



VII. B.

690 Chesterfield Pkwy W • Chesterfield MO 63017-0760
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, south of Conway Road, east of Chesterfield Parkway, west of Timberlake Manor Parkway.

Applicant: Warren Sign Company, Inc.

Description: **Highland on Conway (Delmar Gardens III), Sign Package:** A request for a Sign Package to establish sign criteria for the Highland on Conway development located north of I-64, south of Conway Road, east of Chesterfield Parkway, west of Timberlake Manor Parkway.

PROPOSAL SUMMARY

Warren Sign Company has submitted a request for a Sign Package for the Highland on Conway (Delmar Gardens III) development. The Department of Planning and Development Services has reviewed the request and submits the following report.

The request is for two (2) wall signs of 1.35% wall area per sign (not to exceed 300 Square Feet), three (3) directional signs of 6 square feet and a maximum height of 3.5 feet, and two (2) monument signs of 95 square feet. Any signage not specifically identified in the sign package shall conform to Section 04-05 of the UDC.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The subject site is zoned "PC" Planned Commercial and is regulated by Ordinance Number 2651 approved in 2011. The site plan was approved in October 2015 and the office building began construction in May 2016.



SUBMITTAL OVERVIEW

The Sign Package addresses three (3) sign types: attached wall signs, directional signage, and monument signs. Each of these sign type requests is detailed below. Furthermore, all other signage not detailed in the Sign Package would be in accordance with the UDC.

REQUEST

1. Business Signs: Attached to Wall

The UDC permits one (1) attached wall sign per two (2) walls. The applicant is requesting the use of two (2) attached wall signs per one (1) wall of their building (as shown below in figure 1). The proposed sign package would preclude any additional wall signs on any other façade of the building.

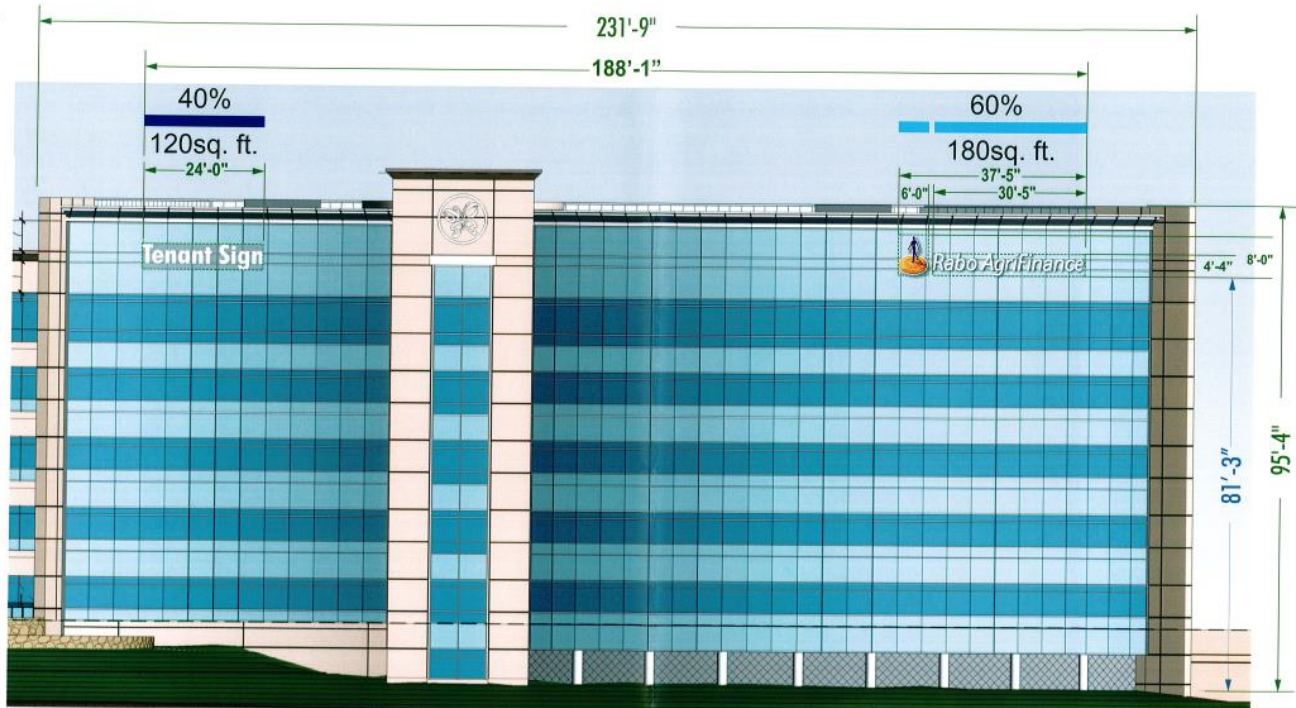


Figure 1- Attached Wall Signs

2. Business and Identification Signs: Freestanding

The request includes two (2) business identification signs, as shown in Figure 2 below. The UDC states:

Subject to other provisions of this Section, each developed lot may have no more than one (1) freestanding business sign facing each roadway on which the lot has frontage regardless of the number of buildings upon the lot. Furthermore, each building regardless of the number of lots upon which it may be located, shall have no more than one (1) freestanding business sign facing each roadway on which its lot or lots has frontage.

The inclusion of the second proposed monument sign necessitates the proposed Sign Package to allow for flexibility. As shown in Figure 5 below, there are no developments along this corridor which have two monument signs. The applicant has submitted their justification in their narrative of the sign package attached hereto, stating that these signs are necessary due to the fact that they have two entrances and want to ensure the most clarity for drivers.

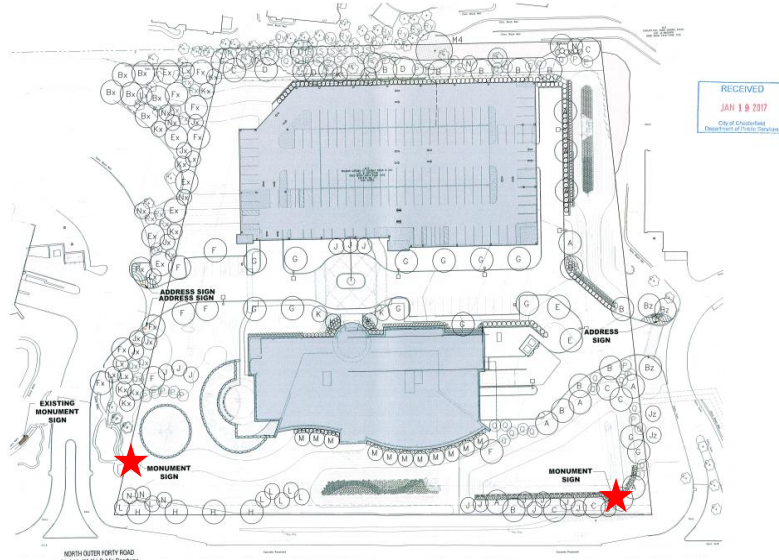


Figure 2- Freestanding Business Identification Sign(s)

The second part of the request pertaining to freestanding monuments, is to exceed 50 square feet in outline area and 6 feet in height for both signs. The proposed signs are 95 square feet in outline area and 12' 2" in height. The applicant had indicated that they would like to mimic the monument design of the adjacent office building; the proposed design is shown in Figure 3 below. While they are not under the same development or sign package, the buildings incorporate consistent architecture. An image of the existing signage on the adjacent development can be seen in Figure 4.

Additionally, freestanding monument and directional signs must include landscaping. The applicant has indicated that perennials will be used at the base of the signs, however, the exact arrangement will be decided at the Zoning approval phase.

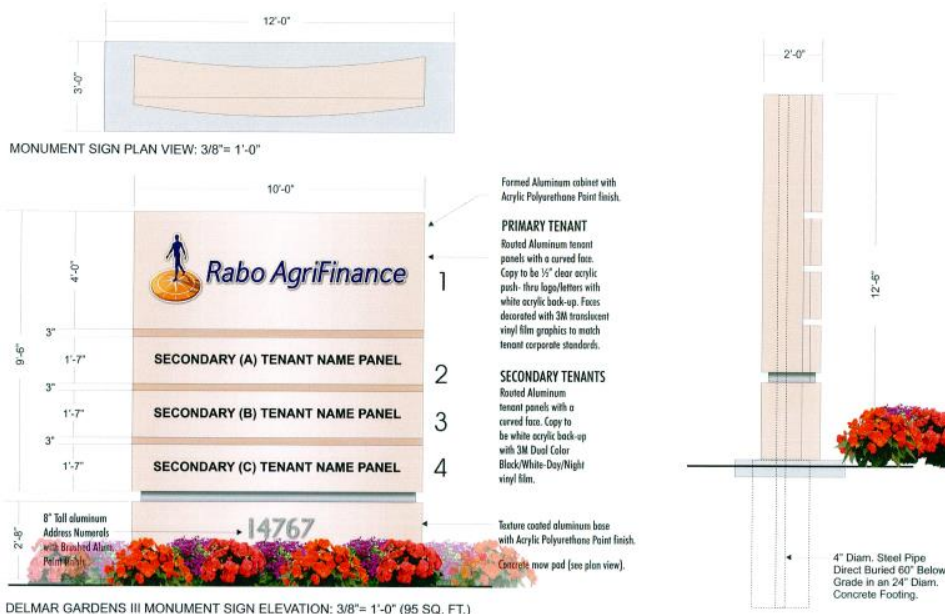


Figure 3- Proposed Monument Sign



Figure 4- Existing Sign of Adjacent Development

For reference, Figure 5 below identifies the approved monument signs for the developments along the same corridor; all monument signs in this area do exceed 50 square feet and 6 feet in height, however, Staff has concerns with the request because there are no developments which have two monument signs exceeding 50 square feet and 6 feet in height on a single frontage. Any development in the City of Chesterfield which has previously been allowed two monument signs either has two street frontages, or has 850 feet of frontage with at least 20 acres or more as permitted by the UDC.



Figure 5- Surrounding Signs

3. *Directional Signage*

The applicant is requesting the use of three directional signs as shown in Figure 6. The locations of these signs would be at the cross access entrances as shown on the site plan in Figure 7. These proposed signs are limited to 3.5 feet in height and 6 square feet in outline area. This request complies with the regulations of the UDC, and Staff has no concerns with this request.



Figure 6- Proposed Directional Sign

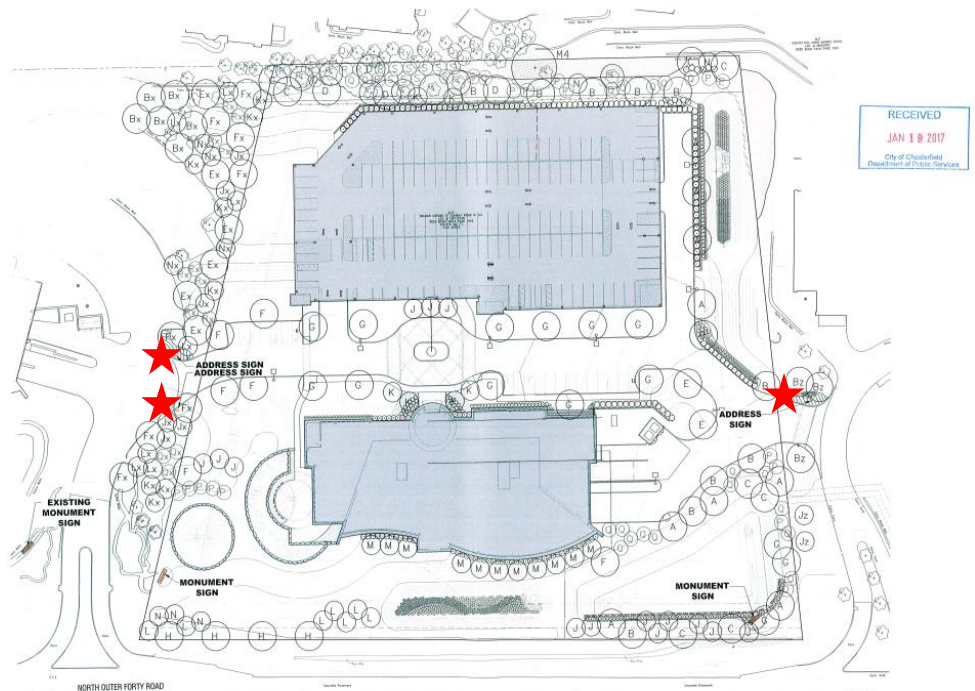


Figure 7- Directional Signs Locations

4. All Other Signage

All other signage not specifically called out in the Sign Package shall be as allowed per the UDC.

Comprehensive Plan

There are two specific Plan Policies that have been adopted as part of the Comprehensive Plan. The Plan Policy is identified in italics below, followed by Staff analyses.

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.*

The proposed wall signs fit well into the building design and are consistent with the wall signs on the adjacent parcel in the Delmar Gardens subdivision to the east. Similarly, both the proposed directional signage, as well as the monument sign height, size, and location, are reasonable and consistent with parcels along the same corridor.

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 proposed wall signs do not exceed the UDC acceptable size of 5% (NTE 300 square feet), and limiting the signs to the southern façade would ensure that adjacent residential would not be impacted by signage in the future. Additionally, as previously mentioned, the proposed monument signs are consistent in size, height, and location, however, the quantity proposed is unprecedented.

Staff Analysis

The stated purpose of a sign package is to provide comprehensive and complementary signage throughout a development. City Code states “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 proposed sign package seeks to comply with this requirement by proposing flexibility for the southern façade (location and number, but total sign area not to increase) of the wall signs while eliminating other wall signs that would be permitted under the UDC.

The purpose listed above, along with the stated purpose of the sign regulations and policies of the Comprehensive Plan, creates the foundation of the review of the submittal. As listed in the UDC, the purpose of the sign requirements is as follows:

“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.”

Summary of Requested Signs

The request is threefold. First is for an additional wall sign on the front of the façade without increasing the overall amount of area permitted for signage. This request is consistent with other sign packages approved in this area, such as Timberlake Corporate Center which allows two wall signs on the southern façade. Staff has no concerns with this request.

The second request is for three (3) directional signs limited to 3.5 feet in height and 6 square feet in outline area. The Unified Development Code allows up to 6 feet in height and 10 square feet in outline area. This proposed directional signage is within these standards and Staff therefore has no concerns with this request.

Finally, the applicant is requesting two (2) monument signs to exceed 50 square feet in outline area, and to exceed 6 feet in height. As previously mentioned, Staff continues to have concerns with this request as there is no other development in this area with 190 square feet of monument signage and this would set a precedent for development in this area.

STAFF RECOMMENDATION

Staff has reviewed the Sign Package and found the proposal to be consistent with the purpose and intent of the UDC with the exception of the request for two monument signs of 95 square feet in outline area and 12’ 2” in height. Staff recommends approval of the proposed Sign Package for the Monarch Center Development with one of the following conditions:

One monument sign is permitted with 95 square feet in outline area and 12’ 2” in height.

OR

Two monument signs are permitted with 50 square feet in outline area and 6’ in height.

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 the Highland on Conway (Delmar Gardens III).
- 2) “I move to approve the Sign Package for the Highland on Conway (Delmar Gardens III).....”
(Conditions may be added, eliminated, altered or modified).

Attachments: Proposed Sign Package

CC: Justin Wyse, Director of Planning and Development Services

February 20, 2017



RE: Delmar Gardens III – Sign Pkg.
14767 N. Outer Forty, Chesterfield 63017

Sign	Type	Qty	Maximum Overall Dimensions Of Signs Requested	Ordinance Standard*
Wall Signs	Channel Letters/Logo on South Wall Elevation Only.	Two	1.35% of wall area per sign, NTE 300 sq. ft. in outline area	Outline of sign shall not exceed five percent (5%) of the wall area – NTE 300 sq. ft. in outline area.
Directional Signs	Post & Panel	Three	6 sq. ft., and max height of 3.5 ft.	Directional signs shall not exceed 10 sq.ft. in outline area per facing. Freestanding directional signs shall not extend more than 6 ft. above the elevation of adjacent street.
Monument Signs	Single-Faced Lighted Ground Signs/ Routed Copy	Two	95 sq. ft. per sign and maximum height of 12' 2"	2 freestanding signs allowed on each roadway frontage which exceeds 750 ft. Must be separated by 400 ft. Maximum outline area may be increased to 100 sq. ft. and/or 20 ft. in height

*All signage lighting shall conform to the standards set forth in the Unified Development Code.
All other signage shall conform to the Unified Development Code.

A handwritten signature in cursive script that reads 'Christine M. Mudd'.

Christine M. Mudd, Sales Consultant
Warren Sign Company, Inc.
Office 636-282-1300 / Cell 314-581-2229
Cmudd@WarrenSign.com



RE: Delmar Gardens III – Sign Pkg.
14767 N. Outer Forty, Chesterfield 63017



Comprehensive Sign Package

The attached Comprehensive Sign Package defines the exterior signage elements including Building (Tenant) Signage, Site Signage (Monument Signs listing Major Tenants), Directional Signage, and Supplemental Signage such as Building Address Numerals, Handicapped Parking Spaces, Parking Structure Clearance , etc.

These elements are identical to and consistent with the existing Sign Elements already employed at the adjacent *Delmar Gardens Enterprises Office Campus* located immediately to the west of the new Office Structure.

The free standing monument signs at the east and west entry drives are identical in size, configuration, material, and color utilized for the existing monument sign adjacent to the west site entry, accessing Buildings One and Two of what will become a Three-Building *Delmar Gardens Enterprises Office Campus*.

Our site provides two access and egress locations. One is located at the East side which is shared with the existing "One Chesterfield Place" Building. The other is located on the West side and is shared with the existing Delmar Gardens I and II office buildings. The two curb cuts are required by the Fire Marshall to provide entrance to the site and permit EMS vehicles entrance to the *cross access drive* that is also required as a condition for development of the site. For the convenience of tenants/ visitors and service vehicles - each entry drive requires clear identification. This is the reason for our request that each of the two access/ egress locations are provided with ample signage identification.

A review of existing office development along the north side of I-64 / Highway 40 from Mason Road (east of the subject site) to the Dierberg's Office building (west of the subject site) indicates the following:

- *Eight* office buildings exist east of the DGE III site. *Six* exist west of the DGE III Site.
- One way (westbound) access from the N Outer Road extends from Mason Road to Olive Street Road.
- West of Olive Street Road, "frontage" office building access is from Swingley Ridge Road (Internal Roadway) which provides two-way access / egress.
- A few shared access drives exist that provide access to TWO adjacent office buildings. Two Office developments have two monument signs for the development:

...continued...

RE: Delmar Gardens III – Sign Pkg.
14767 N. Outer Forty, Chesterfield 63017

Comprehensive Sign Package

- East of the DGE III Site, Timberlake has a monument sign at the Outer Road Entrance and the drive off of the access drive which they will share with the BUNGE Office Building under construction.
- West of the DGE III Site, The Atrium / Chesterfield Ridge development actually has three monuments signs visible from the frontage road.

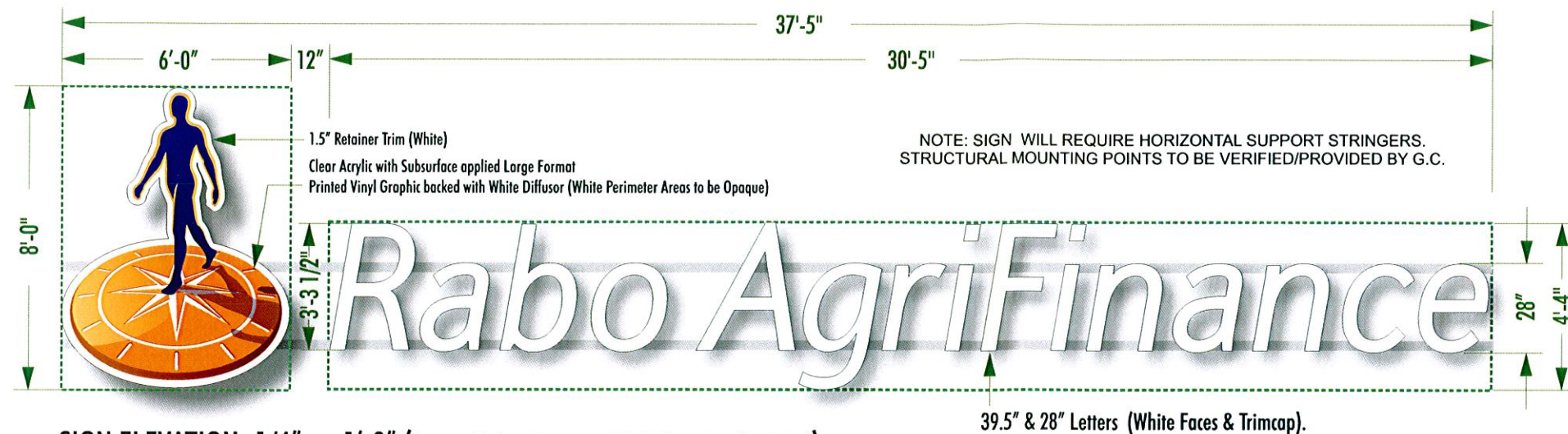
The Delmar Gardens III Office Building Site is THE ONLY SITE THAT SHARES TWO ACCESS DRIVES WITH EXISTING ADJACENT OFFICE DEVELOPMENTS. THE UNIQUE "SHARED ACCESS" FEATURE AND THE ONE-WAY NORTH FORTY WESTBOUND FLOW REQUIRE IDENTIFICATION SIGNAGE AT BOTH LOCATIONS FOR EFFICIENT VEHICULAR CIRCULATION

*Note: There are only a handful of Office Buildings on the South side of the I-64/ Highway 40 and they are accessed by internal two-way roadways. (No Outer Road system comparable to the north side developments)

The existing campus is an award-winning Corporate Office Campus. It features abundant landscape elements to enhance the tasteful and high quality signage by which we have established Curb Appeal - one of the more significant features defining the superior design, quality, and character of the *Delmar Gardens Enterprises Project*.

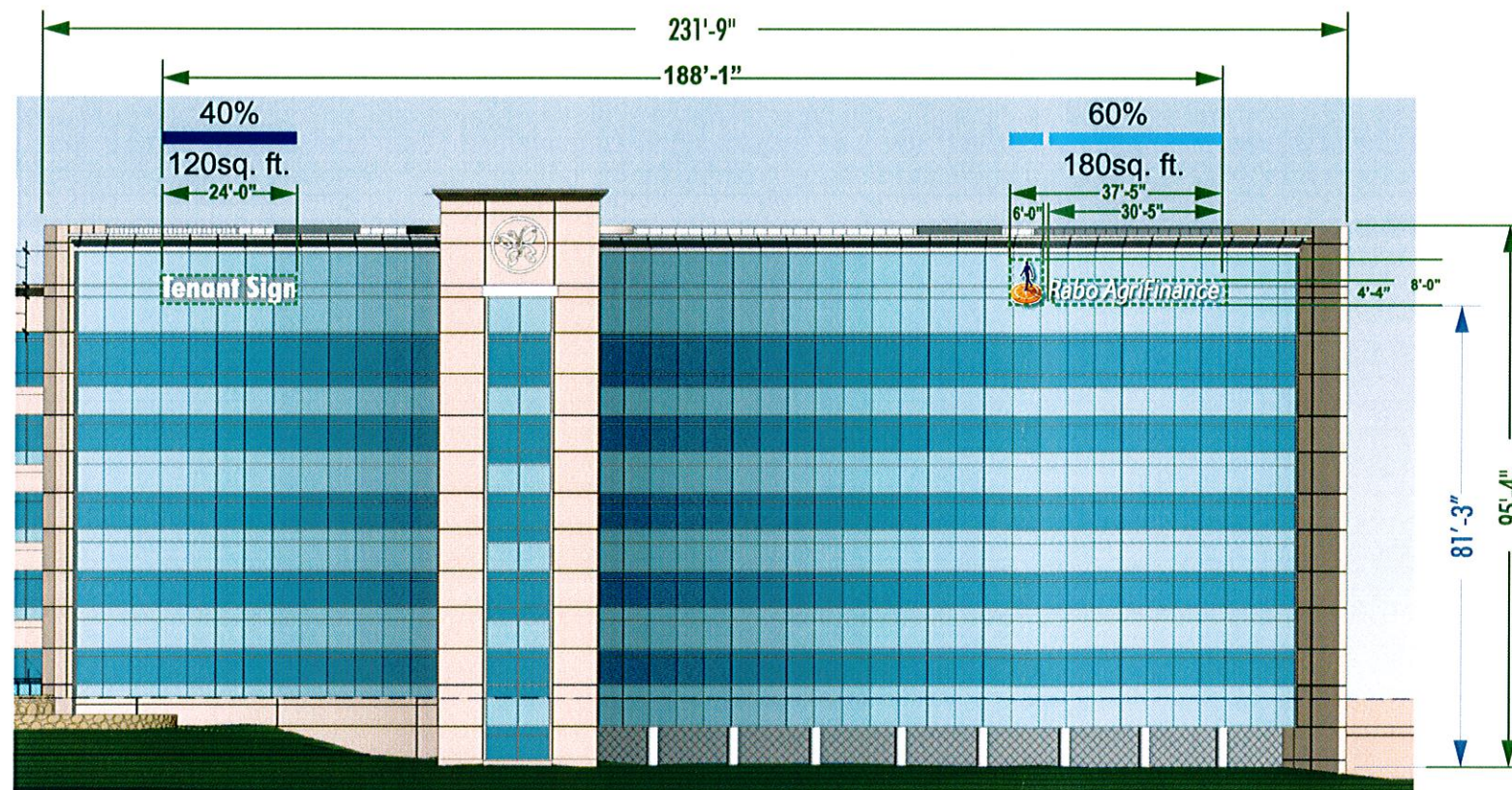
- A. All tenants, Businesses, and Owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.
- B. All Signage within the development shall be in conformance with the Comprehensive Sign Package.
- C. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

BECAUSE YOU WOULDN'T LET JUST ANYONE SIGN YOUR NAME™

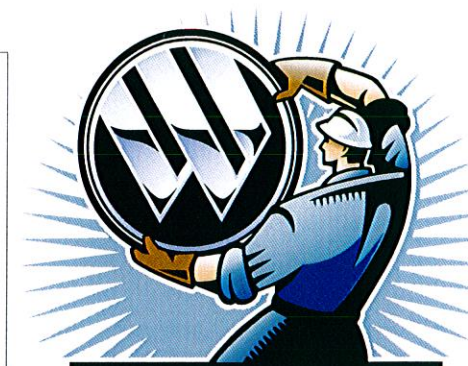


SIGN ELEVATION: 1/4" = 1'-0" (Logo: 48sf ~ Letters: 131.7sf ~ Total 179.7sf)

FABRICATE AND INSTALL ONE SET OF INTERNALLY ILLUMINATED CHANNEL LETTERS AND LOGO. 5" DEEP ALUMINUM RETURNS PAINTED WITH ACRYLIC POLYURETHANE "BRUSHED ALUMINUM" FINISH. 3/16" THICK WHITE ACRYLIC FACES. LETTERS TO BE WHITE WITH WHITE TRIMCAP. LOGO SHALL HAVE 1.5" ALUMINUM RETAINER TRIM. FACE SHALL BE CLEAR, SUBSURFACE DECORATED WITH A LARGE FORMAT PRINTED VINYL DECAL BACKED WITH WHITE DIFFUSOR. ILLUMINATION SHALL BE BY WHITE LED MODULES POWERED BY LOW VOLTAGE POWER SUPPLIES SET REMOTELY BEHIND SPANDREL GLASS. LETTERS SHALL BE MOUNTED TO 1" X 3" ALUMINUM STRINGERS AND BOLTED FLUSH TO HORIZONTAL MULLIONS WITH NON-CORROSIVE THROUGH BOLTS AS REQUIRED. 120V PRIMARY ELECTRICAL CIRCUITS TO SIGN AREA SHALL BE PROVIDED BY OTHERS. WARREN SIGN SHALL MAKE FINAL CONNECTIONS AT TIME OF INSTALL. SIGN BUILT WITH UL LISTED ELECTRICAL COMPONENTS AND SHALL HAVE A UL LISTED DISCONNECT SWITCH AND BEAR UL LABELS AS REQUIRED.



SOUTH ELEVATION: 1/32" = 1'-0"



**WARREN
SIGN**

2955 Arnold Tenbrook Road, St. Louis, MO 63101
P: 636.282.1300 F: 636.282.3388
warrensing.com

CLIENT
RABO AGRIFINANCE

PROJECT
EXTERIOR WALL SIGN

LOCATION
14767 N. OUTER 40
CHESTERFIELD, MO 63017

DATE
8/24/16

SAVED AS
DG 3 - RABO AGRIFINANCE WALL SIGN
180sf OPTION for PLANNING COMM REVIEW

DRAWING NO.
CP 081016

REVISED
12/12/16

DESIGNED BY
Keith Hempen

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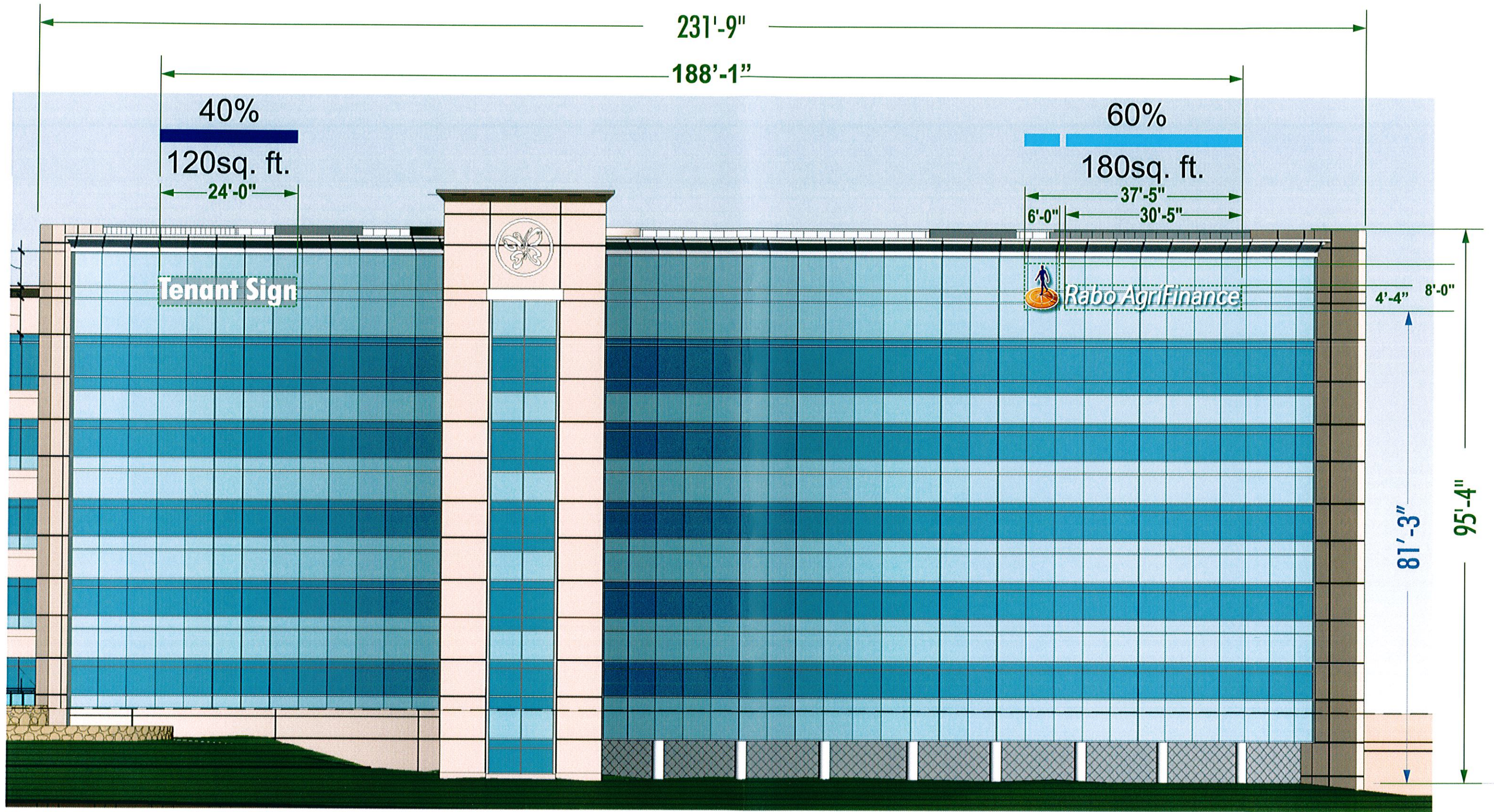
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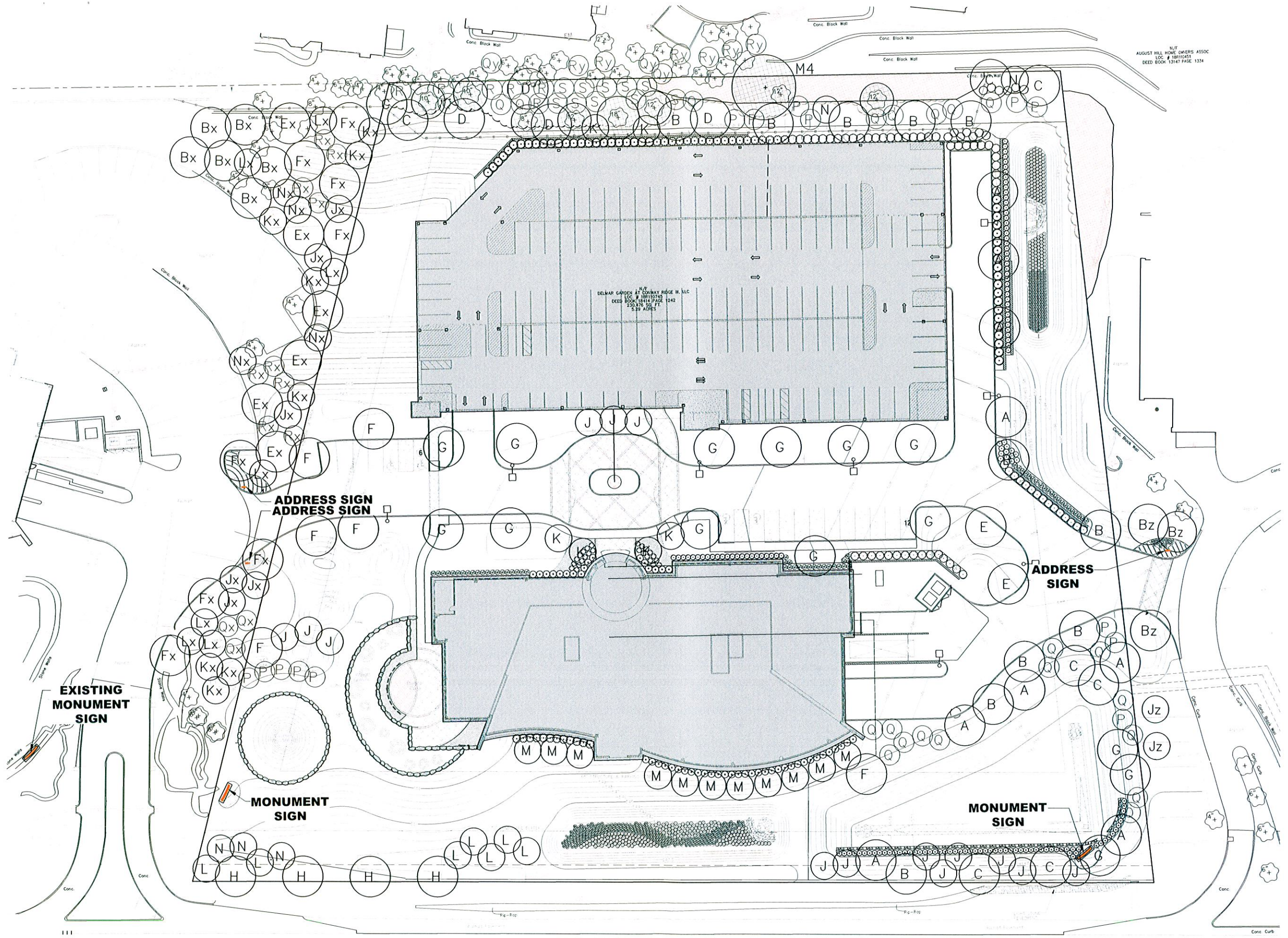
85 Years



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SOUTH ELEVATION: 1/16" = 1'-0"



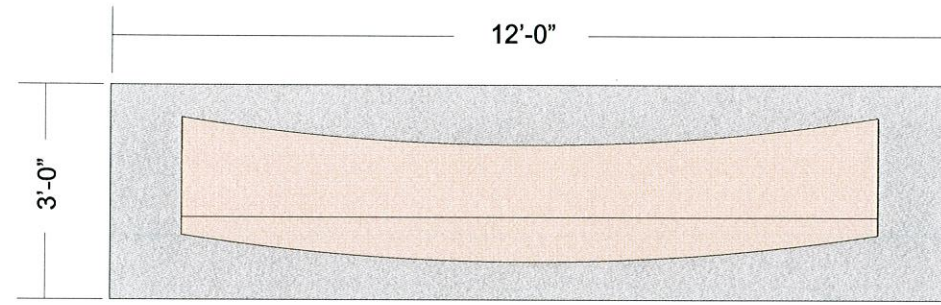
NORTH OUTER FORTY ROAD
(Variable Width) Public Roadway

Concrete Pavement

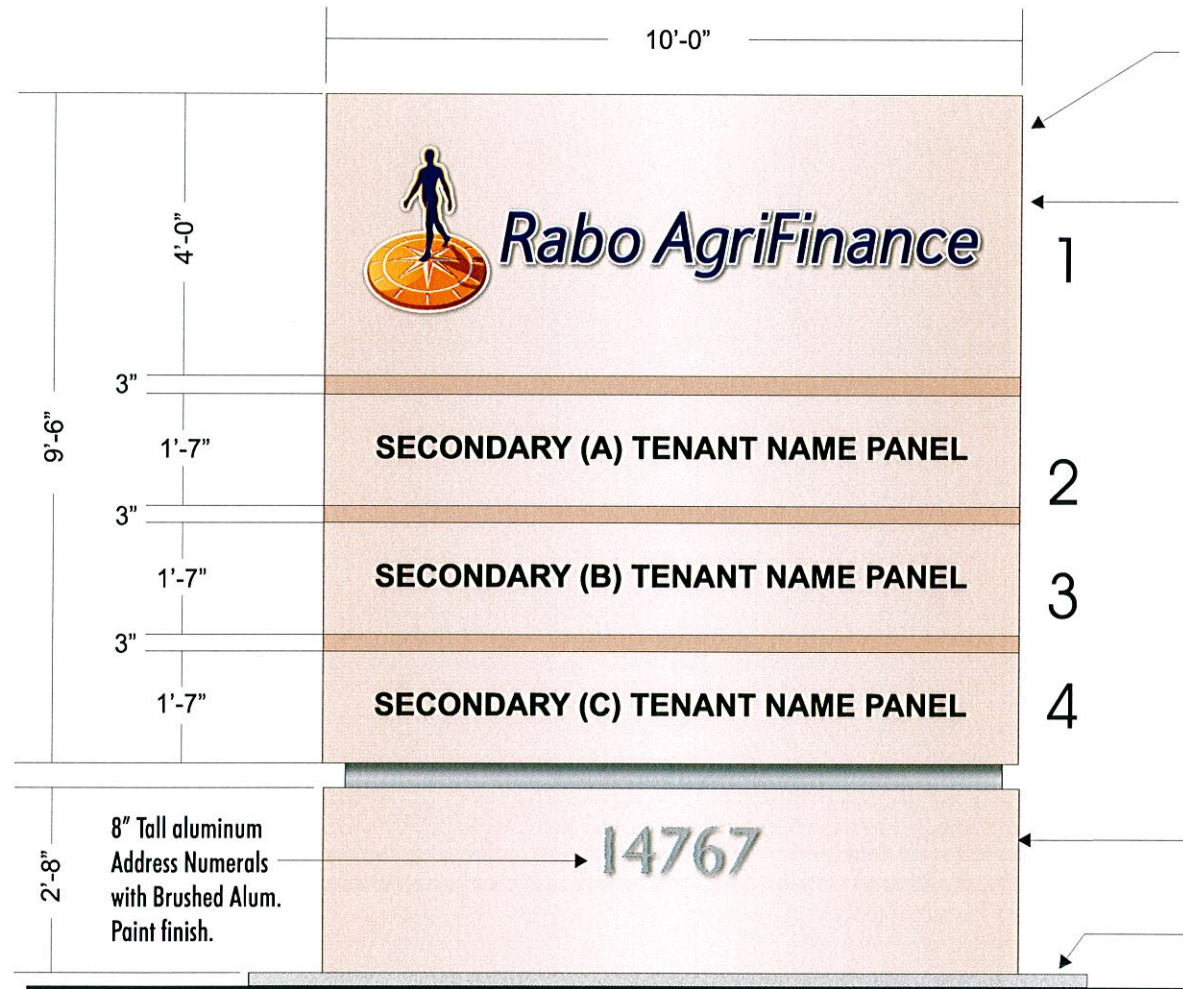
Concrete Pavement

Conc. Curb

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MONUMENT SIGN PLAN VIEW: 3/8"= 1'-0"



Formed Aluminum cabinet with Acrylic Polyurethane Paint finish.

PRIMARY TENANT

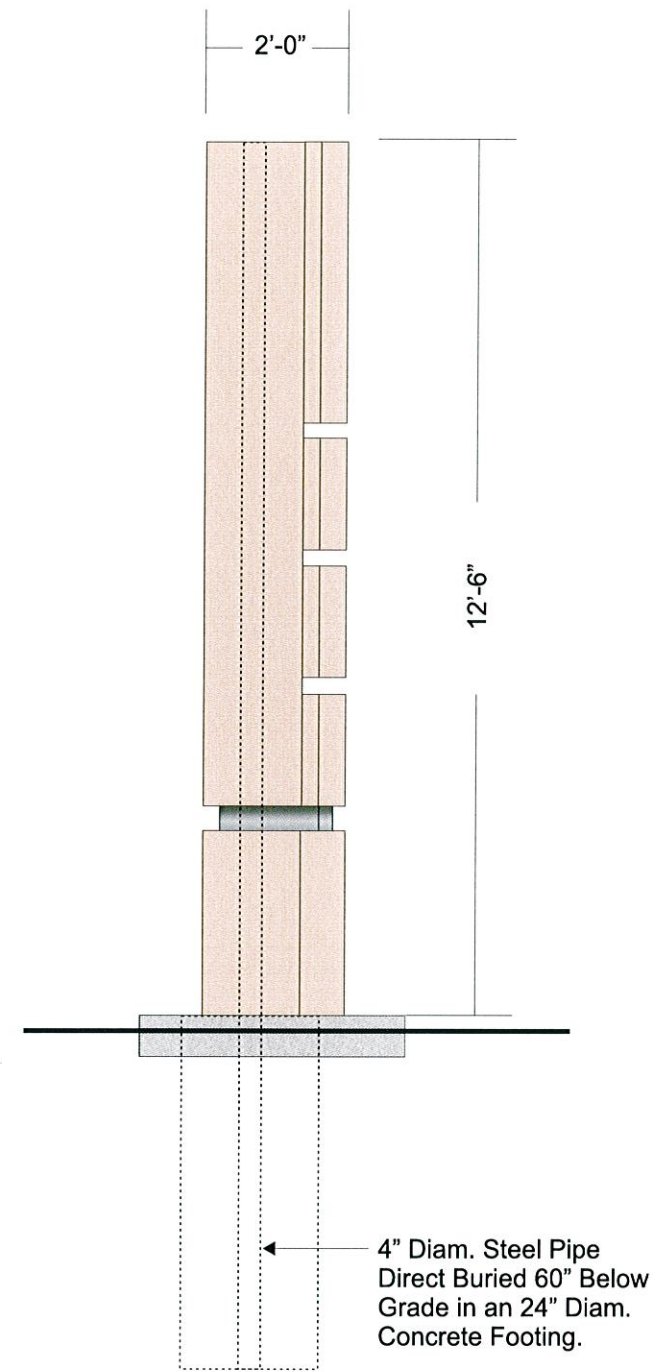
Routed Aluminum tenant panels with a curved face. Copy to be 1/2" clear acrylic push-thru logo/letters with white acrylic back-up. Faces decorated with 3M translucent vinyl film graphics to match tenant corporate standards.

SECONDARY TENANTS

Routed Aluminum tenant panels with a curved face. Copy to be white acrylic back-up with 3M Dual Color Black/White-Day/Night vinyl film.

Texture coated aluminum base with Acrylic Polyurethane Paint finish.

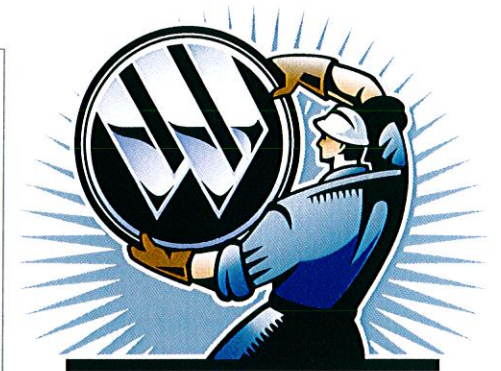
Concrete mow pad (see plan view).



END VIEW/FOOTING DETAIL: 3/8"= 1'-0"

DELMAR GARDENS III MONUMENT SIGN ELEVATION: 3/8"= 1'-0" (95 SQ. FT.)

FABRICATE AND INSTALL TWO SINGLE SIDED MONUMENT SIGNS. ALUMINUM CONSTRUCTION WITH ACRYLIC POLYURETHANE FINISHES TO MATCH DELMAR CORAL (SW CUSTOM MIX). INTERNAL ILLUMINATION SHALL BE BY WHITE LED MODULES POWERED BY LOW VOLTAGE POWER SUPPLIES. COORDINATE PLACEMENT WITH SITE PLAN (TO BE PROVIDED). A 120V PRIMARY ELECTRICAL CIRCUIT TO EACH SIGN LOCATION SHALL BE PROVIDED BY OTHERS. WARREN SIGN SHALL MAKE FINAL CONNECTION AT TIME OF INSTALLATION.



WARREN SIGN

2955 Arnold Tenbrook Road, St. Louis, MO 63101
P: 636.282.1300 F: 636.282.3388
warrensing.com

CLIENT
DELMAR GARDENS III

PROJECT
TENANT MONUMENT

LOCATION
14767 N. OUTER 40 DRIVE
CHESTERFIELD, MO

DATE
8/1/16

SAVED AS
DELMAR GARDENS III TENANT MONUMENT
SIGN

DRAWING NO.
CP 080116

REVISED
10/20/16

DESIGNED BY
Keith Hempen

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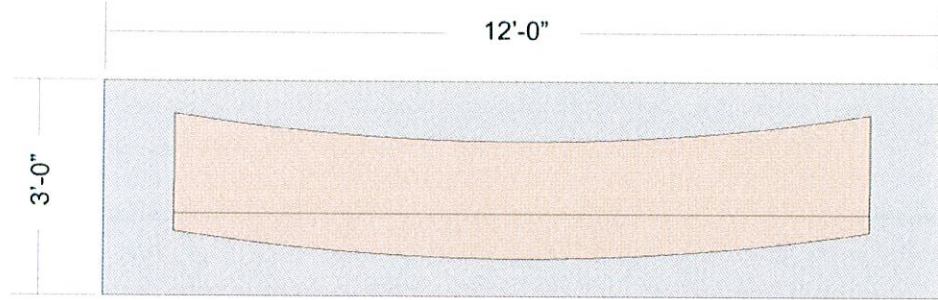
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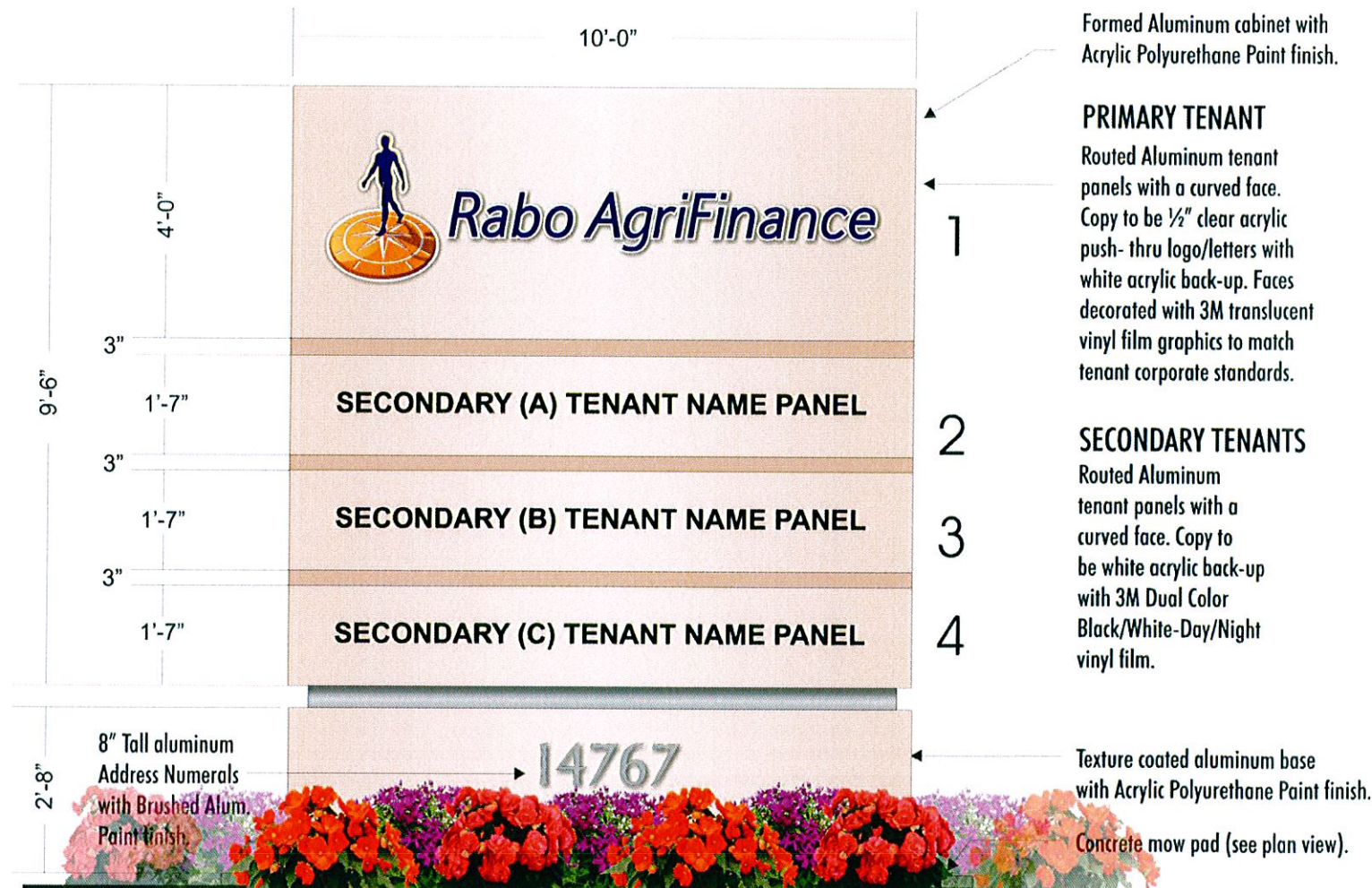


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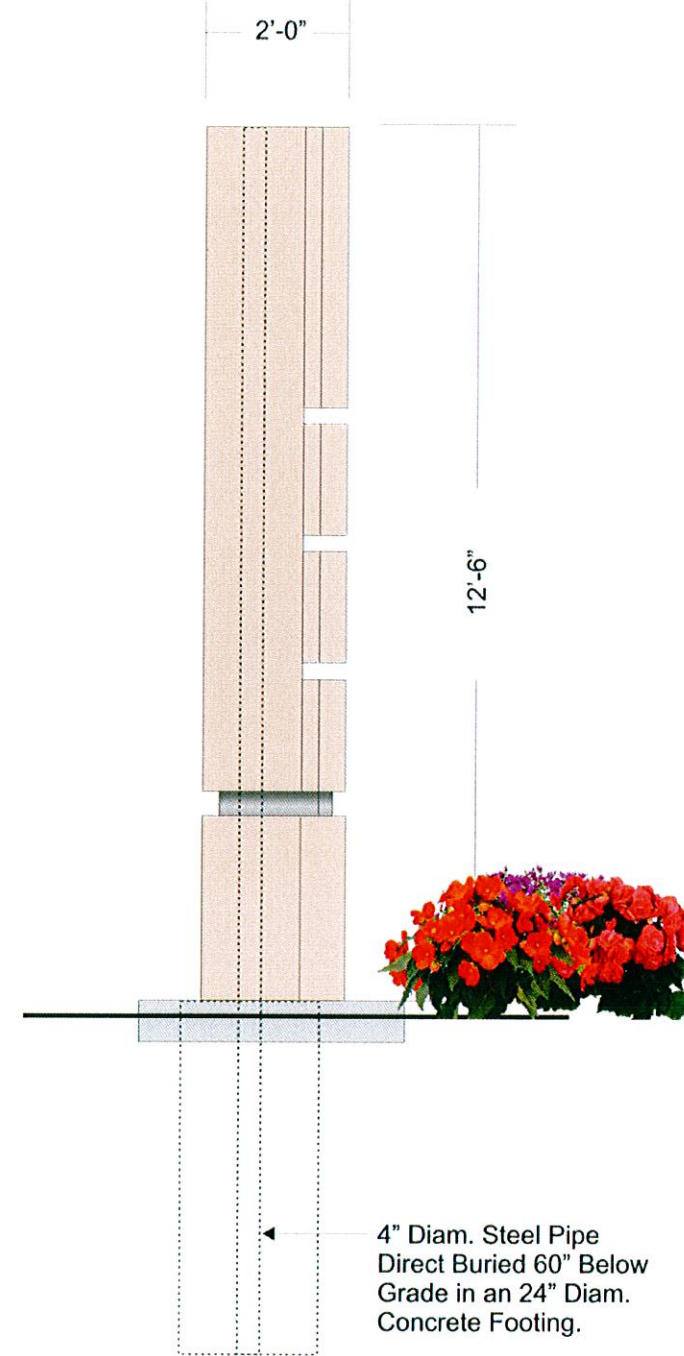


MONUMENT SIGN PLAN VIEW: 3/8"= 1'-0"

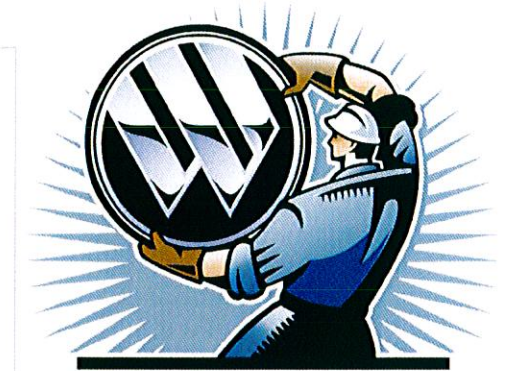


DELMAR GARDENS III MONUMENT SIGN ELEVATION: 3/8"= 1'-0" (95 SQ. FT.)

FABRICATE AND INSTALL TWO SINGLE SIDED MONUMENT SIGNS. ALUMINUM CONSTRUCTION WITH ACRYLIC POLYURETHANE FINISHES TO MATCH DELMAR CORAL (SW CUSTOM MIX). INTERNAL ILLUMINATION SHALL BE BY WHITE LED MODULES POWERED BY LOW VOLTAGE POWER SUPPLIES. COORDINATE PLACEMENT WITH SITE PLAN (TO BE PROVIDED). A 120V PRIMARY ELECTRICAL CIRCUIT TO EACH SIGN LOCATION SHALL BE PROVIDED BY OTHERS. WARREN SIGN SHALL MAKE FINAL CONNECTION AT TIME OF INSTALLATION.



END VIEW/FOOTING DETAIL: 3/8"= 1'-0"



WARREN SIGN

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 P: 636.282.1300 F: 636.282.3388
 warrensign.com

CLIENT
 DELMAR GARDENS III

PROJECT
 TENANT MONUMENT

LOCATION
 14767 N. OUTER 40 DRIVE
 CHESTERFIELD, MO

DATE
 8/1/16

SAVED AS
 DELMAR GARDENS III TENANT MONUMENT
 SIGN

DRAWING NO.
 CP 080116

REVISED
 10/20/16

DESIGNED BY
 Keith Hempen

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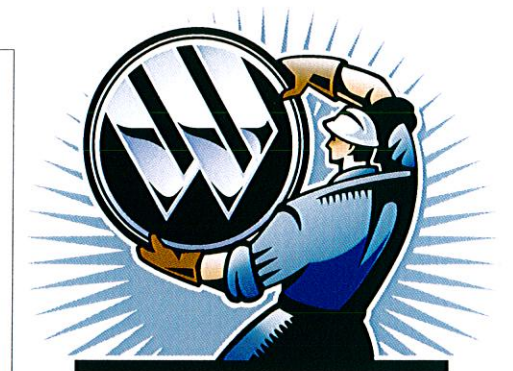
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warrensing.com

CLIENT
DELMAR GARDENS III

PROJECT
ADDRESS DIRECTIONAL SIGNS

LOCATION
14767 N. OUTER 40 DRIVE
CHESTERFIELD, MO

DATE
9/20/16

SAVED AS
DELMAR GARDENS III ADDRESS DIRECTIONAL
SIGNS

DRAWING NO.
CP 090516

REVISED
1/4/17

DESIGNED BY
Keith Hempen

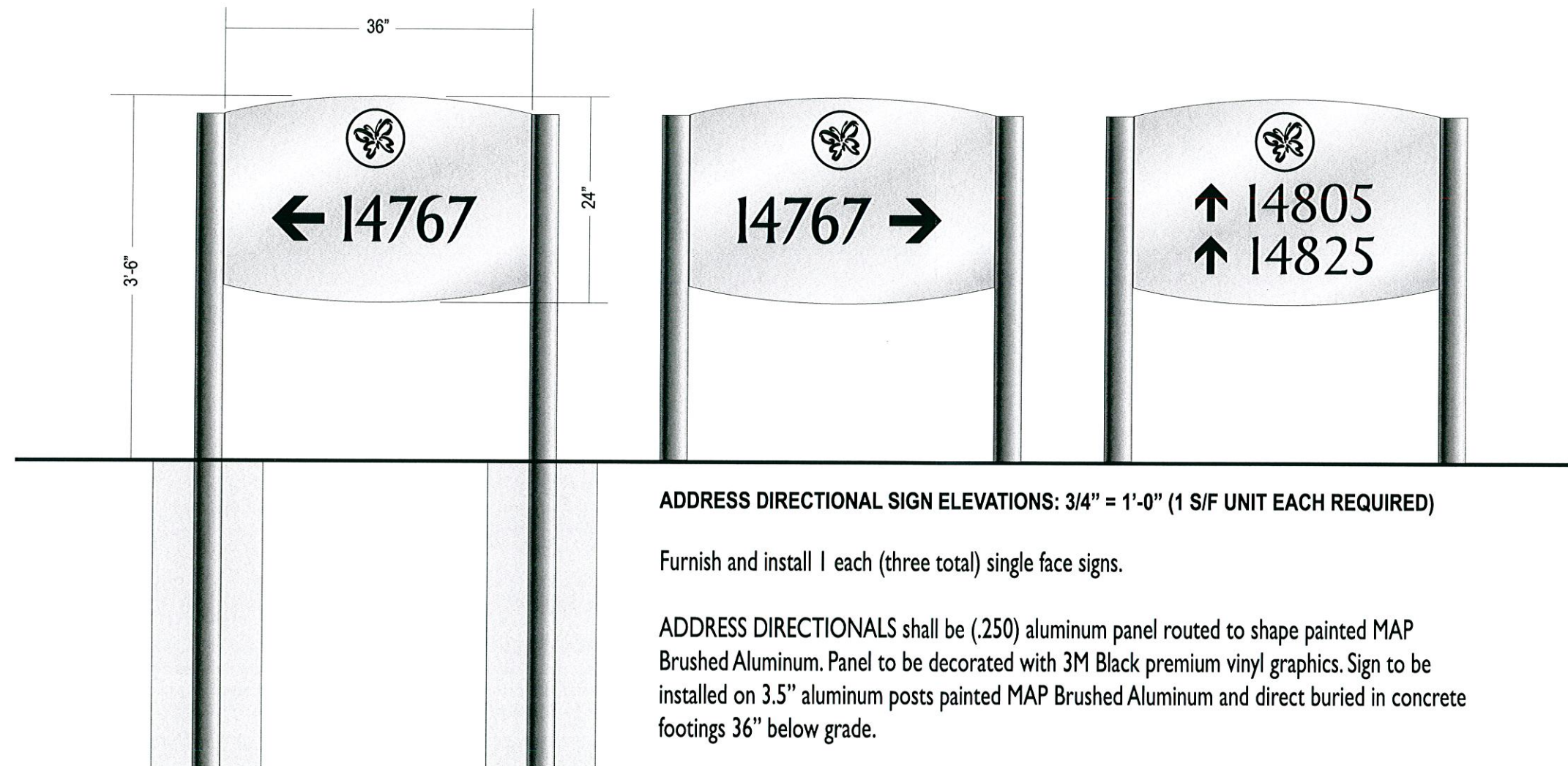
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85 years

COORDINATE PLACEMENT WITH SITE PLAN



ADDRESS DIRECTIONAL SIGN ELEVATION: 3/4" = 1'-0"
(1 S/F UNIT REQUIRED)

ADDRESS DIRECTIONAL SIGN ELEVATIONS: 3/4" = 1'-0" (1 S/F UNIT EACH REQUIRED)

Furnish and install 1 each (three total) single face signs.

ADDRESS DIRECTIONALS shall be (.250) aluminum panel routed to shape painted MAP Brushed Aluminum. Panel to be decorated with 3M Black premium vinyl graphics. Sign to be installed on 3.5" aluminum posts painted MAP Brushed Aluminum and direct buried in concrete footings 36" below grade.

3.5' OVERALL HEIGHT (6sf EA.)