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## **Planning Commission Staff Report**

**Project Type:** Sign Package

**Meeting Date:** February 25, 2013

**From:** Justin Wyse, AICP  
Senior Planner

**Location:** Lot 2 of Chesterfield Blue Valley

**Applicant:** Simon Property Group, Inc.

**Description:** **Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets):** A request for a Sign Package for Lot 2 of the Chesterfield Blue Valley development to establish sign criteria for the St. Louis Premium Outlets development.

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### **PROPOSAL SUMMARY**

Simon Property Group, Inc. has submitted a request for the initial development approved for Lot 2 of the Chesterfield Blue Valley development. The proposed Sign Package would replace the sign regulations within the City of Chesterfield Zoning Ordinance and establish a new, site specific set of regulations for the development. This submittal will be supplemented by a separate Sign Package for the remainder of the Chesterfield Blue Valley development. The Planning and Development Services Division has reviewed the request and submits the following report.

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

The site was zoned "NU" Non-Urban District by St. Louis County prior to the incorporation of the City of Chesterfield. The areas located north of the Chesterfield Monarch Levee also included a "FP" Flood Plain Overlay in addition to the "NU" Non-Urban District zoning classification. The 55.8 acre, western portion of the Chesterfield Blue Valley development south of the levee was zoned "PC" Planned Commercial District in February of 2006 by the City of Chesterfield.

In January 2008, the 75.063 acre eastern portion of this development, also south of the levee, was zoned "PC" Planned Commercial District. The City of Chesterfield approved the consolidation of both the "PC" Planned Commercial Districts into one district in February of 2008. At that point, Chesterfield Blue Valley became one (1) "PC" Planned Commercial District, governed by City of Chesterfield Ordinance 2443.

In 2010, an additional six (6) acre piece of land was requested to be added to the current development ordinance for the site. Ordinance 2443 was repealed and replaced with Ordinance 2612 for the entire 137.6 acres.

A Site Development Concept Plan for the roadways only was approved by the City Council in 2008. Additional amendments to that roadway plan were approved administratively in 2010. The 2<sup>nd</sup> Amended Site Development Concept Plan with all conceptual requirements and materials was approved by the Planning Commission on March 26, 2012.

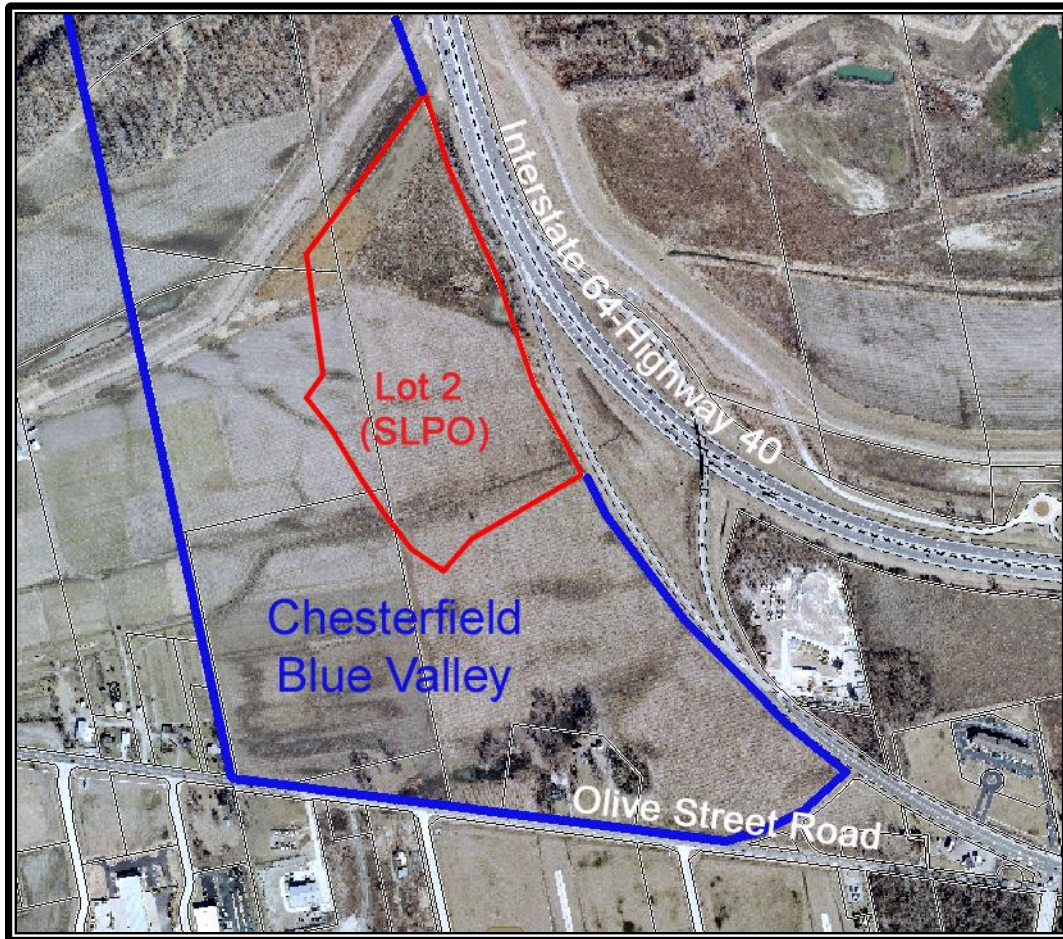
A Site Development Section Plan was approved by City Council for St. Louis Premium Outlets in May of 2012. This development within the Chesterfield Blue Valley district was originally presented as proposed Lot 10. Subsequent to the Site Development Section Plan, a Record Plat for Chesterfield Blue Valley has been submitted. Based on the Record Plat, the project name has been adjusted to Lot 2 to reflect the plat was on the agenda for the July 9, 2012 Planning Commission meeting.

**Surrounding Land Use and Zoning**

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

**Land Use and Zoning of Surrounding Properties:**

Direction	Land Use	Zoning
North	Levee/ Flood Plain/ Missouri River	N/A
South	Chesterfield Blue Valley	"PC" Planned Commercial
East	Interstate 64-Highway 40	N/A
West	Chesterfield Blue Valley	"PC" Planned Commercial



**Submittal Overview**

The Sign Package includes several different types of signage as outlined below. For information, the sign classification from the City of Chesterfield Zoning Ordinance is included in parenthesis. The submitted Sign Package includes the proposed signage for Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets). Additionally, four “specialty monument” signs are included along the frontage of Olive Street Road in the Sign Package. Signage for the remainder of the Chesterfield Blue Valley development will be submitted to the Commission as a supplement to this Sign Package and will detail on-site signage for the remainder of the lots.

Construction (Future Use of Site) Sign – Two signs announcing the future use of the site (Chesterfield Blue Valley and St. Louis Premium Outlets) were approved for the site by the Planning Commission under Section 1003.168 of the City of Chesterfield Zoning Ordinance. The proposal seeks to keep these previously approved signs as permitted signs under the Sign Package.

B: Freestanding Project I.D. Entrance Monument (Free-Standing Business) Sign – Two proposed signs at the entrance to St. Louis Premium Outlets from Outlet Boulevard are proposed. These two signs are 10 feet in height and 100 square feet in outline area.

D: Specialty Monument (Free-Standing Business) Sign – The proposal includes one “Specialty Monument” sign at the intersection of Chesterfield Airport Road and Olive Street Road. The proposed sign is 30 feet in height and includes 150 square feet in outline area. Justification for this sign is given on page 2 of the submitted Sign Package.

E: Project I.D. Building (Business, Attached to Wall) Sign – The proposal includes identification of areas on the building where tenant wall signs would be permitted. These areas are shown in detailed in the proposed Sign Package. The proposal would allow tenant wall signs on the north, east, south, and west elevations of the exterior of the development.

The table below details the proposed area available for signage under the proposal. The proposal identifies the maximum area that would be available for signage; however, it is highly likely that some portions of this area will not be covered by signage (although, as proposed, it would be permitted to cover the area).

	Sign Area	Façade Area	Percentage
East Elevation	3,275	32,708	10.0%
North Elevation	947	12,838	7.4%
South Elevation	896	11,977	7.5%
West Elevation	1,527	31,090	4.9%
Totals	6,645	88,613	7.5%

Justification for the increase in size is provided on page one of the Sign Package.

F: Multi-Tenant Specialty Monument (Free-Standing Business) Sign – The Sign Package includes two Multi-Tenant Specialty Monument Signs along Olive Street Road (in addition to the Specialty Monument Sign discussed above). The signs are 30 feet in height and 180 square feet in outline area. These signs will be installed at the intersections of Olive Street Road with Outlet Boulevard and Premium Way.<sup>1</sup>

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<sup>1</sup> A third sign is included in the submittal for the remainder of the Chesterfield Blue Valley development. The sign at Premium Street will not be constructed until a future phase of the Chesterfield Blue Valley development. See the Sign Package for Chesterfield Blue Valley (excepting Lot 2) for information on this final sign.

G: Auto Directional (Directional) Sign – Several directional signs are provided to assist motorists once they arrive at Lot 2 (St. Louis Premium Outlets) to provide wayfinding for specific tenants within the development. Again, these signs are proposed on the interior of the site and are not designed for advertising, but rather provide motorists and pedestrians information to reduce travel once at the development. The proposed signs are shown not to exceed 12 square feet in outline area and not to extend more than six (6) feet above grade.

H: Parking Area I.D. (Directional) Sign – Numerous signs are proposed to be installed on the light standards in the parking field. These signs are designed to provide visitors of the shopping center with reference points to find their vehicle more easily. The signs are proposed to be 10 square feet in outline area and installed not more than 15 feet above grade.

J: Bus Plaza (Directional) Sign – Provisions for the allowance of a “Bus Plaza” sign on the western elevation are included in the sign package. This sign will not exceed 100 square feet in outline area.

K: Freestanding Gallery Zone (Directional) Sign – Freestanding gallery zone signs are proposed at each of the entrances into the proposed mall site. The proposed signs will not exceed 16 square feet in outline area and will not exceed more than 13 feet from grade.

N: Service Court Identification (Directional) Sign – Service court directional signs are included in the proposal. Signs are proposed not to exceed 16 square feet in outline area and extend not more than six (6) feet above grade.

Additional Sign Regulations – The Sign Package states that other signs not specifically mentioned in the submittal will be permitted in accordance with Section 1003.168 of the City of Chesterfield Zoning Ordinance at the time of approval of the Sign Package.

Landmark Sign – The Chesterfield Blue Valley development is required to install a “Landmark Sign” along the frontage of I-64. This sign location will be located on Lot 2 (St. Louis Premium Outlets). Staff has been in numerous discussions with representatives from Chesterfield Blue Valley, Simon Property Group, and the Missouri Department of Transportation regarding the location of this sign. Determining the best location and size for this sign has proven extremely difficult due to the planned project on the Daniel Boone Bridge. After numerous discussions with all parties involved, Staff has recommended waiting until more information is available on the final design, location, and alignment of the bridge. As such, the applicant and Staff will

continue to coordinate with each other, as well as MoDOT, to determine the best location for the landmark sign required by City of Chesterfield Ordinance 2617.

### **STAFF ANALYSIS**

Regulations pertaining to Sign Package submittals are found in Section 1003.168 of the City of Chesterfield City Code. From the Zoning Ordinance:

*When a sign package is approved for a proposed or existing development, the criteria for signs located in the City of Chesterfield Zoning Ordinance Section 1003.168 is no longer applicable. The reasons for the variation is because the purpose of a Sign Package is to provide for flexible sign criteria that promote superior design and are tailored to a specific development which may vary from general ordinance provisions, if it can be demonstrated that the proposed terms would encourage, promote, and reward good architecture and urban planning.*

This purpose, along with the stated purpose of the sign regulations and policies of the Comprehensive Plan, creates the foundation of the review of the submittal.

*Purpose.<sup>2</sup> The purpose of the sign regulations is to preserve the public health, convenience, welfare and/or safety within the City of Chesterfield by maintaining the high aesthetic quality of the community while at the same time recognizing the importance of signage in:*

- a. Fostering the economic viability of the community, and;*
- b. Providing safe and concise directional information designed to facilitate traffic flow.*
- c. Signs shall not overload the public's capacity to receive information, or cause visual confusion by interfering with pedestrian or vehicular traffic. Signs shall generally conform to the character of the community and enhance the visual harmony of development.*

*It is the intent of the sign regulations to encourage excellence in design of signs.*

In addition to the areas within the code above, there are two specific Plan Policies which have been adopted as part of the Comprehensive Plan.

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<sup>2</sup> Section 1003.168.1. of the City of Chesterfield Zoning Ordinance.

*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 uses' 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/road, signs of ever-increasing size, brightness and garishness should be prohibited.*

*City of Chesterfield Comprehensive Plan – Chapter VIII: Chesterfield Valley Policies Element states, “Signage Along I-64/US 40- Billboards or freestanding signs (including pylon signs), other than monument signs complying with the requirements of the Chesterfield Zoning Ordinance, should not be permitted along I-64/US 40.”*

As demonstrated in the statements above, the sign regulations seek to balance economic viability, provision of directional information, reduction of visual clutter, and design that reinforces the character of the community.

#### Freestanding Sign Area – Comparison to Nearby Developments

Under the provisions of the sign regulations in Section 1003.168 of the City of Chesterfield Zoning Ordinance, the development would be permitted freestanding business signs along the frontage of I-64. However, after discussions with Staff, reviewing nearby developments, and review of the Comprehensive Plan, the applicant has elected to propose a Sign Package which does not include freestanding signage (with the exception of the required Landmark Sign) along the frontage of I-64. In exchange for prohibiting these signs, the applicant is proposing larger signs off Olive Street Road at the primary entrances to the development. Initially this will include three signs (see signs D and F on page 4). The Sign Package for Lot 2 includes three of these signs, with the fourth proposed sign being included in the proposal for Sign Package for the remainder of the Chesterfield Blue Valley development.

The table below shows a quick comparison of freestanding project signs proposed for the Chesterfield Blue Valley development and the Chesterfield Commons development. Two rows are shown for the Chesterfield Blue Valley development. The first (“Chesterfield Blue Valley, Lot 2”) shows the signs proposed as part of the sign package associated with the initial development of the Chesterfield Blue Valley development (i.e. St. Louis Premium Outlets). The second (“Chesterfield Blue Valley Total”) shows a cumulative total of the entire Chesterfield Blue Valley development (the second set of sign regulations to supplement this Sign Package will be presented separately to the Commission).

	Entitled Floor Area	Project I.D. Signs	Sign Height	Outline Area / Sign	Signs Permitted Along I-64
Chesterfield Commons	1.2 million square feet	4	30	180 square feet	No
Chesterfield Blue Valley, Lot 2	1.4 million square feet	3	30	2 with 180 and 1 with 150 square feet	No
Chesterfield Blue Valley Total	1.4 million square feet	4	30	3 with 180 and 1 with 150 square feet	No

**Wall Sign Area – Comparison to Nearby Developments**

Section 1003.168 of the City of Chesterfield Zoning Ordinance permits tenants to install wall signs that encompass 5% of the façade of which they occupy (i.e. tenants must put signs on the façade which they directly occupy). Sign Packages have routinely been used by multi-tenant developments to allow for flexibility in the placement of wall signs (i.e. tenants may put their sign in an approved sign area or band regardless of who occupies that tenant space). St. Louis Premium Outlets is proposing a similar scenario where wall signs will be placed on the exterior walls to give tenants ability to have signage visible from the public realm.

In addition to the flexibility in the location of wall signs, the Sign Package proposes wall signage not to exceed 7.5% of the façade area (see page 4). While the proposal is significantly larger than the standard provisions of the Zoning Ordinance, Staff would agree that, in the context of the overall Sign Package, the flexibility to allow increased wall sign area is appropriate. Under the proposal, the wall signs represent the only signage for tenants from the public realm (all freestanding business signs are utilized to brand the development as well as space for future development within Chesterfield Blue Valley). For reference, small shops<sup>3</sup> within the Chesterfield Commons are permitted wall signs not to exceed 7.5%. This does not include the lattice “Chesterfield Commons” sign installed on the development.

**RECOMMENDATION**

After reviewing the proposed Sign Package for Chesterfield Blue Valley, Lot 2, Staff does not have any outstanding comments on the submittal. Staff would support a recommendation for approval of the submittal upon a finding of consistency of the proposed Sign Package with the purpose and intent of the sign regulations and the City of Chesterfield Comprehensive Plan.

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<sup>3</sup> As defined by the approved Sign Package as tenants with less than 10,000 square feet in floor area. Shops with over 10,000 are broken into categories with predefined allowances for wall signs.



If the Sign Package is approved, the development would be permitted signs in accordance with the Sign Package rather than Section 1003.168 of the City of Chesterfield Zoning Ordinance and all future sign permits would be reviewed against this document. **Any amendments to the provisions of the approved Sign Package would require Staff review and approval by the Planning Commission.**

**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 Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets)."
- 2) "I move to approve the Sign Package for Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets)....." (Conditions may be added, eliminated, altered or modified)

Respectfully submitted,



Justin Wyse, AICP, PTP  
Senior Planner

cc: Planning and Development Service Director

Attachments: Proposed Sign Package