



VII.A.

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Phone: 636-537-4000 • Fax 636-537-4798 • www.chesterfield.mo.us

Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: February 27, 2017

From: Cecilia Hernandez
Project Planner

Location: North of I-64/US 40, and east of Boone's Crossing

Applicant: Chesterfield Valley Nursery

Description: **16825 N Outer 40 Rd (Chesterfield Valley Nursery) Sign Package:** A request for a Sign Package to establish sign criteria for the Chesterfield Valley Nursery for a 76.7 acre tract of land located north of I-64/US 40, and east of Boone's Crossing.

PROPOSAL SUMMARY

Chesterfield Valley Nursery has submitted a request for a Sign Package for their parcel, which is 76.7 acres in size. In accordance with the Unified Development Code (UDC), if approved the proposed Sign Package would serve as the site specific sign regulations for the property. The Department of Planning and Development Services has reviewed the request and submits the following report.

The purpose of a sign package is to provide comprehensive and complementary signage. City Code 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 Chesterfield Valley Nursery is requesting this Sign Package for the use of a monument sign that is 65.7 square feet in outline area, and 11 feet in height. The request also states that other signage within the development shall be in conformance with the Comprehensive Sign package, therefore all other signage will be prohibited.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The subject site depicted in Figure 1 below was zoned “AG” Agricultural District by City of Chesterfield Ordinance Number 12455 in 2008. The site was also granted a Conditional Use Permit for a salesroom for commercial gardens, plant nurseries and greenhouses in 2008.



Figure 1- Aerial of Subject Site

SUBMITTAL OVERVIEW

The Sign Package only addresses monument signs. The applicant is requesting the use of one (1) monument sign of 65.7 square feet at 11 feet in height. The Unified Development Code (UDC) allows up to 50 square feet in outline area and 6 feet in height, however, the Planning Commission may approve a sign of up to 100 feet in outline area and 20 feet in height. Furthermore, because all signage shall be in conformance with the comprehensive sign package, all other signs will be prohibited. A recent inspection of the site has revealed that there is no other signage on site, and the applicant has indicated that no other signage is necessary.

REQUEST

1. *Business and Identification Signs: Freestanding*

The UDC permits an individual lot having a minimum of eight hundred and fifty (850) feet of frontage on any roadway, and a minimum size lot of twenty (20) acres or more be allowed two (2) freestanding business signs on each roadway frontage. Given that the subject site has about 2,800 feet of roadway frontage, and is 76.7 acres, the UDC allows up to two monument signs for this site.

Additionally, the UDC allows that in lieu of the two (2) permitted freestanding signs, one (1) freestanding business sign may be permitted, the maximum outline area of which may be increased to one hundred fifty (150) square feet, subject to Planning Commission approval. The applicant's request is therefore within the parameters of the UDC.

2. *All other signage*

All signage within this development shall be in conformance with the Comprehensive Sign Package.

STAFF ANALYSIS

The City of Chesterfield Ordinance permits two (2) freestanding business signs for this development, or one (1) freestanding business sign of up to one hundred fifty (150) square feet in outline area as approved by the Planning Commission. Staff believes that the proposed sign package would not conflict with the purpose statement of the City of Chesterfield sign regulations.



Figure 2- Signs of Adjacent Developments

COMPREHENSIVE PLAN

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

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.

As seen in figure 2 above, the height, size, and location of the sign is consistent with other developments along I-64/40.

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.

As seen in figure 3 below, the size and design of the proposed sign are within the parameters of the regulations set forth in the UDC, and the sign is attractive with high quality materials and design.



Figure 3- Proposed Freestanding 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 sign regulations and the City of Chesterfield Comprehensive Plan. Staff recommends approval of the proposed Sign Package for 16825 North Outer 40 Road. Please note, 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 16825 North Outer 40 Road.
- 2) "I move to approve the Sign Package for 16825 North Outer 40 Road....." (Conditions may be added, eliminated, altered or modified).

Attachments: Proposed Sign Package

CC: Justin Wyse, Director of Planning and Development Services



16825 N. Outer 40
Chesterfield, MO 63005

Phone: 636-532-9307
Fax: 636-532-0077
E-mail: info@chesterfieldvalleynursery.com

October 13, 2016

Dear Chesterfield Planning Commission,

Chesterfield Valley Nursery, Inc. proposes the building of a monument sign near the entrance of company property (see included plot plan). This monument sign will have a stone base and an LED-lit cabinet displaying our company name and logo (see included rendering). Similar to the work we perform for hundreds of Chesterfield Valley residents, our sign will be landscaped beautifully upon completion of the project.

All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale. All signage within the development shall be in conformance with the Comprehensive Sign Package.

Any signage not specifically identified in the Comprehensive Sign Package is prohibited.

Thank you,

Jason Hansen

Business Manager



*Whatever you do, work at it with all your heart as
working for the Lord—not for man.*

Colossians 3:23 (NIV)



16825 N. Outer 40
Chesterfield, MO 63005

Phone: 636-532-9307
Fax: 636-532-0077
E-mail: info@chesterfieldvallynursery.com

Chesterfield Planning and Development Services,

In response to item #4 on our Comment Letter regarding our Sign Package located at 16825 N Outer 40 Rd., we are requesting the following deviation:

SEC. 04-05. SIGN REQUIREMENTS F. Sign Regulations – Permanent Signs. 2. Business and Identification Signs – Freestanding b.) Specific Regulations and Exceptions.

We are proposing a freestanding business sign, per the drawing submitted, with a few items that deviate from the requirements and will require approval from the Planning Commission per SEC. 04-05 C. We are proposing the total outline per sign face of 65.7 square feet varying from the standard 50 square feet maximum allowed. Additionally, we are proposing an 8' sign height with a monument portion reaching 11' in height varying from the allowed 6' high established at 50' front yard setback.

Our reason for this request is simple. Due to the grade of the land from 64/40, at 6', we feel the sign would not be visible from the highway or from a reasonable distance. Other signs in the vicinity are clearly higher with more sq. ft. For example, the Hardee's IcePlex sign appears to be larger in both sq. ft. and height.

Thank you for your consideration,

Jason Hansen
Business Manager



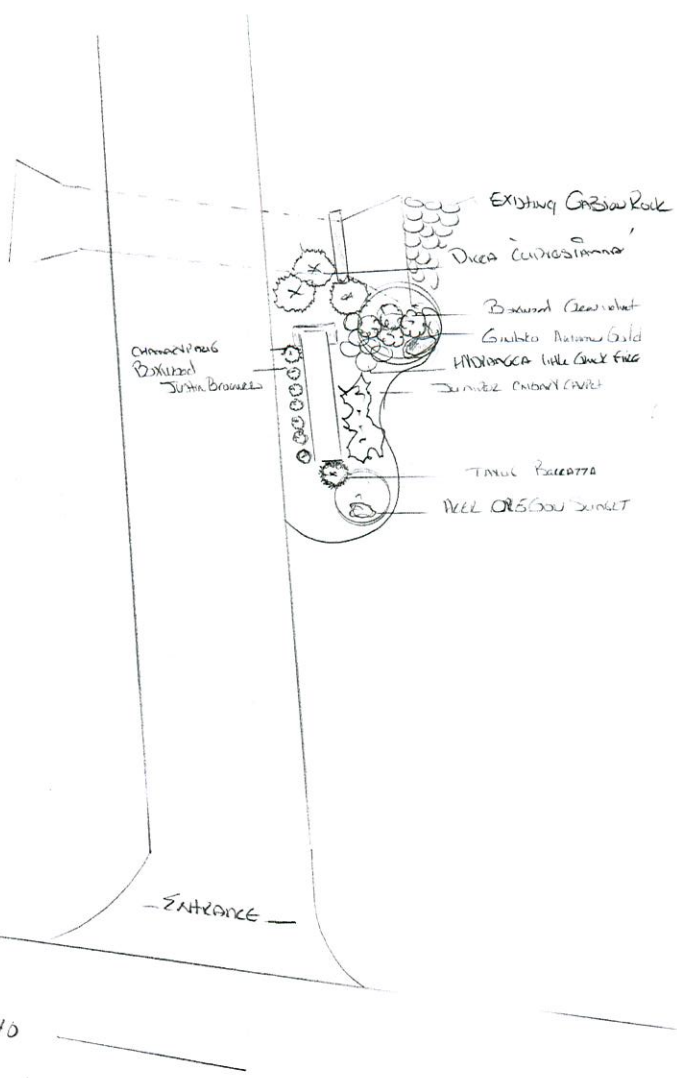
*Whatever you do, work at it with all your heart as
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Colossians 3:23 (NIV)

DRAINAGE

Planting Schedule

Botanical Name	Common Name	SIZE
<i>Picea Abies Cupressinana</i>	Columnar Norway Spruce	12' B+B
<i>Chamaecyparis Obtusa Blue Dwarf</i>	Blue Dwarf Chamaecyparis	4-5' B+B
<i>Buxus Justin Bonwood's</i>	Justin Bonwood's Boxwood	15-18" B+B
<i>Buxus Green Velvet</i>	Green Velvet Boxwood	24-30" B+B
<i>Ginkgo Biloba Autumn Gold</i>	Autumn Gold Ginkgo	3" B+B
<i>HYDRANGEA paniculata</i>	Little Quick Fire HYDRANGEA	#5 Cont.
<i>ACER Palmatum Oregon Sunset</i>	OREGON SUNSET Japanese Maple	5-6' B+B
<i>Taxus Pacifica</i>	ENGLISH YEW	5-6' B+B
<i>Juniperus Sibirica</i>	CHINESE CARPET JUNIPER	#5 cont.



DRAWN BY: JWG

SCALE: 1"=10'

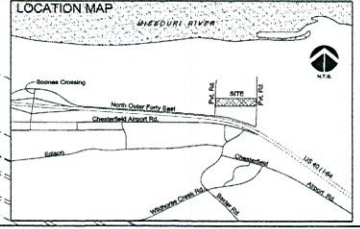
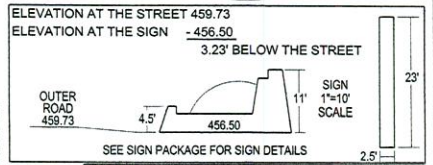
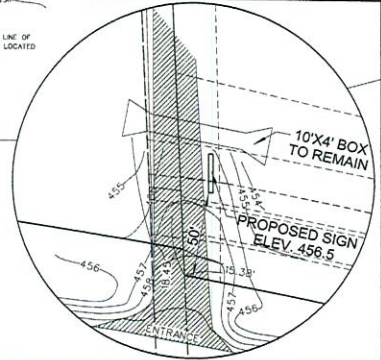
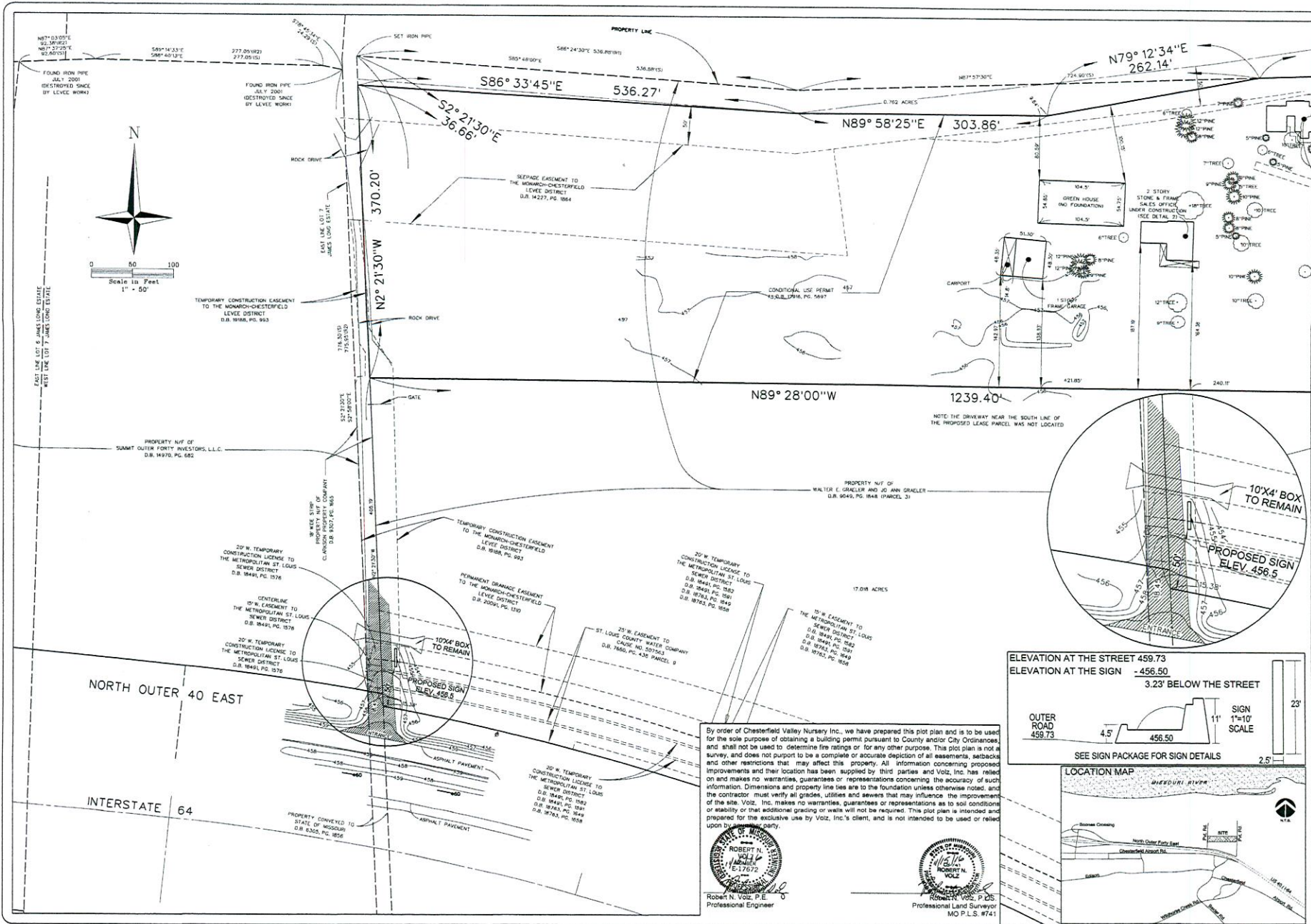
REVISED:

DATE: 11/16



CLIENT: Chesterfield Valley Nursery

Address: 11025 N. Outer 40



By order of Chesterfield Valley Nursery Inc., we have prepared this plot plan and is to be used for the sole purpose of obtaining a building permit pursuant to County and/or City Ordinances, and shall not be used to determine fire ratings or for any other purpose. This plot plan is not a survey, and does not purport to be a complete or accurate depiction of all easements, setbacks and other restrictions that may affect this property. All information concerning proposed improvements and their location has been supplied by third parties and Voiz, Inc. has relied on and makes no warranties, guarantees or representations concerning the accuracy of such information. Dimensions and property line lines are to the foundation unless otherwise noted, and the contractor must verify all grades, utilities and sewers that may influence the improvement of the site. Voiz, Inc. makes no warranties, guarantees or representations as to soil conditions or stability or that additional grading or walls will not be required. This plot plan is intended and prepared for the exclusive use by Voiz, Inc.'s client, and is not intended to be used or relied upon by any other party.



CHESTERFIELD VALLEY NURSERY
 18825 N. OUTER 40 ROAD
 CHESTERFIELD, MISSOURI 63005
 636.252.1231

VOIZ INCORPORATED
 151763 MISSOURI REGISTERED PROFESSIONAL ENGINEER
 151763 MISSOURI REGISTERED PROFESSIONAL LAND SURVEYOR
 151763 MISSOURI REGISTERED PROFESSIONAL ENGINEER

CHESTERFIELD VALLEY NURSERY
 A TRACT OF LAND IN U.S. SURVEY 2031
 TOWNSHIP 45 NORTH - RANGE 4 EAST
 ST. LOUIS COUNTY, MISSOURI

**PLOT PLAN
 SIGN PLAN**

DATE: 02/08/2015
 PROJECT: 2015-013

11-17-2015
 1

From: brandon
To: [Jason Hansen](#)
Subject: Landmark Sign Company
Date: Monday, November 07, 2016 3:07:06 PM

Hey Jason!

The LED Specs:

.72 watts per module
7,000K Cool White LED's
140 Lumens per foot
<5amps of power

I will get the sqft info over to you as well.

Sincerely,
Brandon Simon

Brandon Simon

O: 636-536-0400

C: 636-497-6331

brandon@landmarksignusa.com



Landmark Sign Company
"Your Image. Done Right!"

www.landmarksignusa.com

New Address!

175 Chesterfield Industrial Blvd.
Chesterfield, MO 63005

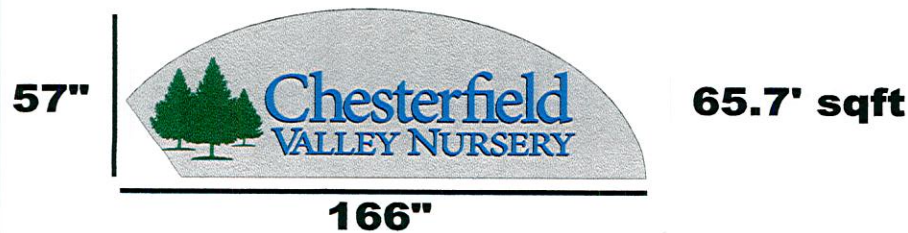


175 Chesterfield Industrial Blvd.
 Chesterfield, MO 63005
 636-536-0400

info@landmarksignusa.com
 www.landmarksignusa.com

NOTES-

Type of Sign-
 Double-Sided
 Exterior Sign
 Aluminum Material
 Push Through Acrylic Letters
 Half Circle only
 Size- 57" x 166"
 Quantity- 1



- APPROVED AS IS
- APPROVED AS NO
- REVISE & RESUBM

Initials _____

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