

Planning Commission Staff Report

Project Type:	Sign Request
Meeting Date:	January 14, 2019
From:	Andrew Stanislav, Planner <i>AS</i>
Location:	700 Chesterfield Parkway West
Description:	<u>Bayer (700 Chesterfield Pkwy W) Sign Request:</u> A sign request to replace an existing monument sign with a new monument sign exceeding fifty (50) square feet in outline area and six (6) feet in height along Chesterfield Parkway West.

PROPOSAL SUMMARY

Warren Sign Company, on behalf of Bayer U.S. – Crop Science, has submitted a request for a new monument sign for the 200.51 acre Bayer campus located along Chesterfield Parkway West. The applicant is proposing a 52.82 square foot circular-shaped monument sign of 10.34 feet in height to be installed along Chesterfield Parkway West in place of an existing monument sign at the main entry of the campus. The maximum outline area of freestanding business signs permitted by the City of Chesterfield Unified Development Code (UDC) is fifty (50) square feet in outline area and six (6) feet in height. The UDC allows freestanding business signs to be increased to 100 square feet and 20 feet in height, subject to Planning Commission approval. The proposed sign is part of a rebranding effort in relation to Bayer's purchase of Monsanto Corporation.



Figure 1: Site Aerial

HISTORY

Ordinance [2910](#) was approved by City Council in 2016 to change the zoning of the subject site from “C-8” Planned Commercial to “UC” Urban Core.

The original main entrance monument sign for the then Monsanto Chesterfield campus was reviewed and installed prior to the City’s incorporation. In 2011, a Municipal Zoning Approval (MZA) application and Sign Permit were approved for reconstructing the monument sign as the sign was destroyed by events beyond the property owner’s control. The dimensions of this replacement matched those of the previous sign (13.5’ x 5.3’) in its place and is approximately 72 square feet in outline area. The monument sign was subsequently refaced in August 2018 to reflect the transition from Monsanto to Bayer. Rebranding efforts have since been underway for the former Monsanto campus which include this Sign Request for a new monument sign of Bayer’s cross logo.

The images below depict the former Monsanto entry monument sign as well as the refacing of this sign with Bayer signage.



Figure 2: Former Monsanto Entry Sign (2017)



Figure 3: Refaced with Bayer signage (photo Jan. 2019)

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The predominant land uses and zoning for surrounding properties are described below:

Direction	Zoning	Land Use
North	“FPNU” Floodplain Non-Urban District	Vacant/agricultural land
East	“NU” Non-Urban District	Single-family residential
West	“PC” Planned Commercial District	Hotel
South	“R6A” Residence District, “C8”	Multi-family residential
South	“C8” Planned Commercial District	Commercial/Office/Hotel
South	“PC” Planned Commercial District	Government Center

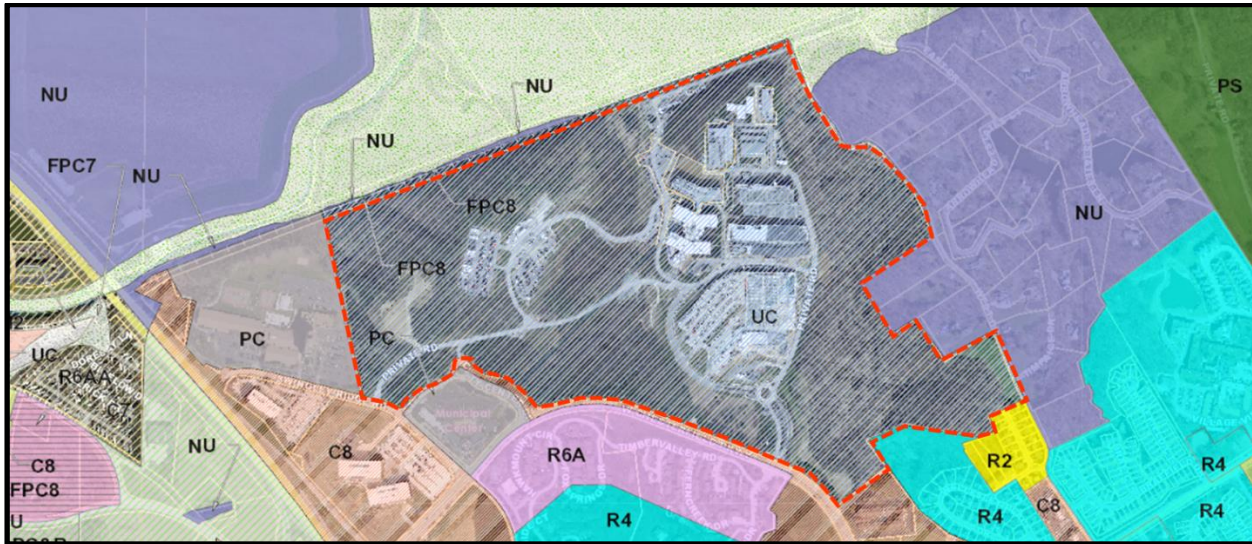


Figure 4: Zoning Map

STAFF ANALYSIS

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

- **Section 31-04-05F.2.(b)(1)** – A freestanding business sign shall not exceed six (6) feet in height above the average existing finished grade at the base of the sign, or the elevation of the adjacent street, whichever is higher. The total outline area per face shall not exceed fifty (50) square feet or twenty-five one hundredths (0.25) square foot of signage per linear foot of street frontage up to one hundred (100) feet of street frontage and one-tenth (0.1) square foot of signage per linear foot of street frontage thereafter, whichever is less.

The proposed freestanding business (monument) sign exceeds the height and size regulations permitted in the UDC for staff approval by approximately 4.34 feet in height and 2.82 square feet in size. For deviations from these regulations, an exception is provided in the UDC that allows for Planning Commission consideration.

- **Section 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 proposed sign falls within this exception, as recognized above, requiring the Planning Commission to consider this Sign Request.

- **Section 31-04-05F.2.(b)(2)** – Said sign face shall be attached to a proportionate enclosed base, integrated planter or structural frame, the width of which shall be a minimum of one-half (1/2) the width of the widest part of the sign face. The bottom of the sign face shall not exceed a height of three (3) feet above the average existing finished grade at the base of the sign, or elevation of the adjacent street, whichever is higher. An enclosed sign base or integrated planter shall not be required if the sign face is within one (1) foot of the average finish grade at the base of the sign.

The proposed sign complies with this requirement as a 26-inch tall enclosed base is proposed that is the full length of the sign face. Freestanding business signs are also required to have plantings around the base per the UDC:

- **Section 31-04-05F.2.(b)(8)** – Landscaping. All permanent freestanding signs shall have landscaping, which may include, but not be limited to, shrubs, annuals, and other materials, adjacent to the sign base or structural supports. If the outline area and/or a height increase for any permanent freestanding sign is requested, the required landscaping for such a sign will be subject to Planning Commission approval.

The applicant has submitted a landscape palette with this Sign Request for consideration by the Planning Commission in conjunction with the proposed sign (as seen in figure 5). Additionally, a narrative statement has also been provided that addresses seven items established in the UDC specifically for signs requiring Planning Commission approval (Section 31-04-05C.3).

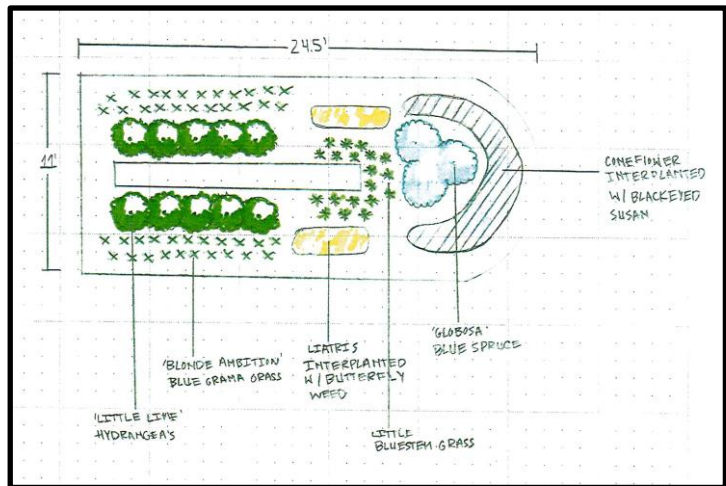


Figure 5: Landscape Palette

IMAGE AND LOCATION

Figure 5 on the following page depicts the proposed sign with dimensions. As previously stated, the applicant is proposing a circular-shaped sign reflecting Bayer’s cross logo as part of the company’s rebranding efforts of their Chesterfield campus. The location is in place of the existing monument sign at the campus’s main entrance, approximately 1,000 feet west of Hilltown Village Center, and can be seen traveling both east and west on Chesterfield Parkway West.

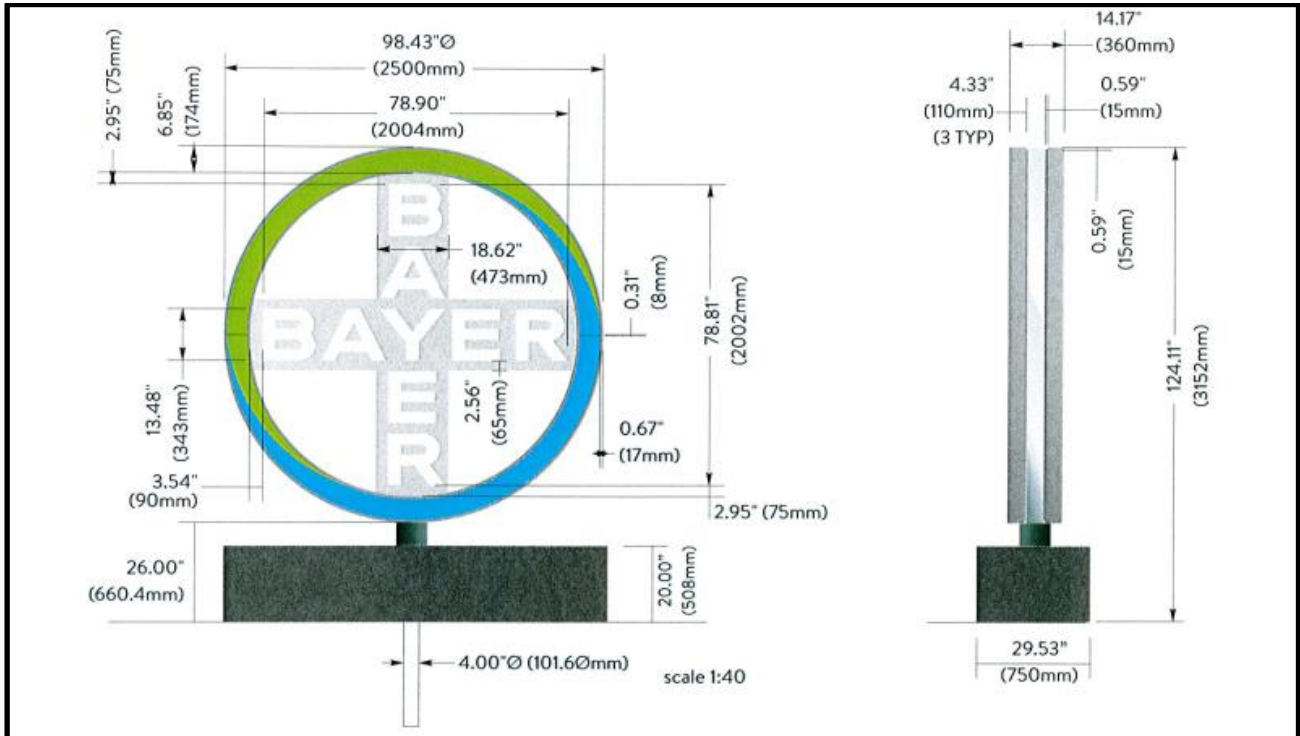


Figure 6: Proposed Monument Entry Sign

STAFF RECOMMENDATION

This sign request is for an increase in permitted sign area by 2.82 square feet and in height by 4.34 feet for a freestanding business (monument) sign. Staff has reviewed the proposal and recommends approval of the sign request for a new entry monument sign for the Bayer campus at 700 Chesterfield Parkway West.

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 an increase in the size and height of a freestanding business (monument) sign for the main entrance of the Bayer campus at 700 Chesterfield Parkway West.
- 2) "I move to approve the Sign Request for an increase in the size and height of a freestanding business (monument) sign for the main entrance of the Bayer campus at 700 Chesterfield Parkway West..." (Conditions may be added, eliminated, altered or modified).

Attachments: Narrative Statement
Plan Sheet
Landscape Palette



Questions from Section 31-04-05.C.3 Regarding the Bayer entrance monument

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

This will serve as the main identifying sign for the Bayer Chesterfield campus

(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.

Bayer has a circular logo, which cannot be stretched horizontally without also stretching vertically. We have kept the square footage close to the allowable limit, but the vertical height needed to be increased past the allowable height in order to be adequately visible.

(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.

Bayer's logo would need to shrink to an unreasonable size, due to its circular shape. Where most signs could be widened, Bayer's cannot.

(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.

This sign sits alone at a large entrance to the Bayer campus and is not close enough to other structures to be a hindrance.

(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.

This sign was designed to show the Bayer logo to passersby, and note the entrance to the campus. It does not include any architectural or color elements that would be detrimental to the area. It is designed in a way that is consistent with the rest of the branding on the campus. It is

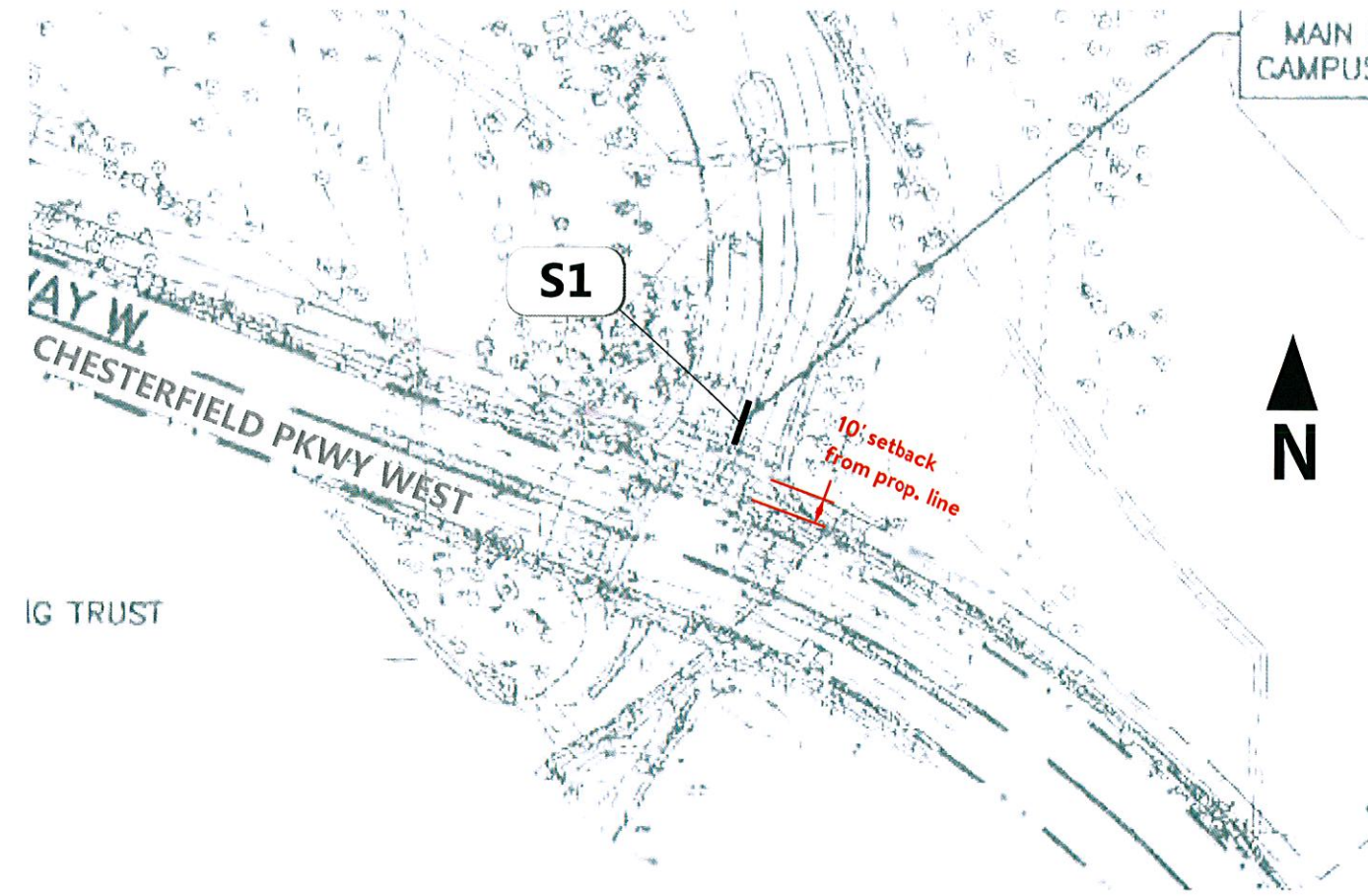
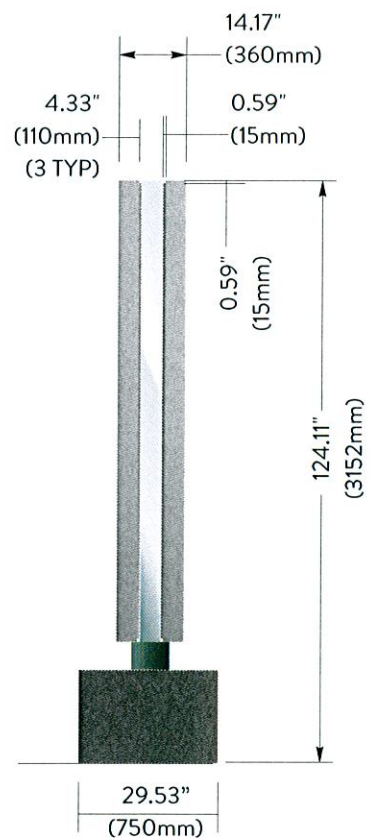
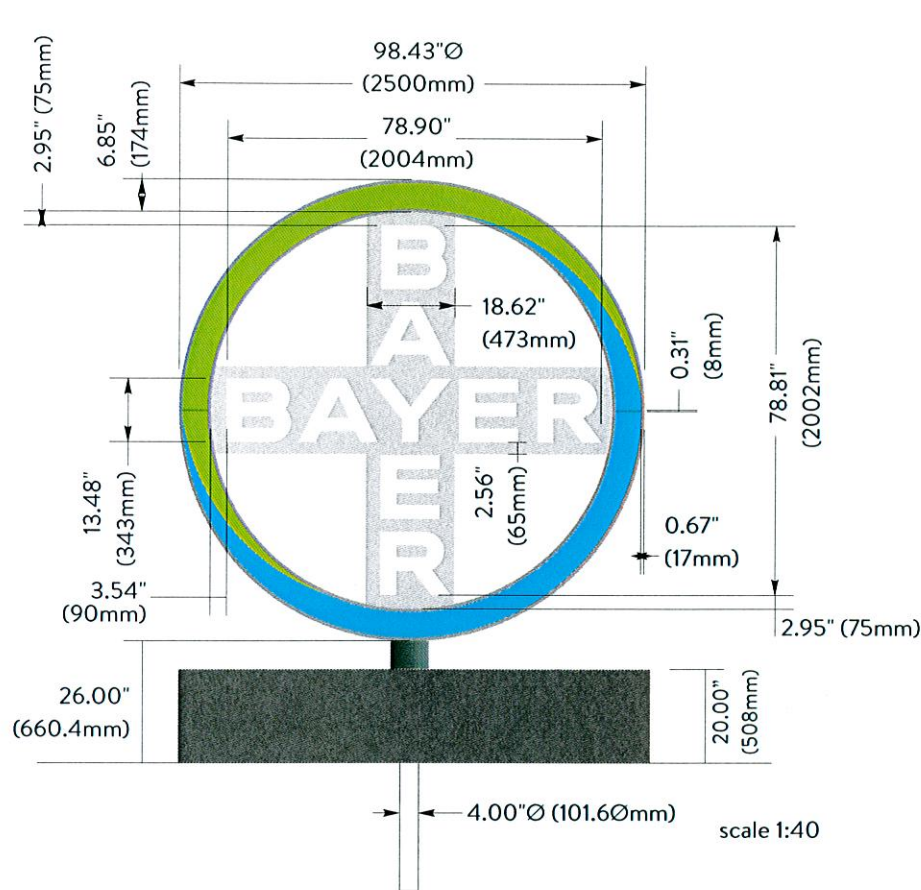
also designed to have negative space in the middle, so you can see through it, lessening any visual obstruction.

(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.

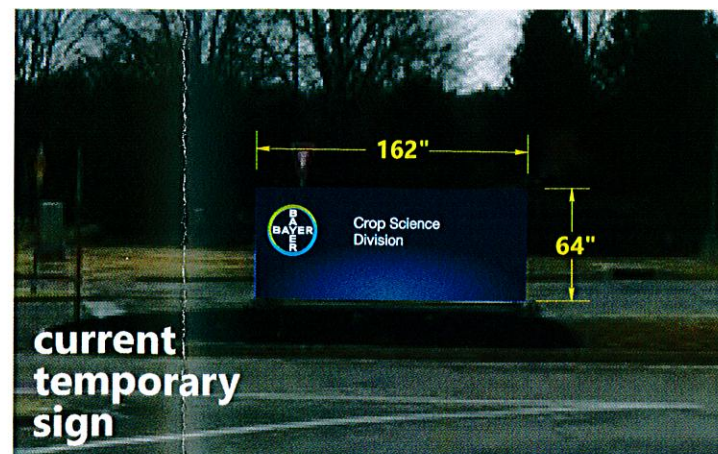
(g) Any other information, such as length of frontage, special speed limit or topographic considerations, that the proponent deems pertinent to the approval of such a sign request.

S1 D/F Monument Sign

Remove existing signage, footing and all external lighting fixtures.
 Install new D/F illuminated monument sign.
 NEW SIGN WILL BE WIRED INTO EXISTING ELECTRICAL RUN



Bayer Dark Blue	CMYK 80/33/0/80 Pantone 2380 C RAL 5011
Bayer Bright Blue	CMYK 71/0/0/0 Pantone 298 C
Bayer Bright Green	CMYK 40/0/100/0 Pantone 2299 C
White Aluminum	RAL 9006
Basalt Gray	RAL 7012



Revisions:
 created const drawing / TMC / 10.10.18
 added base - JAS - 12.04.18
 x

Revisions:
 x
 x
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Revisions:
 x
 x
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File Location: STND
 Drive/Clients/ CSTM x

Date: 09-21-2018

City/State: Chesterfield, MO

Drawing # C58759-2

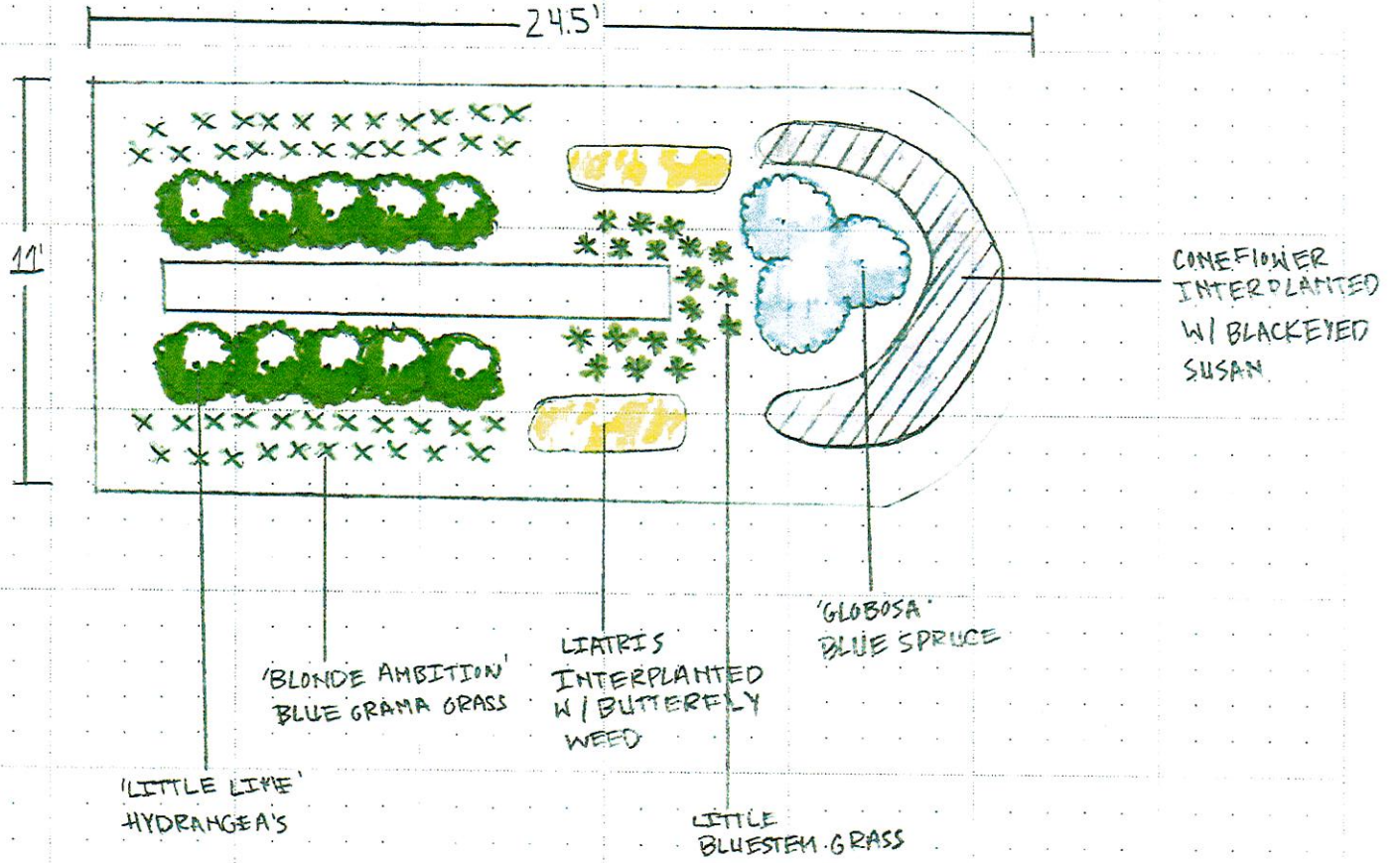
AS CR EN

Designer: JAB PM: MS

Address: 700 Chesterfield Parkway West

OE # 113601

CHESTERFIELD



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DEC 11 2018
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Department of Public Services