




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 Package

Meeting Date: January 13, 2020

From: Chris Dietz, Planner 

Location: Southeast corner of the intersection of Edison Avenue and Long Road

Description: **Edison Crossing, Sign Package:** A Sign Package for the Edison Crossing Subdivision located on the southeast corner of the intersection of Edison Avenue and Long Road (17U120397, 17U120403).

PROPOSAL SUMMARY

Pinnacle Sign Group has submitted a Sign Package for the Edison Crossing Subdivision located on the southeast corner of Edison Avenue and Long Road. In accordance with the Unified Development Code (UDC), if approved the proposed Sign Package would serve as specific regulations pertaining to signage for this subdivision.

The purpose of a Sign Package is to provide comprehensive and complementary signage throughout a development. The UDC states that “in order to encourage superior design, quality and character, comprehensive Sign Packages allow for specialized review of signs and flexibility from standard signage requirements.”



Figure 1: Subject Site Aerial

City of Chesterfield Ordinance 3018, the governing ordinance for Edison Crossing, requires a Sign Package for this development to be reviewed and approved by the Planning Commission. All proposed signage complies with the sign requirements established in the Unified Development Code (UDC).

HISTORY

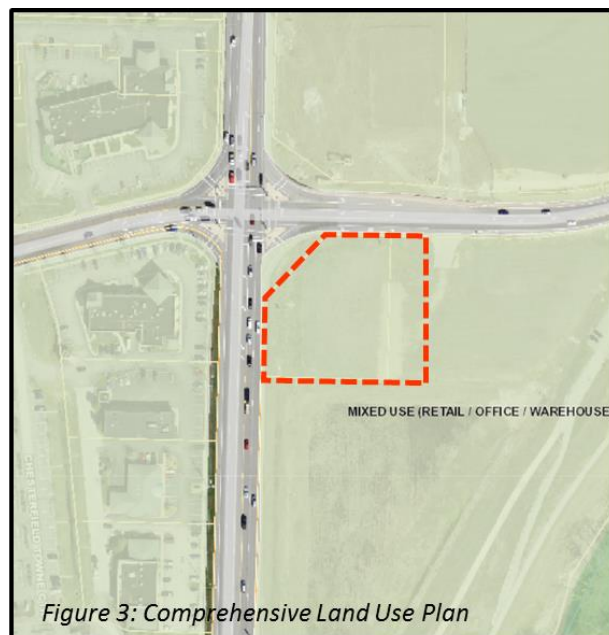
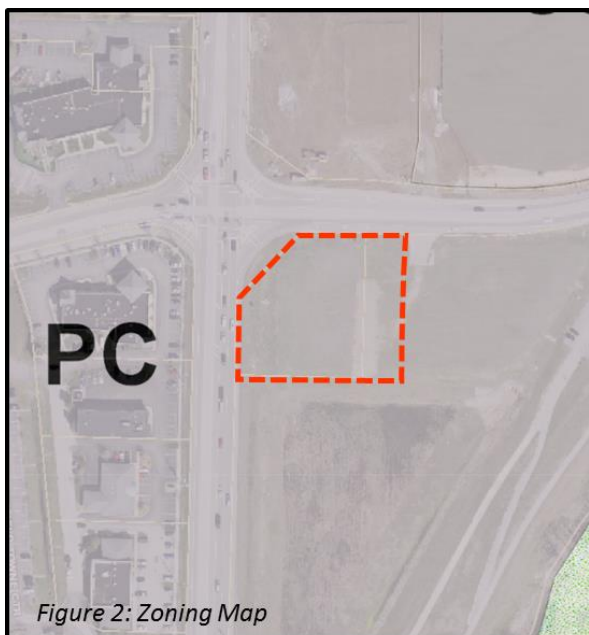
The current governing ordinance for Edison Crossing, City of Chesterfield Ordinance 3018, was approved by City Council on August 20, 2018 to amend the “PC” Planned Commercial District primarily to add the uses “day-care center” and “kindergarten or nursery school.”

A Site Development Section Plan was approved for the development of Little Sunshine’s Playhouse & Preschool on Lot 1 of Edison Crossing on December 10, 2018, and a Boundary Adjustment Plat in relation to this project was subsequently approved via Ordinance 3031 on January 23, 2019.

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The land use and zoning for the properties surrounding this parcel are described below:

Direction	Zoning	Land Use
North	“PC” Planned Commercial District	Gas station/car wash
South	“PC” Planned Commercial District	Vacant/undeveloped land
East	“PC” Planned Commercial District	Vacant/undeveloped land
West	“PC” Planned Commercial District	Retail/commercial



COMPREHENSIVE PLAN ANALYSIS

There is one specific Plan Policy pertaining to signage at the subject site that has been adopted as part of the Comprehensive Plan:

- **Plan Policy 3.4.1 Preserve Aesthetics and Public Safety** – To preserve the high aesthetic quality and public safety interests along the corridor and other major highways/roads, signs of ever-increasing size, brightness and garishness should be prohibited.

The Comprehensive Plan serves as the City’s guiding document in implementing the Community’s vision for development and ensuring that the aesthetics and placement of signage is of high quality.

STAFF ANALYSIS

City of Chesterfield Ordinance 3018, the governing ordinance for Edison Crossing, requires a Sign Package for this development to be reviewed and approved by the Planning Commission. All proposed signage complies with the sign requirements established in the Unified Development Code (UDC).

One (1) attached wall sign and one (1) freestanding monument sign are currently proposed in this Sign Package, along with incidental/exempt signs such as window signs and ADA parking space identification signs.

The monument sign is along Edison Avenue and the proposed size is compliant with the UDC. The attached wall sign is on the front facing façade of the building along Long Road and is also compliant with the UDC size requirements.

While no modifications to the UDC sign requirements are requested, this Sign Package proposes sign elements to encourage a traditional look for Edison Crossing signage. The attached narrative describes these elements as including a masonry base for freestanding signs to be built with the same masonry materials as the building.

All other signage not included in this Sign Package, including signage for Lot 2, shall also conform with the requirements of the UDC. Planning Commission's consideration of this submittal is founded on the applicant's narrative, requirements of the UDC, and the property's site specific ordinance.

RECOMMENDATION

Staff has reviewed the proposed Sign Package for the Edison Crossing Subdivision and all required items have been included. The UDC provides the Planning Commission discretion in considering Sign Packages as there is not concrete criteria in which to review. Signage proposed as part of this Sign Package is compliant with the sign requirements established in the UDC, and Staff recommends approval for this 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 Package for the Edison Crossing Subdivision."
- 2) "I move to approve the Sign Package for the Edison Crossing Subdivision with the following conditions....." (conditions may be added, eliminated, altered or modified)

Attachments: Sign Package Submittal



VIA Email

December 5, 2019

City of Chesterfield
ATTN: Andrew Stanislav
690 Chesterfield Parkway West
Chesterfield, MO 63017-0760

Re: Edison Crossing, Lot 2
Comprehensive Sign Package
17690 Edison Avenue
Chesterfield, MO

To Whom It May Concern:

Please review the Comprehensive Sign package for the Edison's Crossing located on 17690 Edison Avenue in Chesterfield, MO.

The following documents are enclosed:

- Comprehensive Sign Package Application
- Site Map/Landscaping plan for the Monument
 - To show replacement of the sign outside the site triangle.

Each of the sign elements proposed is part of the traditional look for Edison's Crossing subdivision and would promote a superior look, quality of design and character for their establishment.

Examples of this would be:

- The entrance monument base masonry that is built the same masonry materials as the building.
- Monument to be placed outside of any site triangles and ROW as specified in Ordinance #3018.
- Landscaping around monument to meet requirements of Ordinance #3018.

All tenants, businesses, owners within Edison's Crossing subdivision shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale. All signage within Edison's Crossing shall be in conformance with the Comprehensive sign package provided.

Any signage not specifically identified in the Comprehensive Sign Package is shall conform to the Section 04-05 of the Unified Development Code as well as the Site Specific Ordinance #3018.

Please let me know of any meetings needed to discuss the proposed Comprehensive Sign Package at the following email address: permitting@psgsign.com.



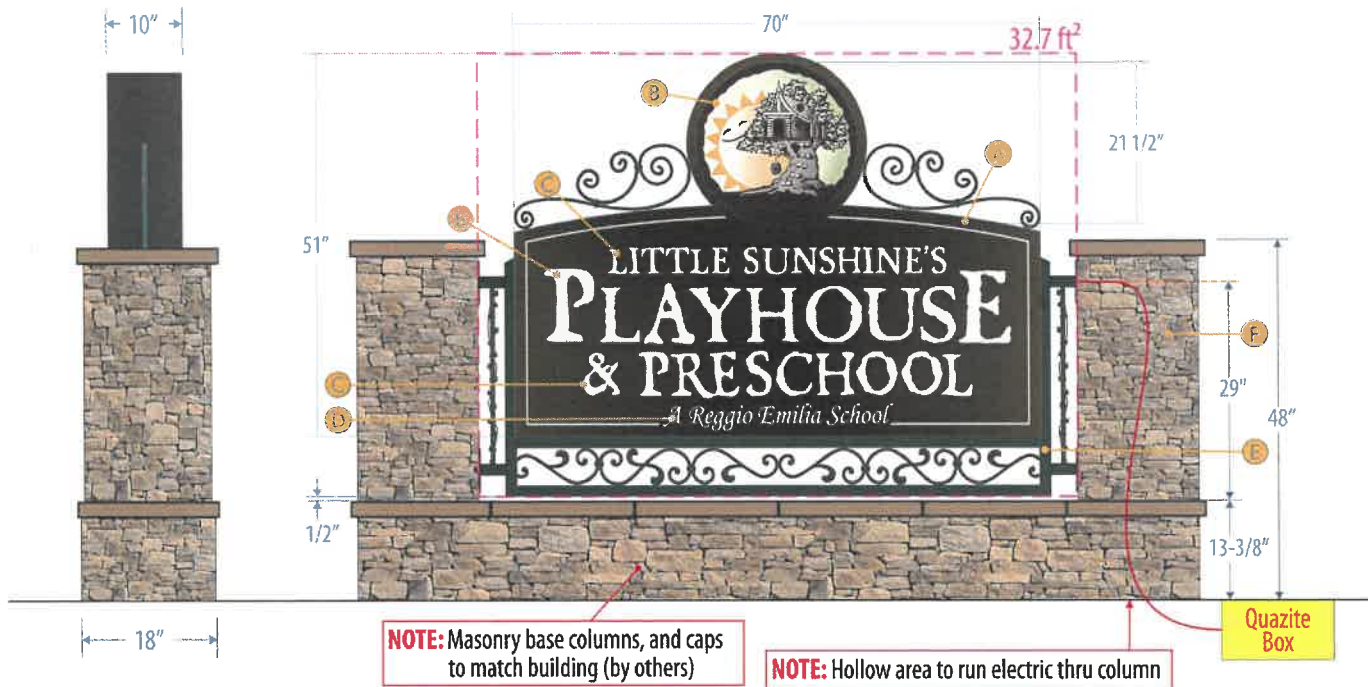
Sincerely,

Faith Kirk

Faith Kirk- Permitting Specialist
PINNACLE SIGN GROUP
505 N. GLENSTONE,
SPRINGFIELD, MO 65802
O – 417.869.6468 | F – 417.869.1545
www.PinnacleSignGroup.com

FK
Enclosures

ORTHOGRAPHIC VIEWS SCALE: 1:16



LITTLE SUNSHINE'S PLAYHOUSE
CUSTOMER:

0104-19-MONU-1
DRAWING NUMBER

AS SHOWN
ELEVATION

05.29.19
DATE REVISED

TIM SWAIM
PROJECT MANAGER

BUDDY HINDS
DESIGNER

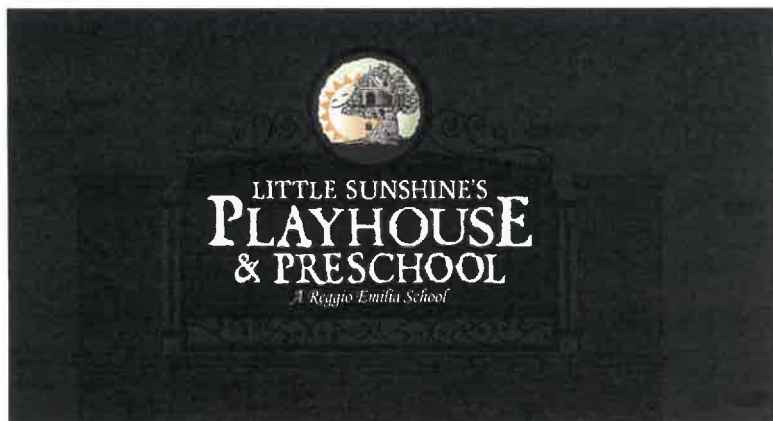
CHESTERFIELD, MO
LOCATION

SCOPE OF WORK

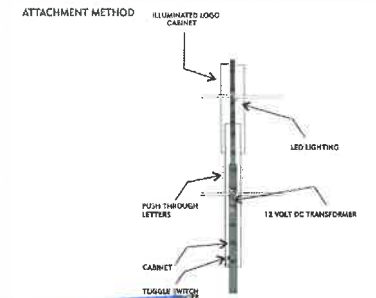
New Internally LED Illuminated Monument Sign

- ▶ **1" Acrylic Backing; Vinyl Applied to Faces**
 - Acrylic - Clear Backed w/ White Diffuser
 - Face - Digital Print Vinyl
- ▶ **1/2" Acrylic Push Thru Lettering & Logo; Vinyl Applied to Faces**
 - Acrylic - Clear Backed w/ White Diffuser
 - Face - Digital Print Vinyl
- ▶ **Acrylic Backing; Vinyl Applied to Faces**
 - Acrylic - Clear Backed w/ White Diffuser
- ▶ **Steel Frame & Decorative Accents**
 - Paint - MF Match PMS 5615C (Gloss)
- ▶ **Mounted to Masonry Monument (by Others)**

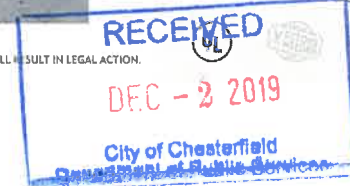
ILLUMINATED VIEW SCALE: NTS



PROPOSED VIEW SCALE: NTS



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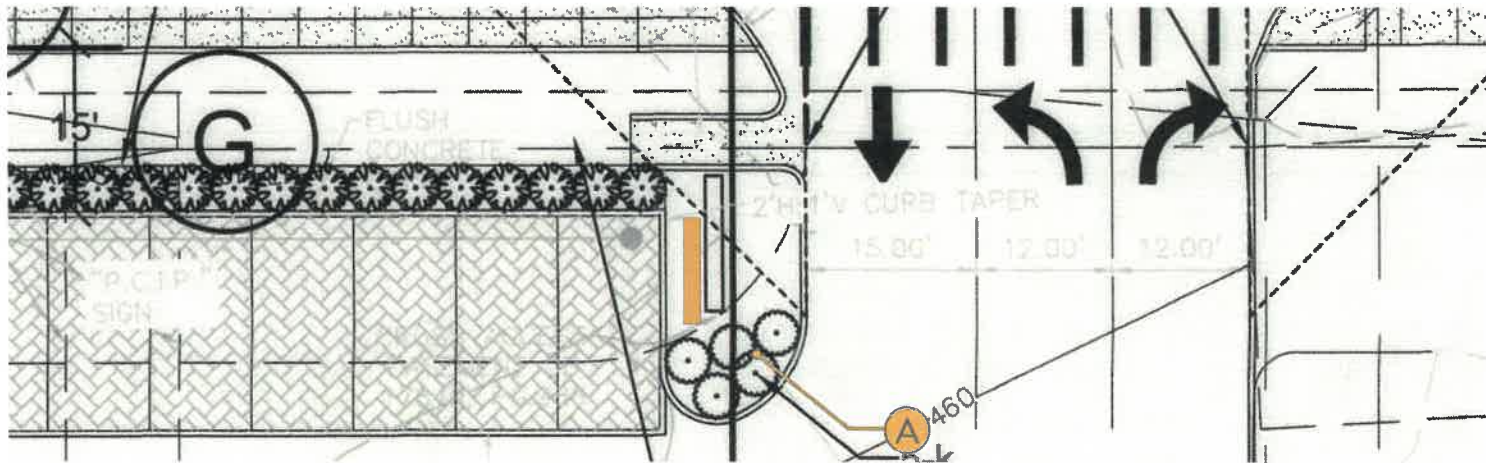


LITTLE SUNSHINE'S PLAYHOUSE#MASTER/RENDERING

ORTHOGRAPHIC VIEWS SCALE: 1:20



LANDSCAPE VIEW SCALE: 3/32" = 1'



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PINNACLE SIGN
GROUP

LITTLE SUNSHINE'S PLAYHOUSE

CUSTOMER
0104-19-MONU-1-LNDSCP AS SHOWN
DRAWING NUMBER ELEVATION

11.25.19
DATE REVISED

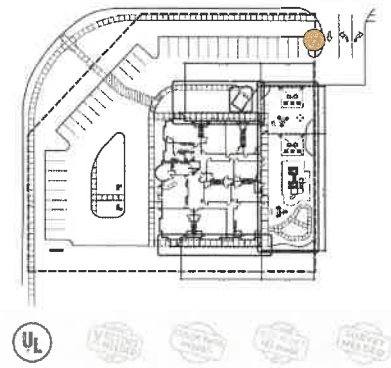
TIM SWAIM
PROJECT MANAGER

BUDDY HINDS
DESIGNER

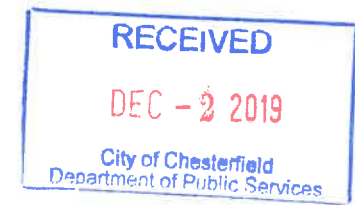
CHESTERFIELD, MO
LOCATION

SCOPE OF WORK

▲ Juniperus Horizontalis Hegedus (Gold Juniper)



LITTLE SUNSHINE'S PLAYHOUSE-CHESTERFIELD, MO-ART RENDERINGS



- A .080 Aluminum Blank
- B Digital Printed Vinyl Graphics Applied

NOTE: verify address and hours of operation

**SURVEY
NEEDED**

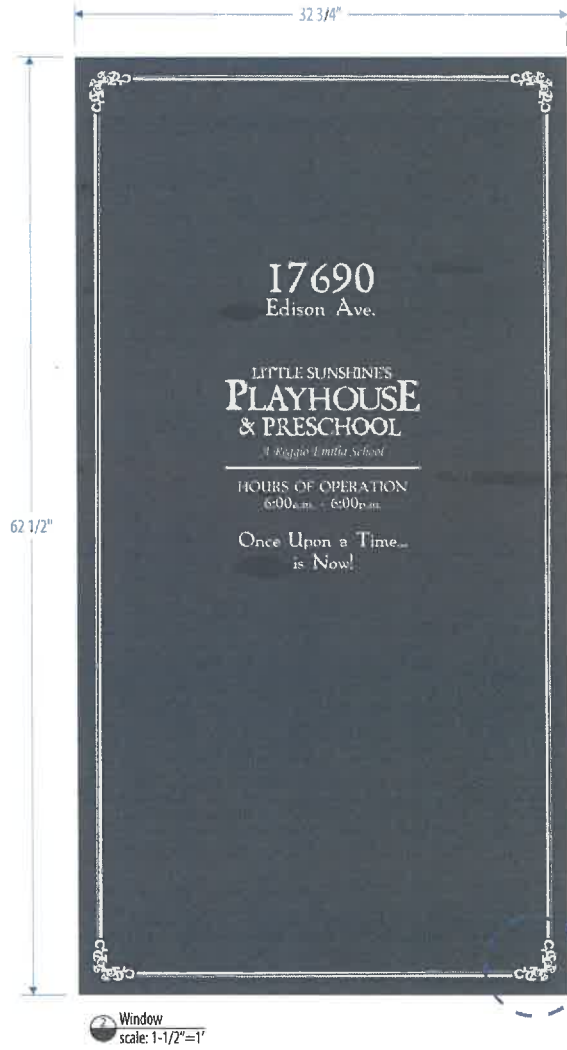


Location
scale: 3/4"=1'

ENTRY DOOR

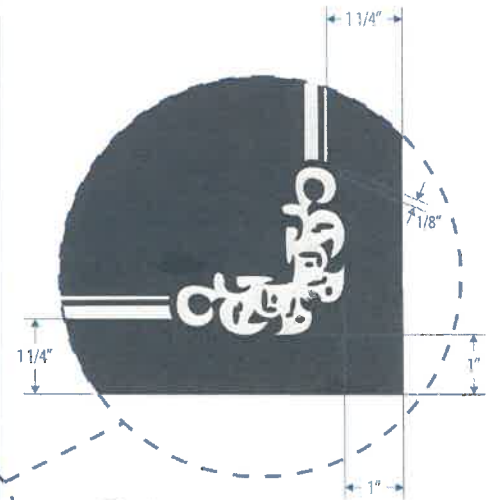
A 1st SURFACE APPLIED VINYL

DUSTED CRYSTAL
VINYL

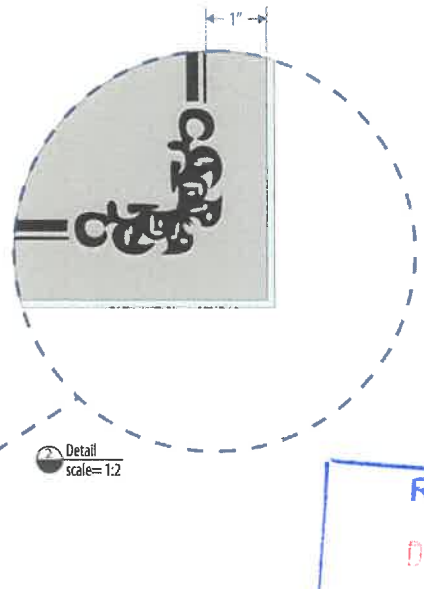
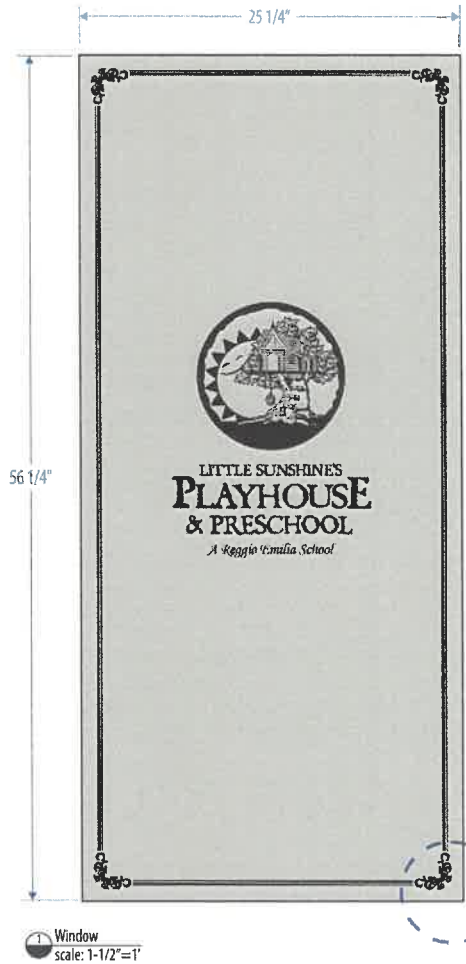


Window
scale: 1-1/2"=1'

RECEIVED
DEC - 2 2019
City of Chesterfield
Department of Public Services



Detail
scale= 1:2



PMS 476
 DUSTED CRYSTAL VINYL

A 1st surface applied vinyl with printed border and logo

1 Window
 scale: 1-1/2"=1'

2 Detail
 scale= 1:2

RECEIVED
 DEC - 2 2019
 City of Chesterfield
 Department of Public Services

PINNACLE SIGN



LITTLE SUNSHINE'S PLAYHOUSE

LOCATION - CHESTERFIELD, MO
 SCALE - AS NOTED

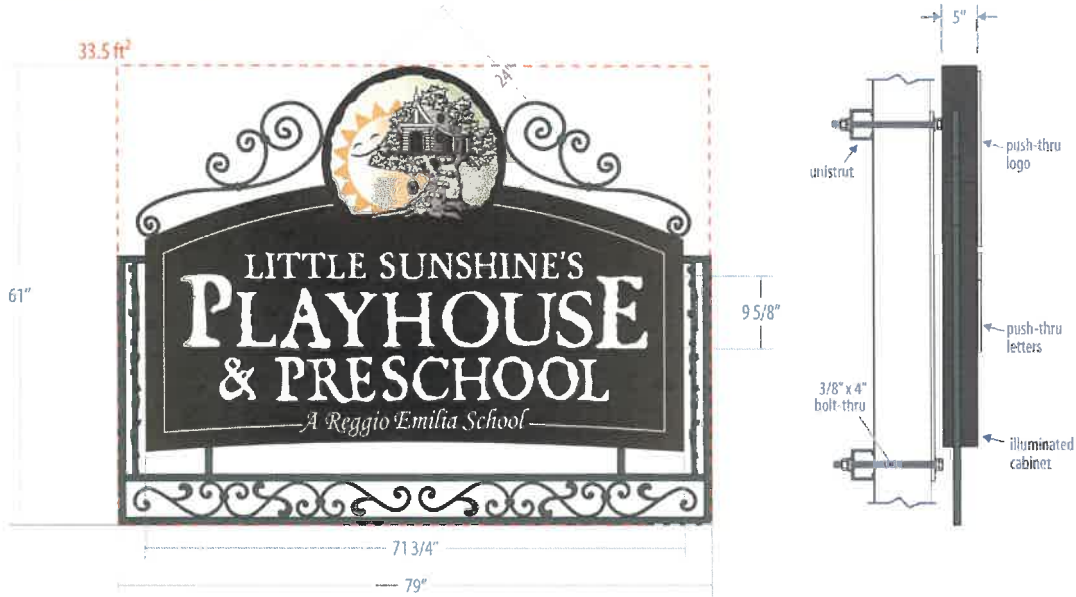
PROJECT MANAGER- TIM SWAIM
 PROJECT DESIGNER- BUDDY HINDS

DRAWING # 0104-19-VINY-2
 DATE REVISED - 02.06.19

PINNACLESIGNGROUP.COM

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ORTHOGRAPHIC VIEWS SCALE: 1" = 1'



ILLUMINATED VIEW SCALE: NTS



PROPOSED VIEW SCALE: 3/16" = 1'



- Paint - MP Match PMS 5615C (Gloss) ● Face - Digital Print Vinyl
- Paint - MP Duranodic Bronze (Gloss) ○ Acrylic - Clear Backed w/ White Diffuser

- A Routed Aluminum Cabinet w/ Digital Print Vinyl Applied
- B 1/2" Acrylic Push Thru Lettering & Vinyl Logo
- C Decorative Frame
- D Flush Mounted to Exterior Rock Wall

PINNACLE SIGN



LITTLE SUNSHINE'S PLAYHOUSE

LOCATION - CHESTERFIELD, MO

PROJECT MANAGER - TIM SWAIM

DRAWING # LSP-MASTER-EWAL-1

SCALE - AS NOTED

PROJECT DESIGNER - BUDDY HINDS

DATE REVISED - 05.20.19

RECEIVED

DEC - 2 2019

City of Chesterfield
Department of Public Services

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