



**PLANNING COMMISSION
OF THE CITY OF CHESTERFIELD
AT CHESTERFIELD CITY HALL
FEBRUARY 11, 2019**

The meeting was called to order at 7:03 p.m.

I. ROLL CALL

PRESENT

Commissioner Allison Harris
Commissioner John Marino
Commissioner Mary Monachella
Commissioner James Rosenauer
Commissioner Gene Schenberg
Commissioner Guy Tilman
Commissioner Steven Wuennenberg
Chair Merrell Hansen

ABSENT

Commissioner Debbie Midgley

Councilmember Dan Hurt, Council Liaison
Mr. Mark Lee, representing City Attorney Christopher Graville
Mr. Justin Wyse, Director of Planning & Development Services
Mr. Andrew Stanislav, Planner
Ms. Mary Ann Madden, Recording Secretary

Chair Hansen acknowledged the attendance of Councilmember Dan Hurt, Council Liaison; Councilmember Mary Ann Mastorakos, Ward II; and Councilmember Michelle Ohley, Ward IV.

II. PLEDGE OF ALLEGIANCE

III. SILENT PRAYER

IV. PUBLIC HEARINGS – None

V. APPROVAL OF MEETING SUMMARY

Commissioner Tilman made a motion to approve the Meeting Summary of the January 28, 2019 Planning Commission Meeting. The motion was seconded by Commissioner Wuennenberg and passed by a voice vote of 8 to 0.

VI. PUBLIC COMMENT

1. **Ms. Kelly Eisenloeffel**, 16655 Chesterfield Farms Drive, Chesterfield, MO – representing the building owner for the Forty West Office Building and its Sign Package request.

Ms. Eisenloeffel asked that the Commission approve the owner's request to relocate the sign that would be allowed on Conway Road to the eastern façade of the building. She stated that placing the sign on the elevation facing Conway Road would be "obnoxious" to the residents in that area considering its size. She then addressed the Commission's concern about setting a precedent by allowing signage on the eastern façade stating that there are very few buildings along Outer Forty that have access to both North Outer Forty and Conway Roads.

Responding to questions, Ms. Eisenloeffel provided the following information:

- Signage rights have been given to Acropolis Wealth Management and ATB Technologies. With respect to Boomerang's recent downsizing, their signage could stay in place or the building owner could have it removed.
- If Boomerang were to vacate the building, the building owner would be able to release their space and install new signage.
- If signage is permitted on the east façade, it would make the space more attractive to a future tenant.

VII. SITE PLANS, BUILDING ELEVATIONS AND PLATS

- A. **Burkhardt Place (16658 Old Chesterfield Road)**: A sign request for one (1) freestanding post sign of six (6) square feet in outline area located on the south side of Old Chesterfield Road and zoned "PC" Planned Commercial District with a Landmark Preservation Area (LPA) designation.

Commissioner Rosenauer, representing the Site Plan Committee, made a motion to approve the **Burkhardt Place Sign Request** with the condition of: (1) the pole and the cross beam shall be of a dark-colored metal material; and (2) the sign shall be made out of a metal material. The motion was seconded by Commissioner Wuennenberg.

Discussion

Because the subject sign is within the City's Landmark Preservation Area, Chair Hansen pointed out that the above conditions will make it consistent with existing signage in that area.

The above motion passed by a voice vote of 8 to 0.

- B. **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.

Commissioner Rosenauer, representing the Site Plan Committee, made a motion to approve the Sign Package for the Forty West Office Building, as presented. The motion was seconded by Commissioner Wuennenberg.

Discussion

Commissioner Wuennenberg stated he would be voting against the Sign Package because of its request for signage on the eastern façade of the building as he believes this could set a precedent of allowing signage on non-road frontages. He added that he has no issue with the other two proposed wall signs or monument sign changes.

Commissioner Monachella indicated her agreement with Commissioner Wuenneberg's comments, and added her concern that the request for signage on the eastern façade would be giving more square footage to one view.

Chair Hansen agreed that the request for signage on the eastern façade would be precedent-setting.

Commissioner Rosenberg noted his preference for seeing the sign on the eastern façade of the building rather than on the Conway Road side of the building, which would most probably raise objections from residents in that area.

Commissioner Schenberg referred to Comprehensive Plan Policy 3.4 pertaining to signage considerations along the I-64/US 40 corridor. He noted that the buildings along I-64/US 40 are considerably larger than in other areas of the City and because the requested signage is along this corridor, he is in favor of allowing it on the eastern façade of the building. He also clarified that he would not be in favor of allowing signage on non-road frontages in other areas of the City.

Commissioner Marino stated that by approving the sign package as submitted, it would not include any signage facing Conway Road thereby not negatively affecting the property values of the nearby homes. He also indicated his agreement with Commissioner Schenberg's comments that exceptions should be considered for the larger buildings off the Highway 40 corridor. He added that by allowing tasteful signage on very well-designed buildings along the highway corridor displays all the businesses within the City, which could induce an interest in other companies doing business in Chesterfield.

Both Chair Hansen and Commissioner Wuennenberg suggested reducing the proposed wall signage to 150 square feet for each of the three signs.

Responding to questions, Mr. Stanislav confirmed that 5% of the subject building's eastern elevation equals 312 sq. ft., which is above the 300 sq. ft. cap allowed for signage.

Commissioner Marino requested clarification from the Applicant regarding their intent with respect to the Boomerang signage. Ms. Eisenloeffel stated that they are not committed to reusing the Boomerang sign, and that they are amenable to having a 150 sq. ft. sign. She also clarified that there is no contractual agreement with Boomerang regarding signage.

Commissioner Wuennenberg made a motion to amend the motion to limit the sign for the eastern façade to no more than 150 square feet. The motion was seconded by Commissioner Marino and passed by a voice vote of 7 to 1. (*Commissioner Monachella voted 'no'.*)

Mr. Justin Wyse, Director of Planning & Development Services, restated the motion, as amended: **Approval of the Sign Package, as submitted, with the exception that the wall sign on the eastern façade be limited to no more than 150 sq. ft.**

The vote on the original motion, as amended, passed by a voice vote of 5 to 3. (*Commissioners Hansen, Monachella, and Wuennenberg voted 'no'.*)

VIII. UNFINISHED BUSINESS - None

IX. NEW BUSINESS

A. Envision Chesterfield

Chair Hansen thanked all who attended the public Kick-Off meeting of *Envision Chesterfield*.

Discussion followed on how to reach out and encourage residents to initiate neighborhood *On the Table* meetings in connection with *Envision Chesterfield*. Packets of information on how to start discussions were then handed out to the Commission members.

Mr. Wyse reported that the City is currently promoting an Art Contest in connection with *Envision Chesterfield*. The artwork will be displayed throughout the *Planapalooza* week and voted on by the residents for prizes to be awarded to the winners.

The upcoming *Planapalooza* event, scheduled for March 27-April 3, 2019, will include special presentations and will be staffed by the Consultants from 9 am to 9 pm each day to allow ample and convenient times for residents to stop in and share their opinions on their vision for Chesterfield.

Chair Hansen then expressed her appreciation to Staff for taking on all the extra work involved with this project.

X. COMMITTEE REPORTS

XI. ADJOURNMENT

The meeting adjourned at 8:48 p.m.

Debbie Midgley, Secretary