



# VII. B.

---

690 Chesterfield Pkwy W • Chesterfield MO 63017-0760  
Phone: 636-537-4000 • Fax 636-537-4798 • [www.chesterfield.mo.us](http://www.chesterfield.mo.us)

---

## Planning Commission Staff Report

<b>Project Type:</b>	Sign Request
<b>Meeting Date:</b>	January 13, 2014
<b>From:</b>	John Boyer Senior Planner
<b>Location:</b>	Located southeast of the intersection of Clarkson Rd. and Lea Oak Dr.
<b>Applicant:</b>	Summit Development Group
<b>Description:</b>	<b>Drew Station:</b> A request to increase the height and size of an existing freestanding sign per Section 1003.168C.2(2) located southeast of the intersection of Clarkson Rd. and Lea Oak Dr. within the Drew Station Commercial Development (19S420394).

---

### **PROPOSAL SUMMARY**

Summit Development Group on behalf of the property owner Ross Real Estate Ventures has submitted a sign request to increase the height and size of an existing freestanding sign. The existing sign is 80 square feet in size and 12 feet in height. The applicant wishes to expand the size from 80 to 97.5 square feet and add an additional 21 inches to the sign for a total of 13.9 feet to make room for an additional tenant panel. The Planning and Development Services Division has reviewed the request and submits the following report.

### **LAND USE AND ZONING HISTORY OF SUBJECT SITE**

The subject site was zoned "NU" Non-Urban District prior to the incorporation of the City of Chesterfield. On February 22, 1989 the site was rezoned via City of Chesterfield Ordinance 252 from "NU" to "C-8" Planned Commercial District. This remains the site's governing ordinance. A Site Development Plan for this site was approved by the Planning Commission in May 1989. In March of 1992, a Conditional Use Permit was approved for Krieger's Pub and Grill for a satellite dish.

In March 1990, the Planning Commission heard and voted to approve a freestanding 60 square foot, 12 foot tall sign. On May 14, 1990 the Planning Commission approved a 90 square foot re-design which added a 30 square foot tenant sign to the previously approved freestanding sign for the Drew Station Development. In 2004 the Planning Commission denied an application to re-design the freestanding sign to a 72 square foot 8 foot tall sign.

In 2006, the Planning Commission approved a re-design of the sign from the original approval to an 80 square foot 12 foot tall freestanding sign. This is the current configuration of the freestanding sign in question.

**Surrounding Land Use and Zoning**

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

Direction	Land Use	Zoning
North	Chesterfield Oaks	"PC" Planned Commercial
South	Eberwein Park and The Dierbergs Marketplace	"PS" Park and Scenic
East	The Village at Baxter Square	"R-4" Residence District with a PEU Planned Environment Unit Procedure
West	Clarkson Square	"C-8" Planned Commercial District



**STAFF ANALYSIS**

Section 1003.168C.2(2) of the City’s Municipal Code allows for freestanding signs to be increased in height and size with Planning Commission review and approval. The code indicates that a maximum of 100 square feet and 20 feet in height can be requested and approved by the Planning Commission. Per the applicant’s request, an increase in size from 80 square feet to 97.5 square feet as well as increase in height from 12 feet to 13.9 feet is requested.



The sign proposal, as submitted, would integrate the extension to match the appearance and material of the existing freestanding sign. A small 1.5 inch reveal is planned towards the top of the sign; the area above this reveal is the newly proposed area of the freestanding sign. The sign is currently landscaped as required per Code and no additional landscaping has been identified on submittal documents. No other changes are proposed associated with this request.

Associated with this sign submittal, a written narrative addressing the seven items required within Section 1003.168.3(3) has been included for the Planning Commission’s review.

**RECOMMENDATION**

After reviewing the sign request for Drew Station, Staff does not have any outstanding comments on the request. Staff would support a recommendation for approval of the request upon a finding of consistency of the proposed sign request with the sign regulations along with the Planning Commission’s finding that the applicant’s written statement provides adequate justification for the request.

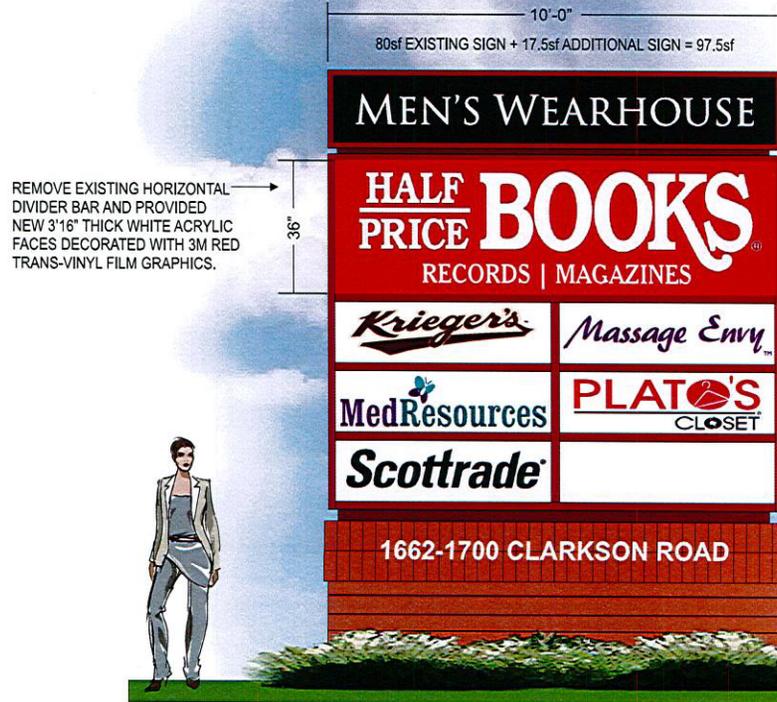
**MOTION**

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 Drew Station Development.”
- 2) “I move to approve the sign request for Drew Station Development .....” (Conditions may be added, eliminated, altered or modified)

Attachments:                    Proposed Signage Packet  
   Applicant’s Written Statement

St. Louis' Largest Sign Contractor Delivering Quality Since 1929



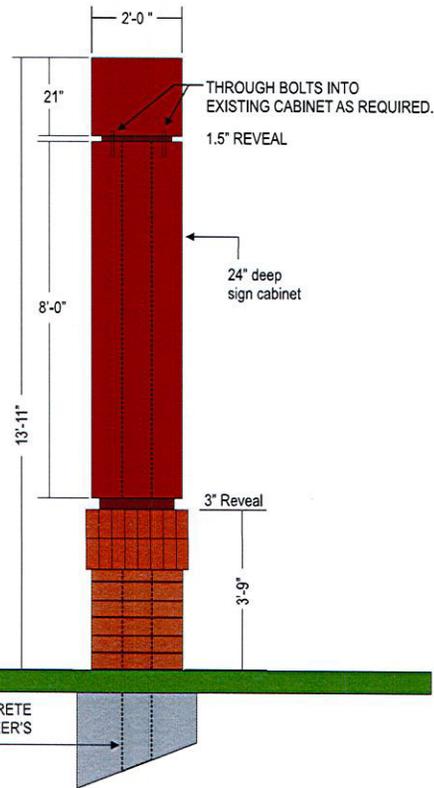
REMOVE EXISTING HORIZONTAL DIVIDER BAR AND PROVIDED NEW 3/16" THICK WHITE ACRYLIC FACES DECORATED WITH 3M RED TRANS-VINYL FILM GRAPHICS.

NEW TENANT CABINET TO BE INSTALLED ON TOP OF EXISTING CABINET - MATCH DEPTH & COLOR. MEN'S WEARHOUSE FACES TO BE INSERTED IN TOP CABINET AS SHOWN.

ACTUAL TENANT ART FILE REQUIRED FOR REPRODUCTION

**TENANT DIRECTORY MONUMENT: 3/8" = 1'-0"**

FABRICATE AND INSTALL NEW TOP TENANT CABINET. ALUMINUM SKIN OVER ANGLE FRAMING. ILLUMINATION SHALL BE BY HORIZONTAL FLUORESENT LAMPS. CABINET PAINTED TO MATCH EXISTING. (MEN'S WEARHOUSE FACES TO BE INSERTED IN NEW CABINET). REMOVE ONE EXISTING HORIZONTAL DIVIDER BAR AND FURNISH NEW 3/16" THICK WHITE ACRYLIC FACES READING: HALF | PRICE BOOKS - RECORDS | MAGAZINES (RED TRANS-VINYL BACKGROUND).



STEEL POLES IN CONCRETE FOOTINGS PER ENGINEER'S SPECIFICATIONS

**WARRENSIGN**  
 2955 Arnold Tenbrook Rd.  
 St. Louis, MO 63010  
 P: 636-282-1300 F: 636-282-3388

CLIENT: SUMMIT REALTY  
 PROJECT: DREW STATION MONUMENT EXPANSION  
 LOCATION: CHESTERFIELD, MO  
 SCALE: NOTED  
 DATE: 7/30/13  
 SAVED AS: HALF PRICE BOOKS - DREW STATION  
 DRAWING NO.: CP 070913  
 REVISED: 10/16/13  
 DESIGNED BY: Keith Hempen

This drawing has been prepared for your exclusive viewing and is the intellectual property of Warren Sign. It may not be reproduced in whole or in part without written permission.



**WORRYFREE WARRENTY**  
 energy efficient signs built to last.



warrensign.com



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



Drew Station Shopping Center  
Monument Sign Expansion  
Landscape Inventory at Base of Sign  
October 28, 2013

- 15 Green Velvet Boxwoods surrounding the base of the sign
- 7 flats of annuals that are installed twice yearly at the base of the sign

November 27, 2013

Mr. John Boyer  
City of Chesterfield  
690 Chesterfield Parkway W  
Chesterfield, MO 63017-0760

RE: Drew Station Monument Sign Extension to 100 Square Feet - Application

**Sent Via Courier**

Dear Mr. Boyer:

I am in receipt of your letter dated November 18, 2013 regarding additional information on seven (7) items in the City code Section 1003.168.3(3). In response to those items I offer, ***"...a written statement addressing the following information"***.

***(a) The underlying business, directional or informational purpose of such a sign.***

The business purpose for extending the monument sign is to allow a new tenant in the shopping center, Half Priced Books, to present its business to the community and assist the community in locating the store. The ultimate goal is to create new commerce and new access to goods for the community.

In regard to direction or informational purposes, the extended monument sign will assist motorists to identify their destination. The extended monument sign will be especially helpful to southbound Clarkson Road traffic. Although Half Priced Books will request and install a wall sign above their entrance, the visibility of the wall sign is diminished/obstructed for southbound Clarkson Road traffic due to the orientation of the shopping center building and the recently constructed Chesterfield Oaks shopping center.

***(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 item (a) above.***

A one hundred (100) square foot sign is presently allowed under the City codes with the approval of the Planning Commission. The existing monument sign is fully utilized; the extension will provide signage for Half Price Books.

***(c) What the proponent of such a sign believes the adverse impact may be upon the underlying business, directional, or information 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 vast majority of persons seeking goods in the shopping center find their desired location by observing signs, especially signs illustrating the stores' logo. Imagine you are driving on Clarkson Road attempting to locate your destination without building, monument, or window signs. Identifying the purpose of a shop from an automobile would be extremely difficult without signage. Without signs customers are burdened in their search for goods and services. Without signs merchants are discouraged from conducting business. The proponent contends that the adverse impact of not providing signs is that it discourages commerce.

***(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 (1,000) foot radius area while maintaining the high aesthetic quality of said area.***

The proposed sign is not new; the application requests to expand the size of an existing sign three (3) feet vertically to one hundred (100) square. Regarding proposed new signs, there are none that the applicant is aware. Attached is an aerial photograph that indicates the monument signs within 1000' and the distance to the Drew Station monument sign.

***(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 material, 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.***

The applicant proposes a three (3) foot vertical extension of the existing monument sign resulting in a sign of one hundred (100) square feet allowed under the City code with the approval of the Planning Commission. The existing sign is, and will remain, unimposing in design and size; the brick base is traditional in appearance and matches the shopping center brick, and will remain as is. The metal divider bars between signs are nicely proportioned and the color blends nicely with the brick base; the new dividers will match the existing. For consistency the new signs on the monument will display the tenants' logo. The sign is internally illuminated in a standard fashion throughout. In the decades that the shopping center has operated we know of no complaints or claims that pedestrians or motorists are distracted by it.

***(f) If no steps (referred in the item (e) above) have been taken, why such steps should not be required of the proponent.***

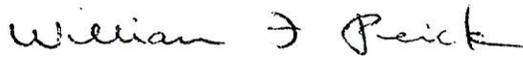
The applicant believes that the application to extend the existing monument sign is consistent with the spirit and requirements of the City code.

***(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 Planning Commission is likely acutely aware that for some time, and probably well into the future, attracting high quality credit worthy tenants willing to make a long term commitment to a community, is very difficult in today's economy. Such tenants require reasonable signage in exchange for their long term commitment. The extended monument sign accomplishes that goal.

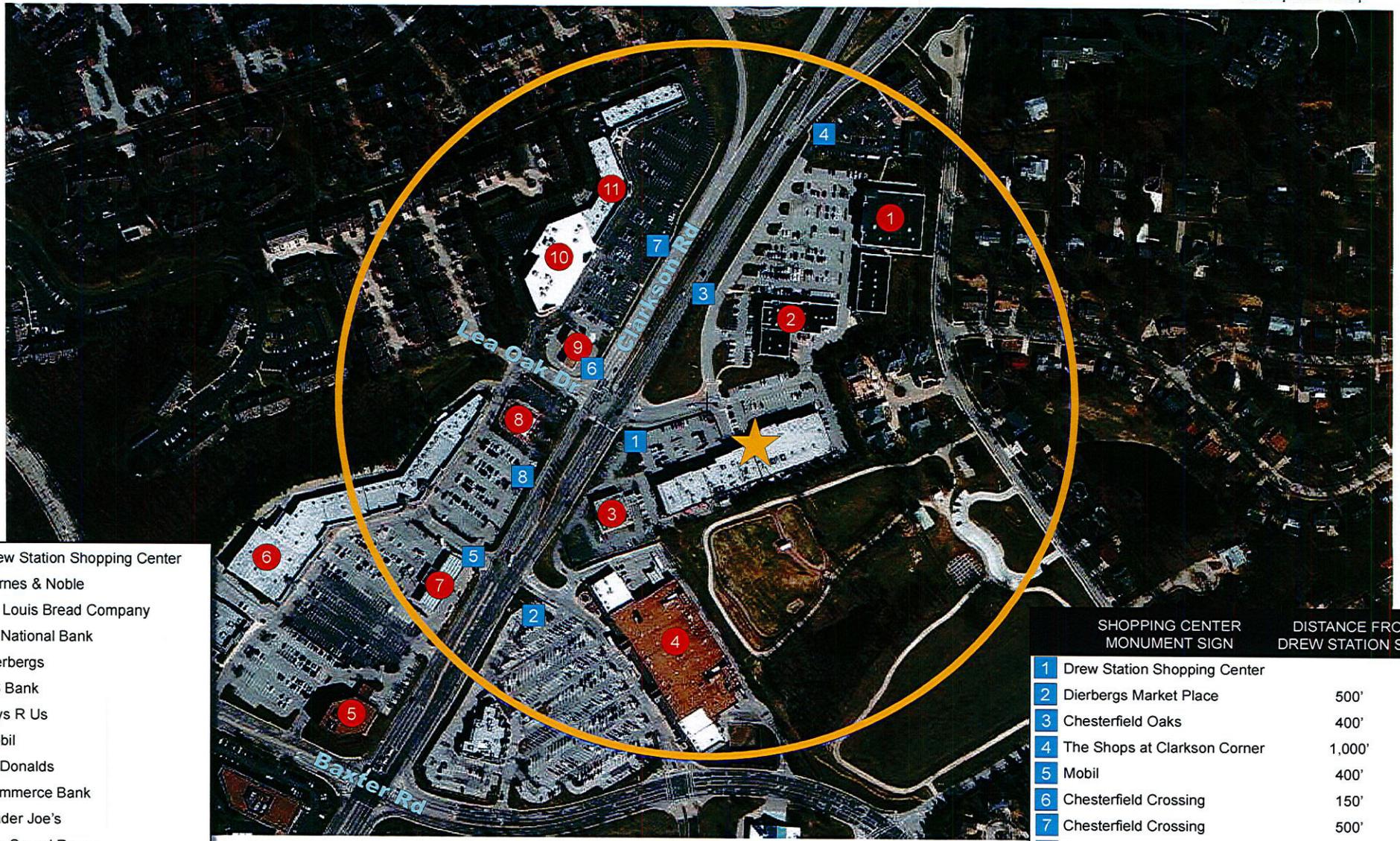
Mr. Boyer, I look forward to your comments and those of the Planning Commission. Please keep me apprised of next steps as you become aware of them.

Sincerely,

A handwritten signature in cursive script that reads "William F. Peick".

William F. Peick  
Vice President, Construction

# DREW STATION SHOPPING CENTER 1,000' RADIUS



- ★ Drew Station Shopping Center
- 1 Barnes & Noble
- 2 St. Louis Bread Company
- 3 1<sup>st</sup> National Bank
- 4 Dierbergs
- 5 US Bank
- 6 Toys R Us
- 7 Mobil
- 8 McDonalds
- 9 Commerce Bank
- 10 Trader Joe's
- 11 The Sound Room

	SHOPPING CENTER MONUMENT SIGN	DISTANCE FROM DREW STATION SIGN
1	Drew Station Shopping Center	
2	Dierbergs Market Place	500'
3	Chesterfield Oaks	400'
4	The Shops at Clarkson Corner	1,000'
5	Mobil	400'
6	Chesterfield Crossing	150'
7	Chesterfield Crossing	500'
8	Clarkson Square	300'