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## Planning Commission Staff Report

**Project Type:** Sign Request

**Meeting Date:** February 23, 2015

**From:** Jessica Henry  
Project Planner

**Location:** South side of Olive Blvd, west of River Valley Dr.

**Applicant:** Vital Signs

**Description:** **Four Seasons Plaza West:** A request for one freestanding sign exceeding six (6) feet in height and/or fifty (50) square feet in outline area located within the Four Seasons Plaza West Commercial Development (16Q230260).

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### **PROPOSAL SUMMARY**

Vital Signs has submitted a sign request for the Four Seasons Plaza West development. The request is for one freestanding sign that is 19.8 feet in height and 100 square feet in outline area. The proposed sign would replace the existing freestanding sign along Olive Boulevard. The Planning and Development Services Division has reviewed the request and submits the following report.

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

In January 1984, Four Seasons Plaza West was zoned "C8" Planned Commercial via St. Louis County Ordinance Number 11,355. Later in 1984, Ordinance Number 11,355 was amended by St. Louis County Ordinance Number 11,775. The development was constructed that same year.

The City of Chesterfield passed Ordinance Number 775 in April of 1993, which amended the two previous St. Louis County Ordinances and added physical therapy as a permitted use on the site. In September of 2006, the City of Chesterfield approved Ordinance Number 2297, repealing Ordinance 775, which provided for the addition of financial institutions, medical and dental offices, restaurants and limited drive through facilities on the subject site.

In August of 2009, the property was rezoned from a “C8” Planned Commercial District to a “PC” Planned Commercial District via Ordinance 2559, which was subsequently repealed by the current governing ordinance, Ordinance 2637, which added additional permitted uses and amended certain development criteria.

The existing freestanding sign along Olive Boulevard was constructed prior to the City of Chesterfield’s incorporation and as such, no permitting or construction documentation is on file with the Planning and Development Services Division.

**Surrounding Land Use and Zoning**

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

Direction	Land Use	Zoning
North	Dierberg’s Meditation Park & Montgomery Bank	“PS” Park and Scenic District “PC” Planned Commercial District
South	Four Seasons Residential Subdivision	“R3” Residence District
East	Four Seasons Plaza Commercial Development	“PC” Planned Commercial District
West	Westbury Manor Residential Subdivision	“R-2” Residence District



**STAFF ANALYSIS**

The request is for Planning Commission approval due to the size of the sign, which is twenty (20) feet in height and one hundred (100) square feet in outline area. The proposed freestanding sign will replace the existing pylon sign located along Olive Boulevard and shown below in the image. The location of this sign is as previously approved on the Site Development Plan that is on file with the Planning and Development Services Division.



**Figure 1 Existing Freestanding Sign**

The following regulations pertaining to freestanding business and identification signs are found in the Unified Development Code:

- *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 04-05.C. of this Article.*
- *All permanent freestanding business and identification 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 proponent of a sign subject to Planning Commission Approval as set out in subsequent sections shall file with the Department, in addition to those document requirements specified in Section 04-05.C. of this Article, a written statement addressing the following information:*
  - a. *The underlying business, directional, or informational purpose of such a sign.*
  - 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.*
  - 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.*
  - 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.*
  - 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.*
  - f. *If no steps (referred in item (e) above) have been taken, why such steps should not be required of the proponent.*
  - 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.*

In order to fulfill these requirements, a written statement and landscape information was submitted by the applicant for review by the Planning Commission.

The proposed sign is to be constructed with an enclosed painted aluminum base that will correspond in color to the neutral earth tones of the building in the development. The sign face will be comprised an illuminated cabinet with a white acrylic cover. On the following page is an image of the Four Seasons Plaza West Development.





**Figure 2 Four Seasons Plaza West Development**

In addition to the request specific regulations discussed above, the purpose of the sign regulations as stated in the Unified Development Code provides a basis for the review of the submittal.

- *The purpose of the sign regulations provided herein are to encourage excellence in design of signs, fostering economic viability of the community, and provide safe and concise directional information designed to facilitate traffic flow. Signs shall be designed so as to protect motorists, bicyclists, and pedestrians from distractions that may cause accidents or other detrimental impacts.*
- *Signs shall not overload the public's capacity to receive information, or cause visual confusion by interfering with pedestrian or vehicular traffic. Signs shall conform to the character of the community, enhance the visual harmony of development, and preserve the public health, convenience, welfare and/or safety within the City of Chesterfield by maintaining the high aesthetic quality of the community.*

### **RECOMMENDATION**

After reviewing the sign request for Four Seasons Plaza West, 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 purpose and intent of 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 Four Seasons Plaza West Development."
- 2) "I move to approve the sign request for Four Seasons Plaza West Development ....."  
(Conditions may be added, eliminated, altered or modified)

Attachments:            Applicant's Written Statement  
                                 Proposed Sign Drawings

Cc:        Aimee Nassif, Planning and Development Services Director

**vital.signs**

sign contractors

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RECEIVED  
City of Chesterfield

FEB 12 2015

Department of Public Services

RE: Four Seasons Plaza, Sign Request Written Statement

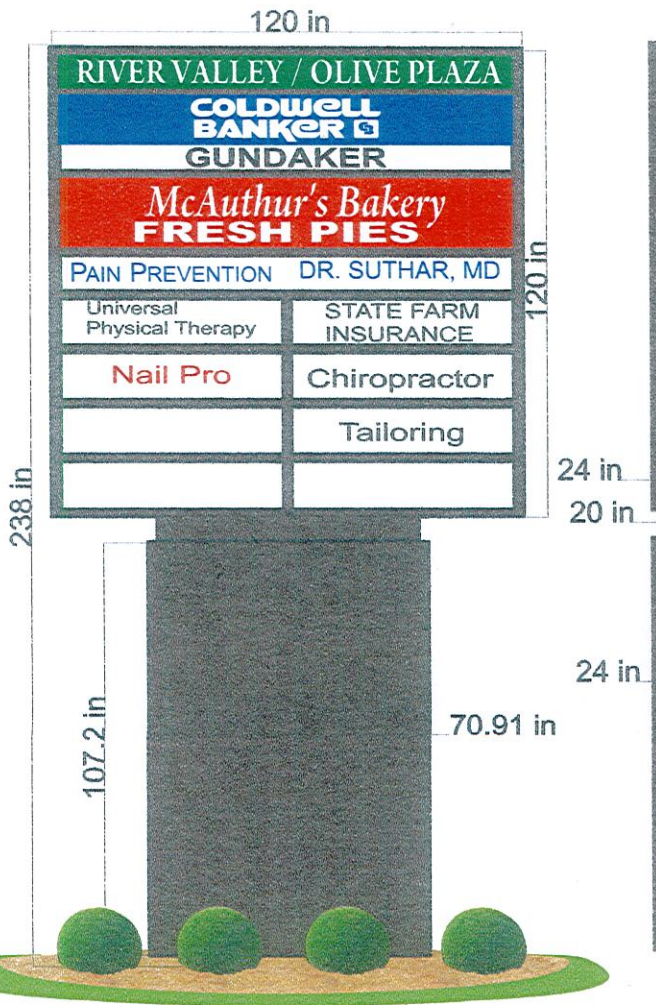
- 1 a. To allow enough space for each tenant to present the names of the business.
  - b. To replace existing sign with something similar in size and color, but now allowing all tenants a space large enough to have their names coincide with the plaza name for advertisement as well as location of the business.
  - c. With the existing sign height of approximately twenty feet and existing approximate square feet seventy two square feet, the only adverse effect is to the tenants which have no sign area in which to advertise. The added square feet would give the new tenants a panel in which to place their name to go with the plaza name for locating.
  - d. With the proposed sign staying in the same location of the existing sign, there should be no likelihood of any adverse effect to the surrounding area. On the south side of the street to the east is commercial property. To the west is residential property which is surrounded by large mature trees and backs to the street and no access except the subdivision entrance. On the north side of the street, at the west corner of River Valley & Olive St. is a bank that sets back with lovely landscape lawn and waterfall. To the east of the intersection, is an apartment complex with its back to the street. It is surrounded by large mature trees which are set back further due to a sidewalk, large drainage culvert and power poles. Only a possible few residents in this complex maybe would be able to view this sign as now in the winter with no leaves on the trees.
  - e. The sign will keep the same color as existing as well as the same color tones as the building in the plaza. It will also look similar to other sign designs and shapes in the surrounding area. The landscape area will also tie into the plaza it shares with the earthtone gravel and small evergreen shrubs.
  - f. Multiple designs have been evaluated to come up with what closely resembles the existing sign structure, but giving a more modern updated design. This design we feel not only fits with other sign structures in the area, but also gives the tenants in the plaza a space to present their business names which at this time is not available.
2. The existing sign as well as the proposed replacement sign is located at the northeast corner of the property. There is a large entrance with island dividing entrance and exit lanes which is shared with the adjoining commercial property. The entrance shares an intersection on Olive Street with River Valley Drive that has electric lights for vehicles to safely enter and exit the facility.



BEST PRODUCTS, BEST SERVICE, AT THE BEST PRICE

Total Sign Structure: 120 in. x 238 in. = 198 Sq. Ft.  
 Sign Face: 120 in. x 120 in. = 100 Sq. Ft.

OVERHEAD VIEW



# Proposal LAYOUT

## Illuminated Multi-Tenant Sign Replacement

Illuminated, double sided, aluminum sign cabinet with top.  
 Illumination provided by 120v power supplies and white LEDs.  
 Faces are UV protected acrylic.  
 Base consisting of aluminum framework covered by .080 painted aluminum skin.

**Cabinet and Skirt Color**  
 Cabinet and skirt to be painted Durotonic Bronze similar to existing sign cabinet and skirt.  
 To be connected to existing power supply.

### Landscape and Plantings

Landscape material to be of brown/tan river rock.  
 Planting to be of small boxwood bushes.

*This design is exclusive property of Vital Signs Sign Contractors, Inc. It is being submitted to the customer for the sole purpose of purchase of the design or signage manufactured to this design by Vital Signs Sign Contractors, Inc. Distribution to or use of this design by anyone outside of the customer's organization, without expressed written authorization by Vital Signs Sign Contractors, Inc. is prohibited.*

Photo is for visual purposes only and may not be to scale.

Client: River Valley / Olive Plaza (formerly Four Seasons Plaza)  
 Location: 13700 Olive Blvd.. Chesterfield, Mo. 63015  
 Date: 2/5/2014  
 Prepared/Revised by: Chris Lamprecht

Quote  
 Revised  
 Approved by: \_\_\_\_\_ Date \_\_\_\_\_



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# Site Plan

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Site Name/Address: River Valley / Olive Plaza (formerly Four Seasons Plaza)  
City/County, State, Zip Code: 13700 Olive Blvd. Chesterfield, Mo.

