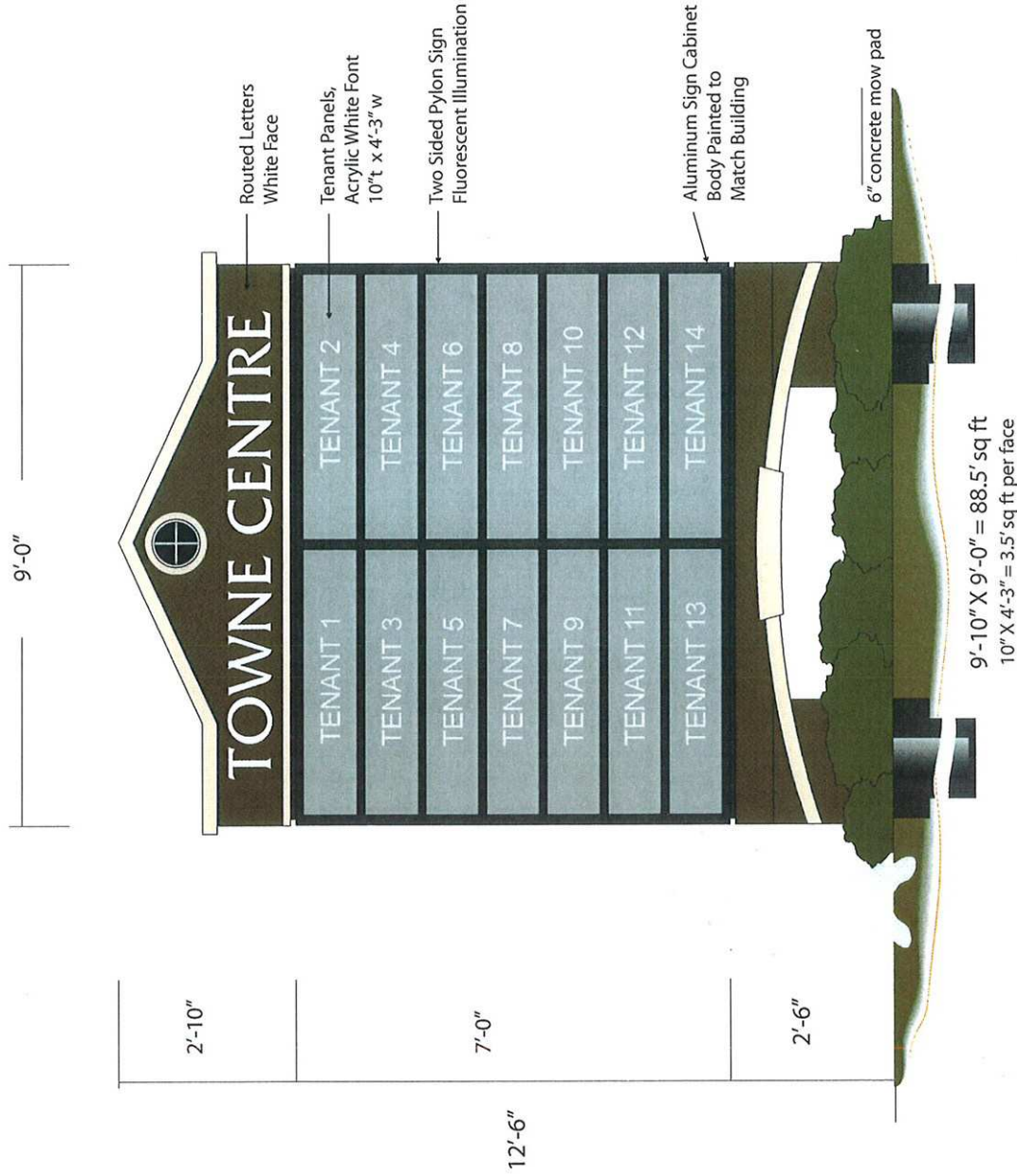
SEAL OF THE CITY OF CHESTERFIELD
SEAL OF THE IUPAT LOCAL 774
SEAL OF THE IBEW LOCAL 11

FOR BIDDING ONLY
 REVISED
 APPROVED

SEAL OF THE IUPAT LOCAL 774
SEAL OF THE IBEW LOCAL 11

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WARREN SIGN
2955 Arnold Embrook Rd. Arnold, MO 63010
Ph: 636.383.1300 F: 636.282.3388
www.warrensigs.com



CUSTOMER APPROVAL

CLIENT | Gundaker Commercial Group

DESIGNER | GAM

SCALE: FULL | File | Gundaker Commercial Group\Chesterfield Town Center\TownTitleAvert.cdr

DATE | 11.26.08 | 4065 Wedgeway Court Saint Louis, MO 63045 p. 314.209.1915 f. 314.209.1917 toll. 888.449.2701 www.acsignworks.com

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proposed original pylon



proposed pylon

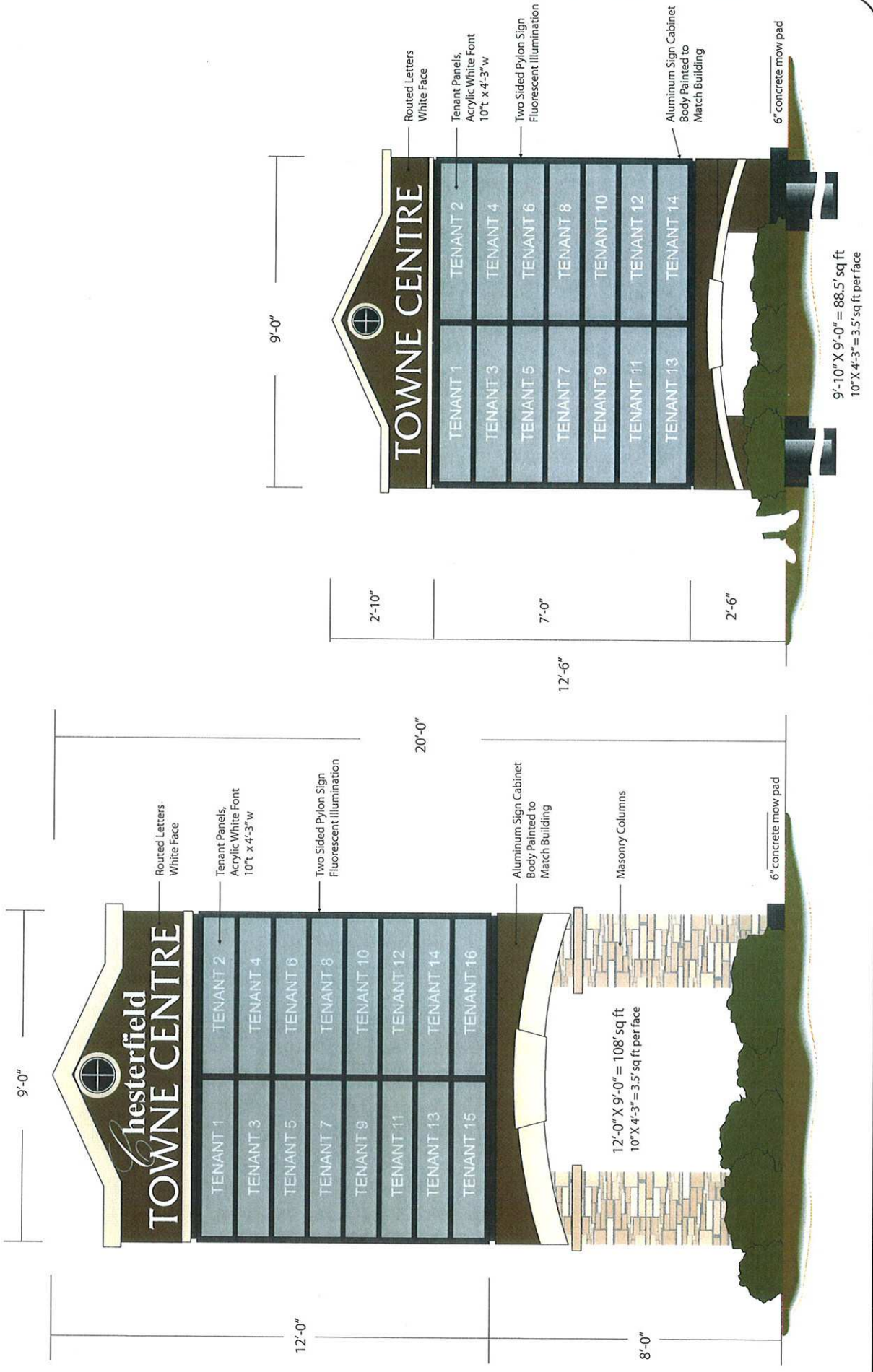
CLIENT Gundaker Commercial Group		DESIGNER GAM		CUSTOMER APPROVAL	
SCALE: FULL	File Gundaker Commercial Group\Chesterfield Town Center\townTitleAvert.cdr				
DATE 11.26.08	4065 Wedgeway Court Saint Louis, MO 63045 p. 314.209.1915 f. 314.209.1917 toll. 888.449.2701 www.acsignworks.com				

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Chesterfield pylon

revision 12.15.08



CLIENT Gundaker Commercial Group		DESIGNER GAM		CUSTOMER APPROVAL	
SCALE: FULL		File Gundaker Commercial Group\Chesterfield Town Center\Town TitleAvert.cdr			
DATE 12.15.08		4065 Wedgeway Court Saint Louis, MO 63045 p. 314.209.1915 f. 314.209.1917 toll. 888.449.2701 www.acsignworks.com			

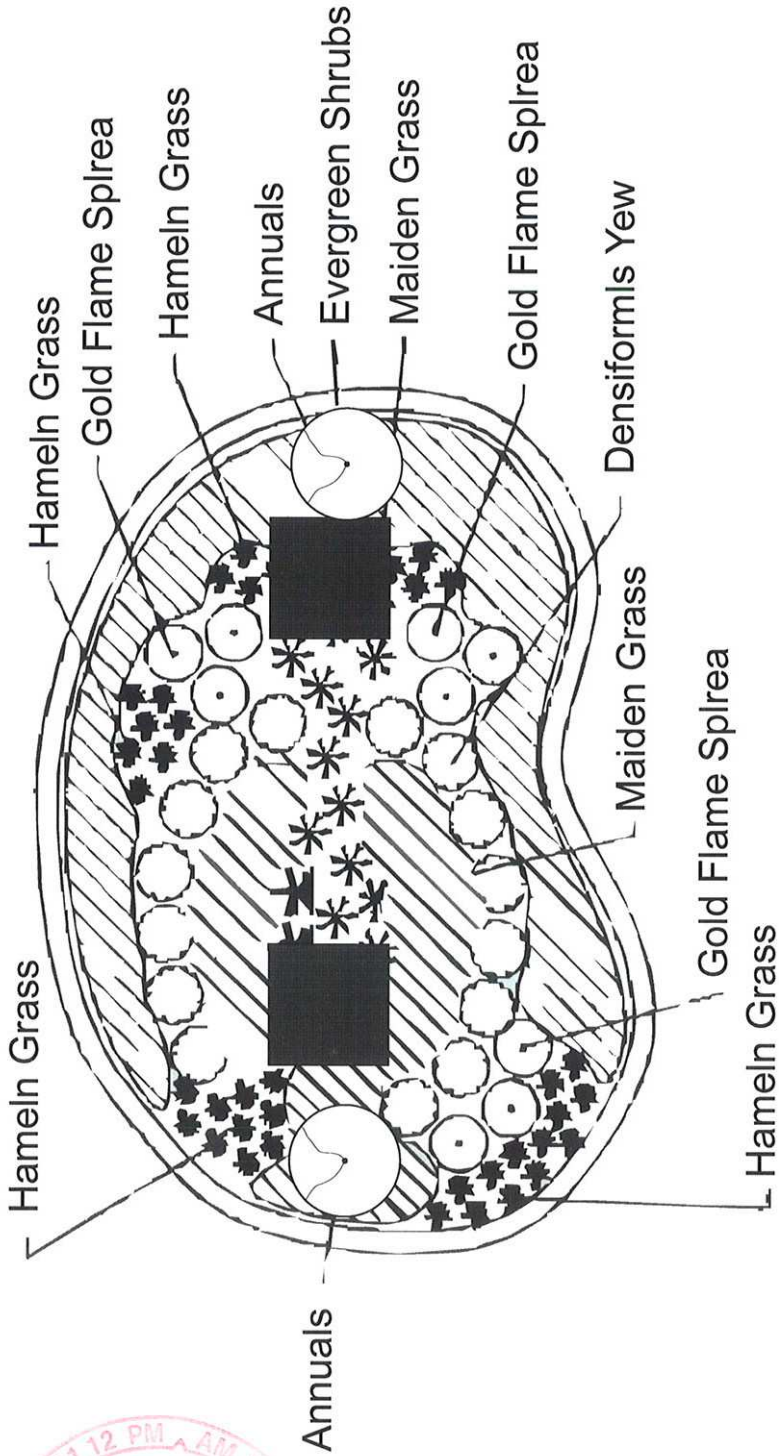


adler custom signworks

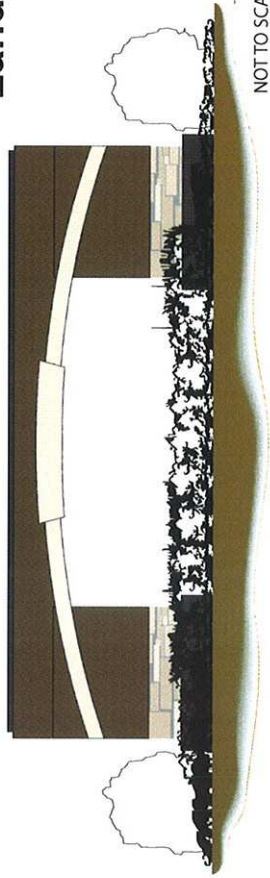
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Chesterfield pylon - landscape plan

revision 12.18.08



Chesterfield Towne Centre Landscape Plan



NOT TO SCALE

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CLIENT Gundaker Commercial Group	DESIGNER GAM	CUSTOMER APPROVAL
SCALE: SMALL	File Gundaker Commercial Group\Chesterfield Town Center\TownTitleAvert.cdr	
DATE 12.18.08	4065 Wedgeway Court Saint Louis, MO 63045 p. 314.209.1915 f. 314.209.1917 toll. 888.449.2701 www.acsignworks.com	

PROJECT: 9871
DATE: 3-15-00
DRAWN: MAC/JAC

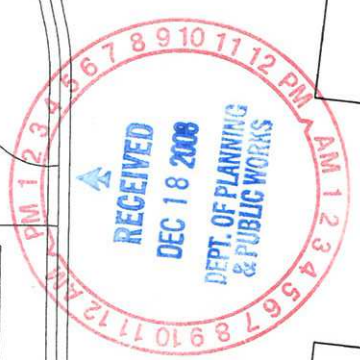
100% FINAL SET
PHASE II SHELL DRAWINGS

REVISIONS:
A REVISIONS DATED 8-11-00

CHESTERFIELD TOWNE CENTRE SHOPPING AND OFFICE CENTER GHH INVESTMENTS, L.L.C.

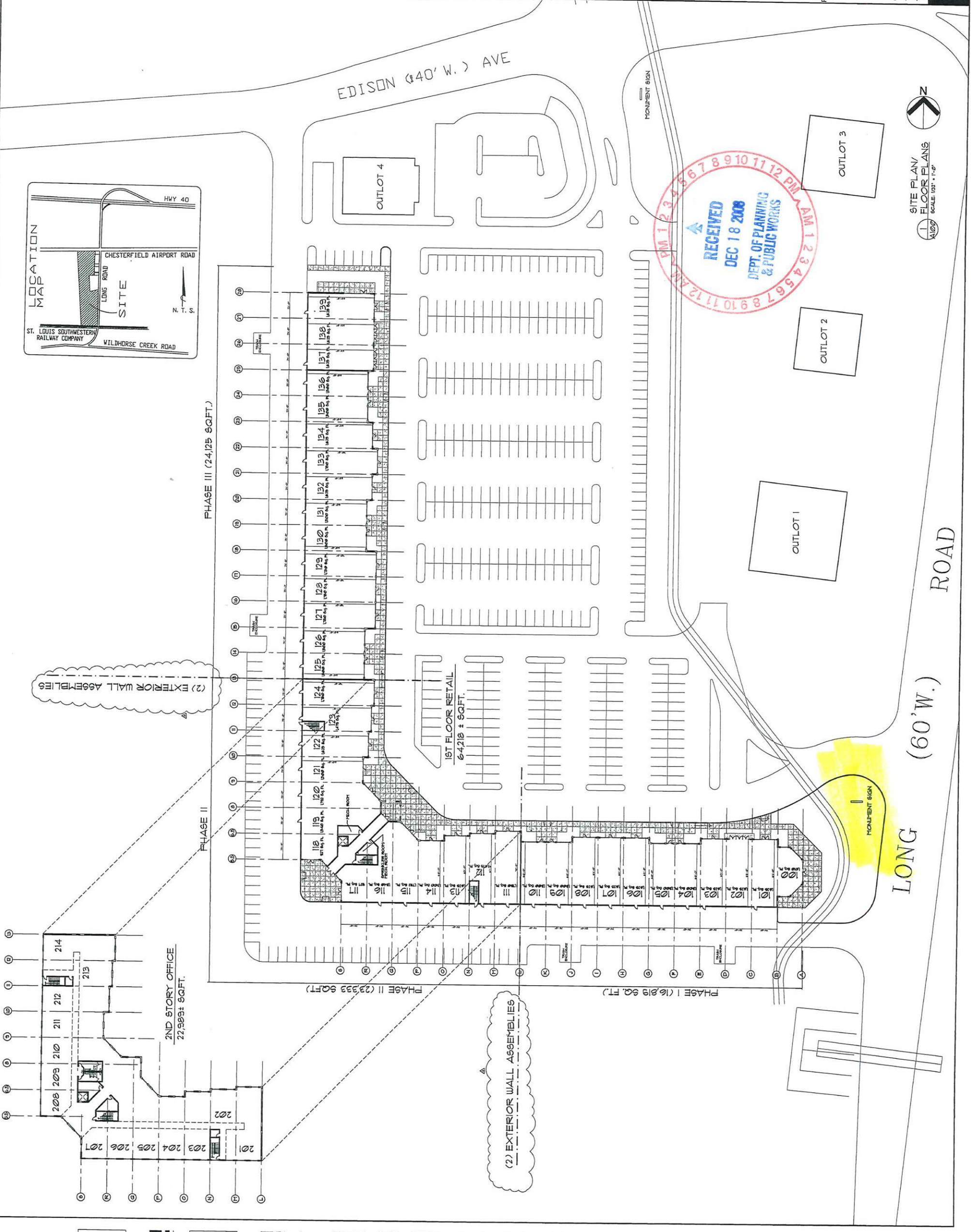
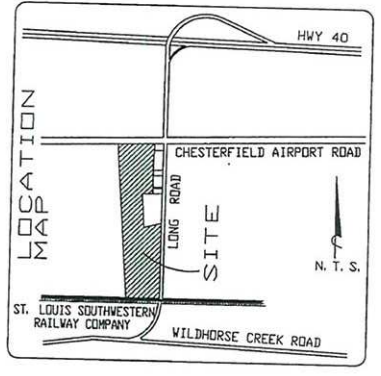
Chiodine
DESIGN ASSOCIATES Architecture / Interior Design / Graphics
700 Corporate Park Drive / Suite 200 / St. Louis, Missouri 63103
314-725-5588 / Fax 314-725-4373

SITE PLAN
FLOOR PLANS
SCALE: 1/8" = 1'-0"



EDISON (40' W.) AVE

LONG ROAD (60' W.)



(2) EXTERIOR WALL ASSEMBLIES

(2) EXTERIOR WALL ASSEMBLIES

2ND STORY OFFICE
27,989± SQ. FT.

1ST FLOOR RETAIL
6,428± SQ. FT.

