

Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: February 13, 2017

From: Jessica Henry, AICP
Senior Planner

Location: Northeast quadrant of Long Road and Edison Avenue

Applicant: Bill Yount Signs

Description: **Monarch Center, Sign Package:** A request for a Sign Package to establish sign criteria for the Monarch Center development located north of Edison Avenue and east of Long Road.

PROPOSAL SUMMARY

This project was reviewed at the October 26 and November 14, 2016 Planning Commission Meetings, where motions to approve several of the requested signs were passed by the Planning Commission. However, two monument signs were not approved. The applicant is now requesting approval for one monument sign to be located at the entrance to Monarch Center from Long Road. If the Planning Commission chooses to approve this request, the monument sign will be incorporated into the Monarch Center Sign Package which already includes those signs that were previously approved.



Figure 1: Monarch Center Development

Submittal Overview

Although the packet attached to this report includes two monument signs, the applicant has indicated that they no longer desire the sign on Edison Avenue. Therefore, this sign is no longer included in the request before the Planning Commission.

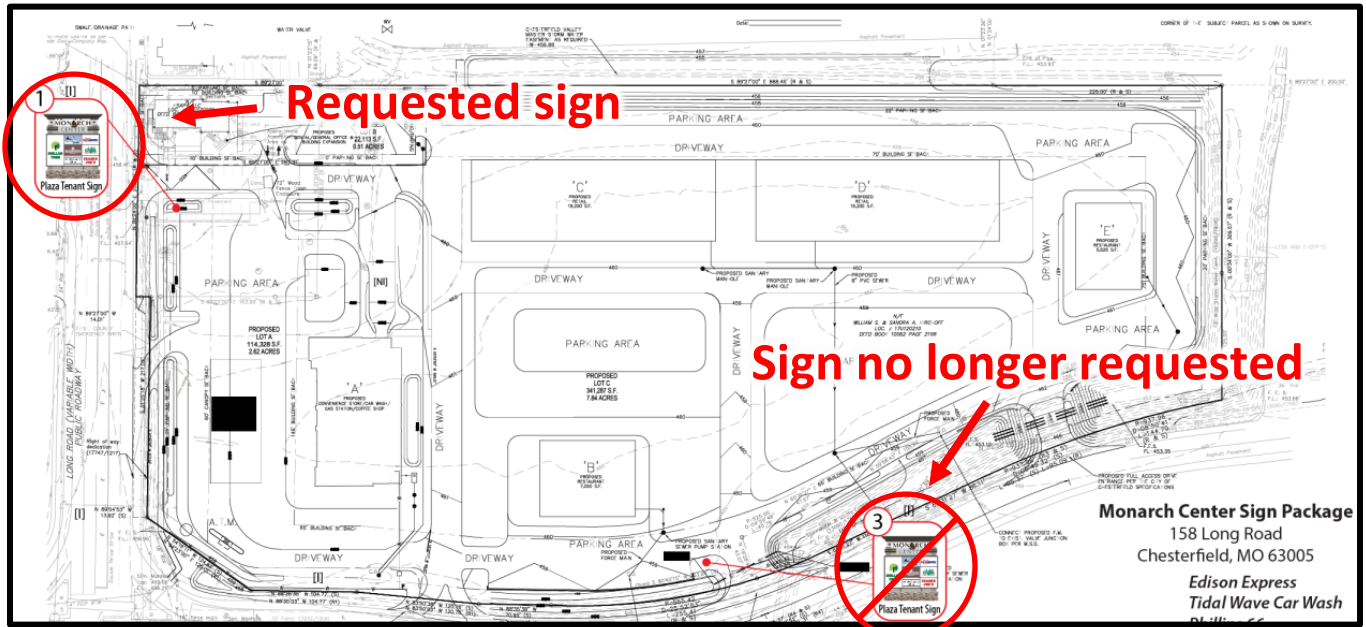


Figure 2: Signage Location Exhibit

1. Project Identification Sign (Permanent Signs; Business and Identification Signs – Freestanding)

Sign Location 1 in Figure 2: A single freestanding monument sign that is 12 feet in height and 87 square feet in outline area (signage only, excluding monument) is being requested. This sign represents a 1 foot reduction in height and 13 foot reduction in outline area from the previously requested monument sign at this location. The overall design, materials, and colors remain the same. A comparison of the currently and previously requested monument signs is shown on the following page.

During the discussion of the requested monument sign at the previous Planning Commission meetings, the question of the comparability with the proposed monument sign and those of surrounding developments was raised. Upon researching the two closest retail center developments, Staff has found that the adjacent Towne Centre development received Planning Commission approval for a freestanding multi-tenant monument sign that is 12.5 feet in height and 88.5 square feet in outline area as part of their 2008 Amended Sign Package approval. The Tower Centre development that is located directly across Long Road from the subject site does not currently have any monument signs in place.



Previously requested Monument Sign



Currently requested Monument Sign

STAFF RECOMMENDATION

Staff has reviewed the Sign Package and found the proposal to be consistent with the purpose and intent of the UDC. Staff recommends that the proposed monument sign be incorporated into the approved Sign Package for the Monarch Center Development.

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 Monarch Center."
- 2) "I move to approve the Sign Package for Monarch Center....." (Conditions may be added, eliminated, altered or modified)

Attachments: Proposed Sign Package

CC: Justin Wyse, Director of Planning and Development Services



LONG ROAD (VARIABLE WIDTH) PUBLIC ROADWAY

EDISON ROAD (VARIABLE WIDTH)



2002 Woodson Rd., St. Louis, MO 63114
 (314) 423-2933 ph (314) 423-8056 fax
 www.BillYountSigns.com

1. North Monarch Center Multi-Tenant Monument Sign [I]
3. East Monarch Center Multi-Tenant Monument Sign [I]



Monarch Center Sign Package
 158 Long Road
 Chesterfield, MO 63005
Edison Express
Tidal Wave Car Wash
Phillips 66
McArthur's Bakery & Cafe
Wildhorse Dental

[I]= Illuminated
 [NI]= Non-illuminated

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Contact: JLA Development

- Extruded aluminum construction
- Halo lit push through acrylic letters
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- Stone base

UL listed with lockable disconnect switch
City of Chesterfield

FEB 01 2017

Department of Public Services

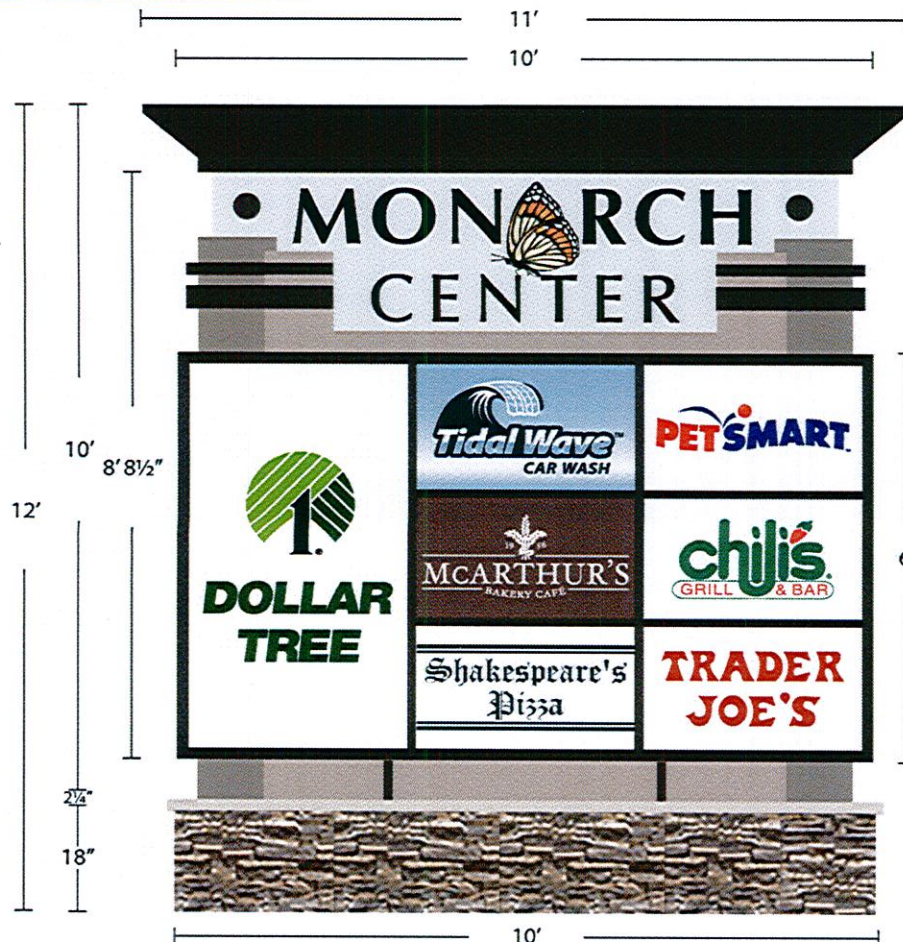


Night View

Site Map #1 & 3

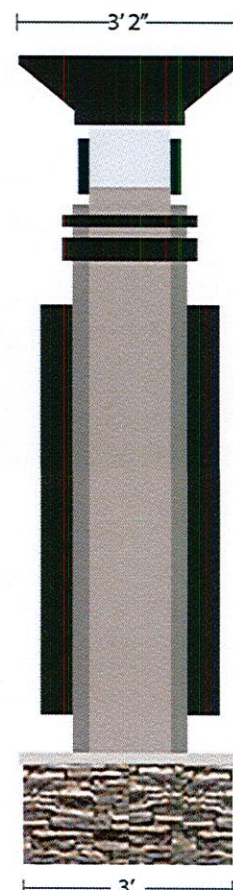
Two-sided
Illuminated
Tenant
Monument

Sign Area (not including the stone base or decorative roof) = 8' 8½" x 10' = 87 sqft



Front View

Qty (2)



Side View

Monarch Center Sign Package



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