

# Memorandum

## Department of Planning & Development Services



**To:** Planning and Public Works Committee

**From:** Andrew Stanislav, Planner *AS*

**Date:** February 21, 2019

**RE:** **Forty West Office Building, Sign Package:** A request for a Sign Package for a 3.625 acre tract of land located on the north side of North Outer 40 Road approximately 1,300 feet west of its intersection with Timberlake Manor Parkway.

### **Summary**

This Sign Package request is specific to attached wall signage on the south and east elevations of the Forty West Office Building development as well as modifications to the existing monument sign. All other signage will conform to the requirements established in the Unified Development Code (UDC).

The applicant is seeking to allow and provide regulations for a total of three (3) attached wall signs and one (1) monument sign through this Sign Package along the I-64/US-40 corridor. Currently, there is one permitted attached wall sign on the west side of the south elevation of the building and one permitted monument sign along the North Outer 40 Road frontage.

The subject site is currently zoned "C-8" Planned Commercial District and is governed under the terms and conditions of City of Chesterfield Ordinance Number 1274.

On Monday, February 11<sup>th</sup> 2019, the Forty West Office Building Sign Package was reviewed by the Planning Commission. A motion was made to approve this Sign Package by a vote of 5-3 with the following condition:

- Limit the sign for the eastern façade to no more than 150 square feet.

Power of Review was called in accordance with Section 31-02-20 of the Unified Development Code (UDC) on February 12, 2019.

Attached to this report please find a copy of the Planning Commission Staff Report and Sign Package submittal.

Attachments: Planning Commission Staff Report  
Sign Package Submittal



**Figure 1: Subject Site Aerial**



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

**Project Type:** Sign Package

**Meeting Date:** February 11, 2019

**From:** Andrew Stanislav, Planner

**Location:** 14567 North Outer 40 Road

**Applicant:** Balke Brown Transwestern

**Description:** **Forty West Office Building, Sign Package:** A request for a Sign Package for a 3.625 acre tract of land located on the north side of North Outer 40 Road approximately 1,300 feet west of its intersection with Timberlake Manor Parkway.

### **PROPOSAL SUMMARY**

Larson Commercial Real Estate, on behalf of 40 West Investors, LLC, has submitted a request for a Sign Package for the Forty West Office Building development. In accordance with the Unified Development Code (UDC), if approved the proposed Sign Package would serve as the site specific regulations pertaining to signage for this development.

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.” This Sign Package is being requested to increase the amount of wall signage along the south and east elevations visible when traveling along I-64/US-40 as well as to modify the existing monument sign.



Figure 1: Aerial Image



Figure 2: Existing wall signage for the Forty West Office Building (February 2019)

**HISTORY**

The subject property was zoned “NU” Non-Urban District by St. Louis County prior to the City’s incorporation. In 1997, the City of Chesterfield approved [Ordinance 1274](#) to rezone the subject property from “NU” Non-Urban District to “C8” Planned Commercial District which also established the governing development regulations for the site. A Site Development Plan and Improvement Plans were subsequently reviewed and approved in accordance with Ordinance 1274 for the development of the existing office building.

Three specific sign requirements were included as part of the approved site specific ordinance. The first requirement limits this development “to one (1) monument sign setback fifteen (15) feet from the new North Outer Forty Road right-of-way and not exceed ten (10) feet in height. The sign shall be limited to seventy-five (75) square feet of outline area. Said sign shall be constructed with materials similar to the office building and heavily landscaped around its base.” The two following regulations require all other signage to be in accordance with the City’s Code and prohibits the display of advertising or temporary/portable signs in this development, respectively.

**LAND USE AND ZONING OF SURROUNDING PROPERTIES**

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

Direction	Zoning	Land Use
North	“R1A” Residence District	Single-family residential
East	“PC” Planned Commercial District	Healthcare facility
East	“R3” Residence District	Vacant/undeveloped land
West	“NU” Non-Urban District	Religious institution
South	“R1A” Residence District (across I-64)	Single-family residential

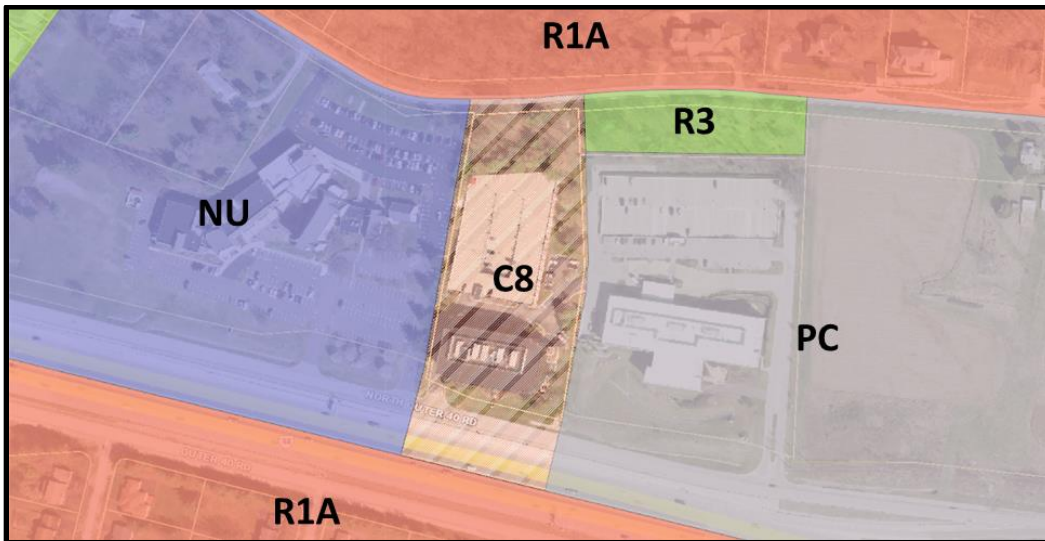


Figure 3: Zoning Map

### **COMPREHENSIVE PLAN ANALYSIS**

There are two specific Plan Policies pertaining to signage that have been adopted as part of the Comprehensive Plan, as follows:

- **Plan Policy 3.4 Signage Considerations** – Signage along the I-64/US 40 corridor and State Highways should be evaluated in terms of height, size and location while recognizing individual users’ need for identity and visibility.
- **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 has specifically called attention to reviewing signage along the I-64/US-40 corridor to ensure that the aesthetics and placement are of high quality.

### **SUBMITTAL OVERVIEW**

This Sign Package request is specific to attached wall signage on the south and east elevations of the Forty West Office Building development as well as modifications to the existing monument sign. All other signage will conform to the requirements established in the Unified Development Code (UDC).

The applicant is seeking to allow and provide regulations for a total of three (3) attached wall signs and one (1) monument sign through this Sign Package request for the Forty West Office Building development. Currently, there is one permitted attached wall sign on the west side of the south elevation of the building and one permitted monument sign along the North Outer 40 Road frontage. Information for each existing and proposed sign to be included in the Sign Package is as follows:

**Sign A - Freestanding Monument Sign** – This sign is located along the property’s frontage of North Outer 40 Road and currently serves the office tenants located within this development. These tenants are served by a common entrance, and the UDC only permits individual signage for tenant spaces that have independent entrances. The applicant is proposing to remove the top electronic message portion of the existing sign and replace this portion with an aluminum cabinet consistent with the size and style of the existing panels identifying individual tenants. The applicant is also proposing to replace the existing panels to provide a more cohesive look among the tenant names. The existing size of the monument sign will remain unchanged with an overall height of ten (10) feet and sign face outline area of 60 square feet. The existing sign is not currently illuminated and the applicant is proposing to install internal low voltage LED lighting. The existing and proposed conditions of the monument sign are depicted in Figure 4 below.

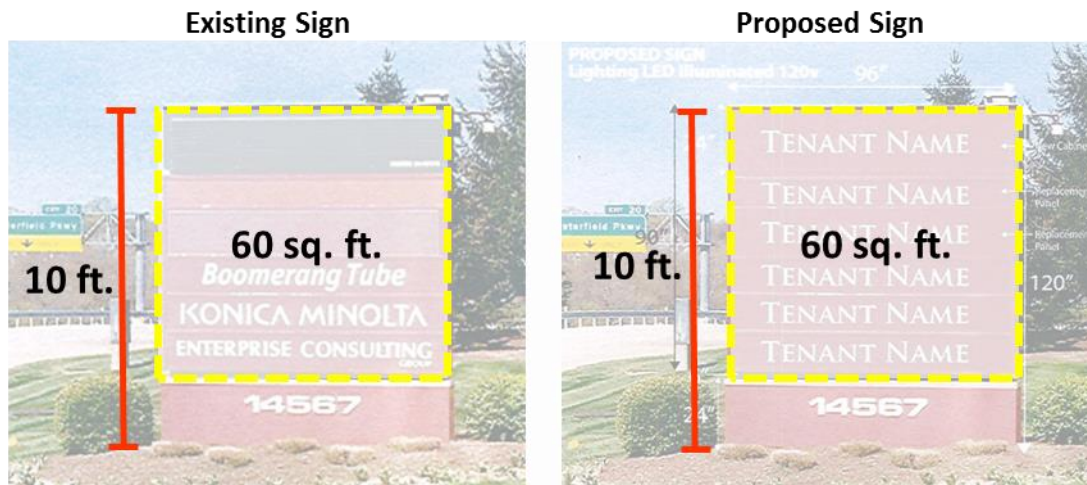


Figure 4: Existing and Proposed Monument Sign Conditions

**Sign B - Attached Wall Sign (West Corner of South Elevation)** – This attached wall sign location is on the western end of the south elevation facing North Outer 40 Road and I-64/US-40. Currently, this location has the only attached wall sign permitted for this development, which is 208 square feet in outline area. This existing sign is proposed to be relocated to the east elevation (Sign “D”) and replaced with a 150 square foot attached wall sign in its place.

**Sign C - Attached Wall Sign (East Corner of South Elevation)** – This attached wall sign location is opposite Sign “B” on the eastern end of the south elevation of the building. There are no current signs in this location, and a 150 square foot attached wall sign is proposed for this location to match the size and dimensional regulations proposed for “Sign B” noted above.

**Sign D - Attached Wall Sign (South Corner of East Elevation)** – This attached wall sign location is on the southern end of the east elevation of the building and is also visible from North Outer 40 Road and I-64/US-40 though there is no roadway frontage. The existing sign on the south elevation is proposed to relocate to this location and has a total of 208 square feet.

An overview of the requests included in this sign package are summarized in Figure 5 on the following page.

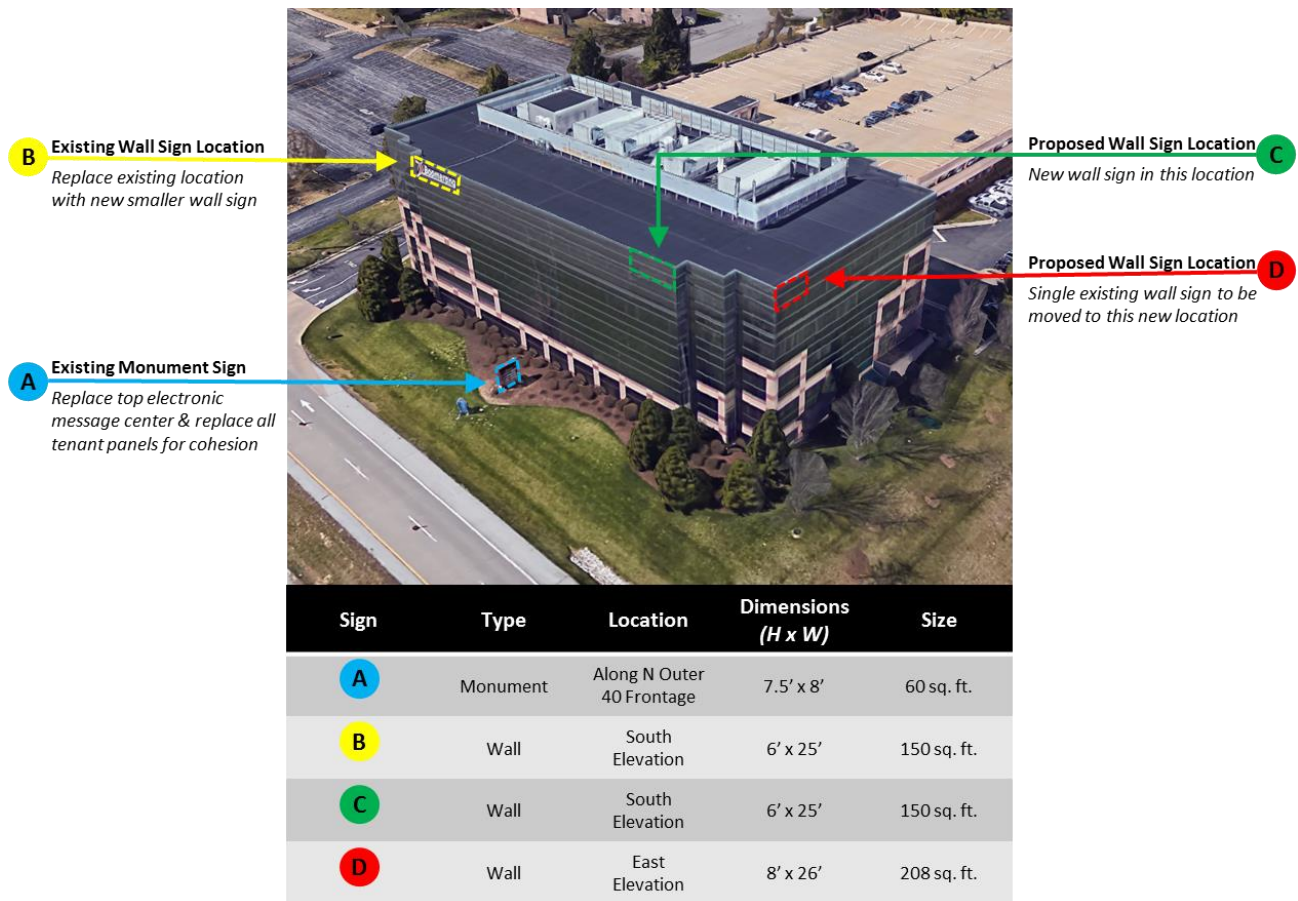


Figure 5: Overview of Sign Package Requests

### STAFF ANALYSIS

This Sign Package request for the Forty West Office Building development includes modifications to an existing monument sign as well as three (3) attached wall signs with visibility from North Outer 40 Road and I-64/US-40. All signage not included in this Sign Package shall be in compliance with the UDC, including directional signage.

#### Freestanding Monument Sign

Modifications to the existing monument sign include removal of the electronic message center on the top portion of the sign and replace with a sign panel to serve as tenant identification to match the remainder of the sign. The applicant has also indicated in the narrative statement submitted that all panels on the sign cabinet will be replaced in order to establish a cohesive style among the tenant identification, and internal LED illumination will be added as none currently exist.

The site specific ordinance for this development permits one (1) monument sign not to exceed ten (10) feet in height and 75 square feet in outline area to be landscaped around its base. The overall size of the sign will remain unchanged and existing landscaping will be maintained in accordance with this regulation. Table 1 to the right details the permitted and proposed elements for a monument sign at this location.

**Table 1: Monument Signs**

Dimension	Permitted (Ord. #1274)	Proposed
Number	1	1
Sign Area	75 sq. ft.	60 sq. ft.
Height	10 ft.	10 ft.

**Attached Wall Signs**

Three attached wall signs are also proposed as part of this Sign Package request to be visible from North Outer 40 Road and the I-64/US-40 corridor. Currently, there is one attached wall sign located on the west side of the south elevation with a total of 208 square feet. Permitted wall signage for the Forty West Office Building development is currently governed by the sign regulations of the Unified Development Code (UDC) as described below:

- **Section 31-04-05F.3.(b)(3)** – In buildings containing single or multiple tenants where public access to individual tenant space(s) is gained via interior entrances, said building shall be allowed no more than one (1) attached business sign on any two (2) walls having roadway frontage. Said business signs shall be the same, each identifying either the building or major tenant.

The Forty West Office Building property has frontage along North Outer 40 Road to the south as well as Conway Road to the north, which would permit one attached business sign to face each roadway.

- **Section 31-04-05F.3.(a)(2)** – The outline area of each sign shall not exceed five percent (5%) of the wall area of the business on which said sign is attached. No business sign shall exceed three hundred (300) square feet in outline area.

The size of the attached wall signs permitted on roadway frontage utilizing the five percent (5%) measurement exceed the 300 square foot maximum limit on both the south and north elevation. Each sign shall not be larger than 300 square feet, producing a total of 600 square feet of wall signage permitted on the building. The request is for a total of 508 square feet of wall signage to be dispersed among the south and east elevations; 300 square feet of which is proposed to be equally divided for two wall signs on the south elevation, and the remaining 208 square feet is proposed for the east elevation as a relocation of the existing wall sign. Table 2 above details the permitted and proposed elements for wall signs at this location.

**Table 2: Wall Signs**

Dimension	Permitted	Proposed
Number	2	3
Sign Area	600 sq. ft. Total	508 sq. ft. Total



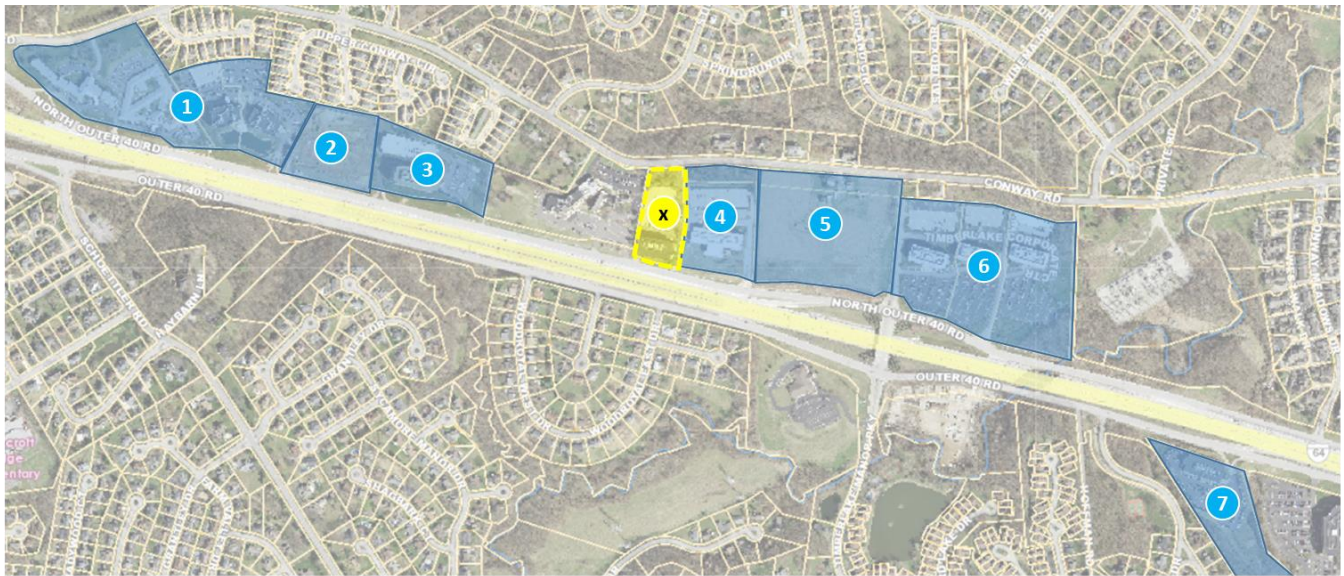
### **Sign Packages**

The purpose of a sign package, which serves as the mechanism for allowing modifications to the UDC sign regulations, is to provide comprehensive, complementary, and unified 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.”

The UDC includes the following review factors that are to be considered by the Planning Commission when discussing the appropriateness of the requested flexibility in sign criteria:

1. The physical impact of the proposed comprehensive sign package;
2. The quality of the proposed comprehensive sign package; and
3. Mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts.

There are currently seven approved sign packages along the I-64/US-40 corridor near the Forty West Office Building development regulating the location and size of attached wall signs. Six of these sign packages permit wall signs on a single elevation not to exceed 300 square feet in total sign area, essentially splitting the maximum 300 square foot size permitted by the UDC. The sign package approved in 2007 for the Stoneridge development includes one (1) wall sign on the north elevation and one (1) on the east elevation with a total size of 483 square feet. Figure 6 on the following page details the sign packages near the Forty West Office Building development along the highway corridor.



Subdivision	Sign Package Approval/Amended	Elevations with Wall Signs	Total Number of Wall Signs	Max Square Footage per Elevation
<b>x</b> Forty West Office Building (Proposed)	n/a	South & East	3	300 sq. ft. (South) 208 sq. ft. (East)
<b>1</b> Delmar Gardens	2004/2004/2005	South (2 buildings)	1 (per building)	237 sq. ft. (Bldng. 1) 299 sq. ft. (Bldng. 2)
<b>2</b> Highland on Conway	2017	South	2	300 sq. ft.
<b>3</b> One Chesterfield Place	2003/2018	South	2	300 sq. ft.
<b>4</b> St Johns Mercy Rehab Facility	2007	South	2	300 sq. ft.
<b>5</b> Kraus Farm Office Center	2015	South	1	300 sq. ft.
<b>6</b> Timberlake Corporate Center	2016	South (3 buildings)	2 (per building)	300 sq. ft. (per building)
<b>7</b> Stoneridge	2007	North & East	2	257 sq. ft. (North) 226 sq. ft. (East)

Figure 6: Overview of Sign Packages along I-64/US-40

The applicant’s narrative in conjunction with the stated purpose of the sign regulations, sign package review criteria and policies of the Comprehensive Plan all work together to create the foundation for the Planning Commission’s review and consideration of the submittal.

**RECOMMENDATION**

Staff has reviewed the proposed Sign Package for the Forty West Office Building development and all required items have been included. The UDC provides the Planning Commission discretion in considering this Sign Package as there is not concrete criteria in which to review. As such, Staff recommends that the Planning Commission take action on 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 Forty West Office Building."
- 2) "I move to approve the Sign Package for Forty West Office Building with the following conditions....." (Conditions may be added, eliminated, altered or modified)

Attachments: Sign Package Submittal



## Master Signage Plan



### **40 West**

*14567 North Outer Forty Road  
Chesterfield, MO 63017*

Last Updated January 29, 2019

## 40 West

40 West is a Class A office building with 107,000 square feet of rentable space plus one mid-rise covered parking garage. The building is located in the Chesterfield/Hwy 40 submarket of St. Louis County. The southern facing elevation is towards Highway 64/40 and the northern elevation is towards Conway Road. The building and garage occupy 3.55 acres.





## Narrative

The purpose of the master sign plan is to develop a comprehensive sign plan for the development that adds value to both the businesses that occupy the building, the City of Chesterfield, and the ownership. The current sign regulations require that the signage be located in a single corner of the building both devaluing the signage to the tenants and owner and creating a less appealing building frontage for the residents of The City of Chesterfield, the current owner, and future owner.

We believe that the following sign plan creates a more aesthetically appealing look consistent of buildings throughout the Saint Louis area. All businesses within the development will receive a copy of this signage plan from the owner at the time of lease/sale. All signage within the development shall be in conformance with the Comprehensive Signage Package. Lastly any signage not specially identified in the Comprehensive Sign Package shall conform to Section 31-04-05 of the Unified Development Code.



## Signage Plan

### Building Monument Signage

Currently there is one (1) existing building monument sign. The monument sign overall is 120” high and 96” wide. The base of the sign is 24” with a 6” gap above it followed by 90” of signage panels with accommodation for up to five (5) tenant names and an electronic sign panel at the top. There are existing directional signs throughout the property that are in compliance with the UDC.

### Proposed Changes

Proposed changes to the monument signage are as follows. Removal of the top panel, the electronic scrolling sign, and install an additional sign panel to match the existing structure. Replace all sign panels to be a single font with no business logos or trademarks. The total size of the monument would remain unchanged. The monument sign is not currently illuminated and is proposed to be internally illuminated using low voltage LED.

See Attachment #1 for all pictures and lighting specifications of Building Monument Signage.



### Exterior Building Signage

Per ordinance, there may be no more than one (1) attached business sign on any two (2) walls having roadway frontage. Walls must have frontage in order to have a sign; the wall facing North Outer 40 Road and the wall facing Conway would be eligible.

- 31-04-05F.3.(b)(3): In buildings containing single or multiple tenants where public access to individual tenant space(s) is gained via interior entrances, said building shall be allowed no more than one (1) attached business sign on any two (2) walls having roadway frontage. Said attached business signs shall be the same, each identifying either the building or major tenant.

The outline area of the sign is limited to 300 square feet (including any negative space)

- 31-04-05F.3.(a)(2): The outline area of each sign shall not exceed five percent (5%) of the wall area of the business on which said sign is attached. No business sign shall exceed three hundred (300) square feet in outline area.

North Outer 40 currently has one (1) exterior sign installed. The current Boomerang sign measures 208 square feet as labeled in the location identified as “Sign 3” on all attachments.

### Proposed Changes

Proposed changes to the building signage include allowing the building to install three (3) building signs totaling 508 square feet on the South and East building elevations.

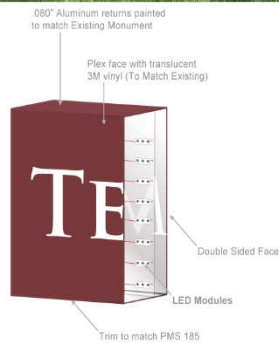
Sign 1 would be permitted to be installed on the South elevation of the building in the Southwest corner of the building, the current location of the Boomerang sign, at a total of 150 square feet.

Sign 2 would be permitted to be installed on the South elevation of the building in the Southeast corner of the building, at a total of 150 square feet.

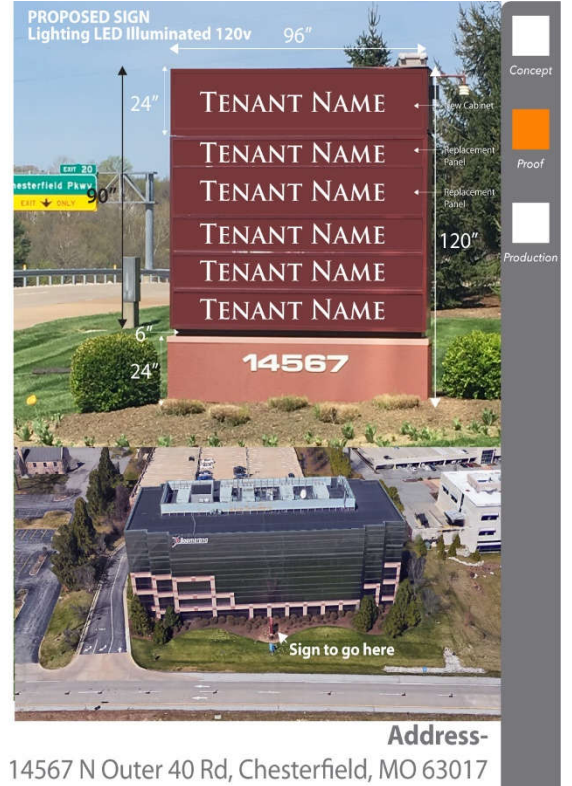
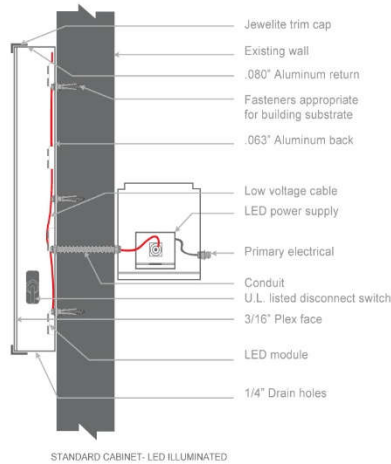
Sign 3 would be permitted to be installed on the East elevation of the building in the Southern most corner at a total of 208 square feet.



## Attachment #1 Building Monument Signage



**Monument Sign-**  
Remove Top LED Sign from Monument  
New Aluminum Cabinet Painted to Match Existing  
New Cabinet will be **LED Illuminated (120V)**  
Top Panel- 24"x96" with Cut Vinyl Applied  
(2) Additional Replacement Panels  
16"x96" with Cut Vinyl Applied  
(2) Additional Replacement Panels  
8"x96" with Cut Vinyl Applied  
Height of Monument- 10'  
Width of Monument- 8'  
Sign Face Size- 90"x96"/144= **60 SF Used per side**  
**Monument is facing Hwy 40/64 and Outer 40 Rd.**



ALL SIGNS, GRAPHICS AND DESIGNS SHALL REMAIN THE SOLE PROPERTY OF THE DESIGNERY UNTIL PAID IN FULL, OR RELEASED IN WRITING. © THE DESIGNERY 2014

**DESIGNERY**  
creative solutions  
3051 Bartold Ave., St. Louis MO 63143  
www.designery.com | 314.647.1700

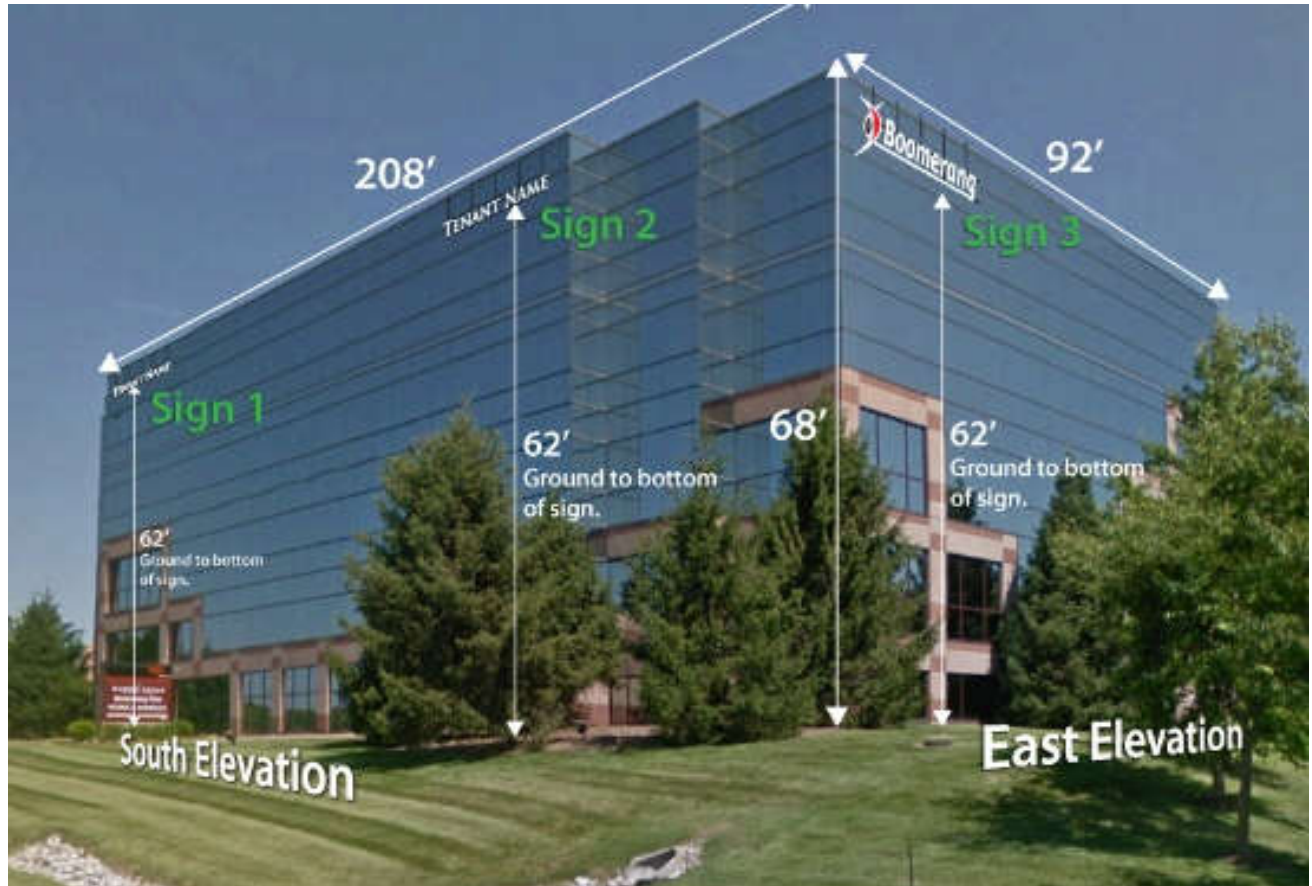
**CLIENT** | Balke Brown  
**CONTACT** | Kelly Shinstock  
**PHONE** | 314.488.9817  
**EMAIL** | kshinstock@balkebrown.com

**PROJECT** | Exterior Signage  
**SIGN TYPE** | Channel Letters  
**SIGN**

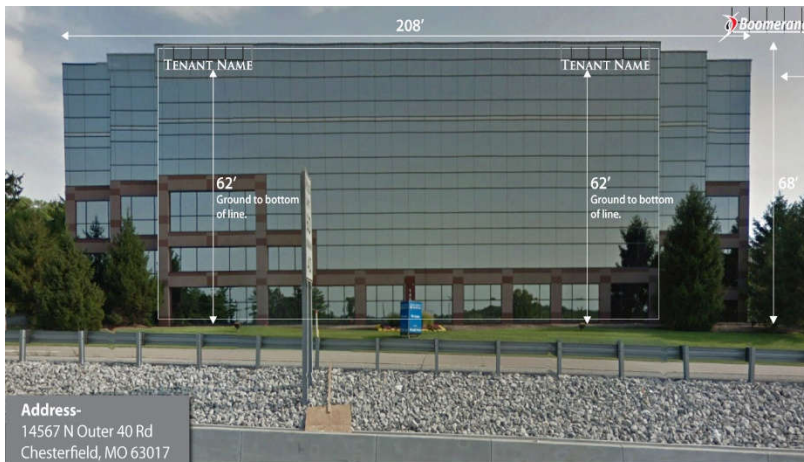
**JOB** | 13103  
**PROOF** | b1v5  
**DATE** | 1.22.19  
**DESIGNER** | Colleen  
**DATE**

©The Designery Shop 2014. All Rights Reserved. This is an original unpublished design, created solely by The Designery Shop. This design shall remain the intellectual property of The Designery Shop and is submitted for your approval, for this specific project. Unauthorized use of this design in part, or whole, is prohibited without express written consent of The Designery Shop. All signs, graphics and designs shall remain the sole property of The Designery Shop until paid in full, or released in writing.

**Attachment #2a**  
**Building Layout and Measurements**



## Attachment #2b Building Layout and Measurements



**Address-**  
14567 N Outer 40 Rd  
Chesterfield, MO 63017

### Channel Letters-

Front Lit Channel Letters on Shephard Hooks  
Sign 1-"Tenant Name" 72"x300"

White Acrylic Faces, Black Trim and Returns

Sign 2-"Tenant Name" 72"x300"

White Acrylic Faces, Black Trim and Returns

Sign 3-"Tenant Name" 96"x312"

White Acrylic Faces, Black Trim and Returns

Each Sign Mounted with Shephard Hooks

Shephard Hooks 60" on Center, 2" Square Aluminum Tubing

### Frontage-

South Elevation- 208'x68' = 14144 x .05 = 707.2 sf (5%)

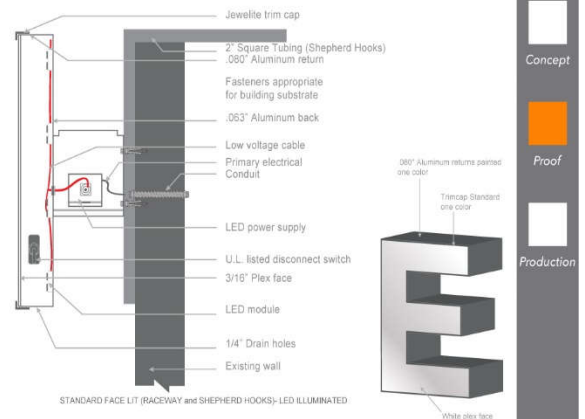
East Elevation- 68'x92' = 6256 x .05 = 318.8 sf (5%)

### Calculations-

Sign 1-"Tenant Name" 72"x300" = 21600/144 = 150 sf Used

Sign 2-"Tenant Name" 72"x300" = 21600/144 = 150 sf Used

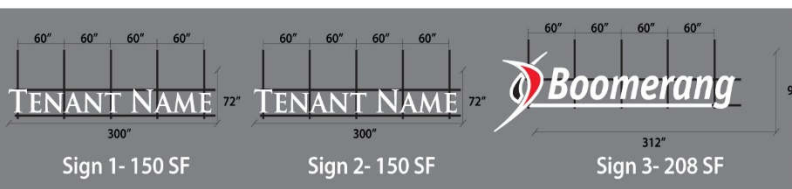
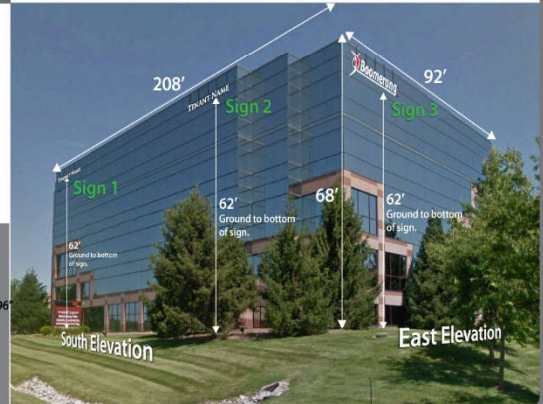
Sign 3-"Tenant Name" 96"x312" = 29952/144 = 208 sf Used



Concept

Proof

Production



Sign 1- 150 SF

Sign 2- 150 SF

Sign 3- 208 SF

ALL SIGNS, GRAPHICS AND DESIGNS SHALL REMAIN THE SOLE PROPERTY OF THE DESIGNERY UNTIL PAID IN FULL, OR RELEASED IN WRITING. © THE DESIGNERY 2014



**CLIENT** | Balke Brown

**CONTACT** | Kelly Shinstock

**PHONE** | 314.488.9817

**EMAIL** | kshinstock@balkebrown.com

**PROJECT** | Exterior Signage

**SIGN TYPE** | Channel Letters

**SIGN**

**JOB** | 13103

**DATE** | 1.22.19

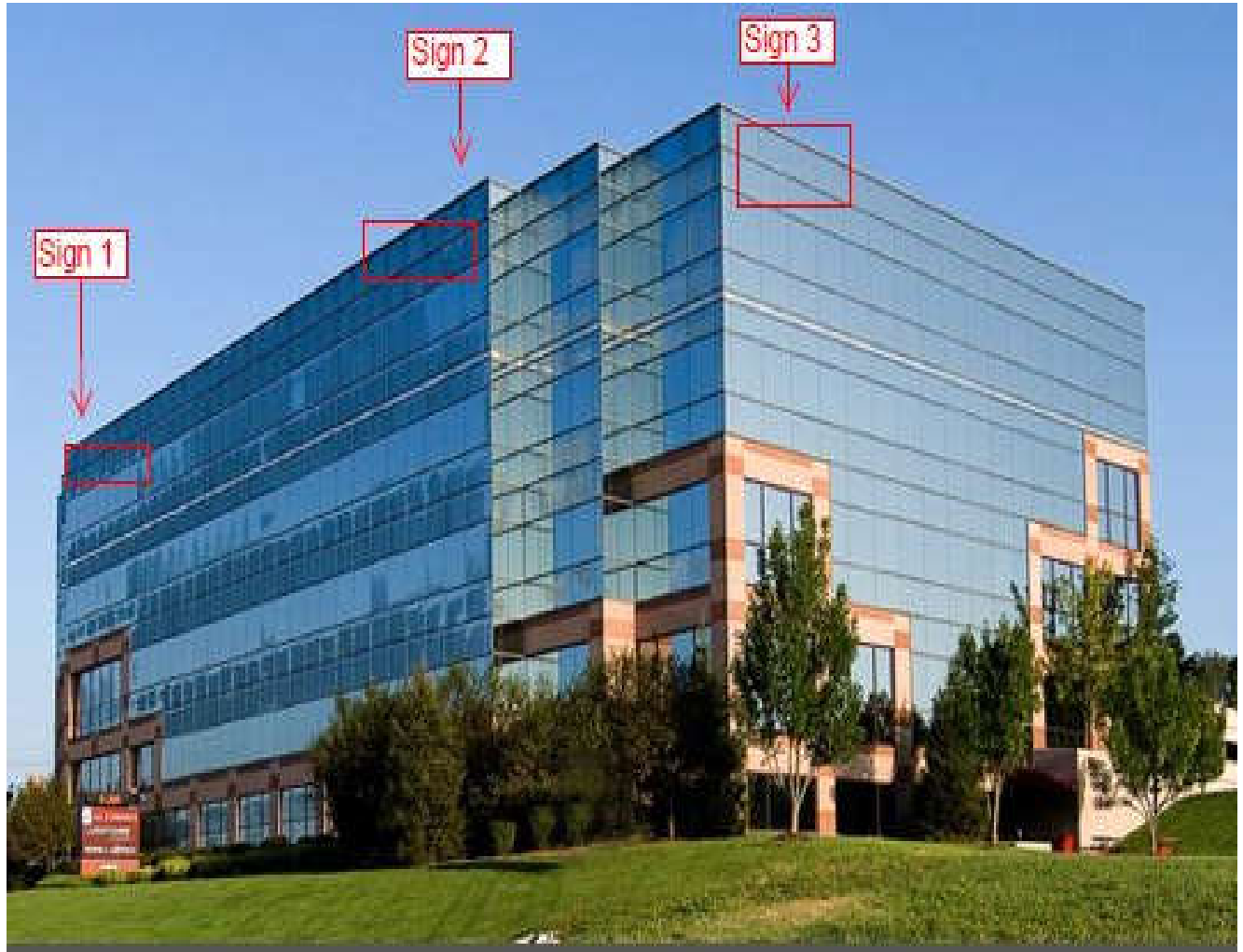
**PROOF** | a1v5

**DESIGNER** | Colleen

**DATE**

© The Designery Shop 2014. All Rights Reserved. This is an original unpublished design, created solely by The Designery Shop. This design shall remain the intellectual property of The Designery Shop and is submitted for your approval, for this specific project. Unauthorized use of this design in part, or whole, is prohibited without express written consent of The Designery Shop. All signs, graphics and designs shall remain the sole property of The Designery Shop until paid in full, or released in writing.

**Attachment #3**  
**Proposed Signage Locations**



**Attachment #4**  
**East Elevation**  
**Exterior Signage Locations**



**Attachment #5**  
**South Elevation**  
**Exterior Signage Locations**

