



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 Approval

Meeting Date: March 26, 2012

**From:** Kristian Corbin, Project Planner

**Location:** Chesterfield Retail

**Applicant:** S.O.I. Signs

**Description** Chesterfield Retail: A request for an amendment to the Sign

Package for the Chesterfield Retail development for an increase in

height to the existing monument sign.

### **PROPOSAL SUMMARY**

S.O.I. Signs, on behalf of Southern Real Estate & Financial Co., has submitted a request for an amendment to the Sign Package for the Chesterfield Retail development. The proposed amendment is for an increase in height to the existing monument sign. The Department of Planning, Public Works, and Parks has reviewed the request and submits the following report.

### LAND USE AND ZONIG HISTORY OF SUBJECT SITE

The Chesterfield Retail development is a 1.93-acre tract of land located at Clarkson Road and Old Baxter Road, south of Chesterfield Parkway East. The subject site was zoned "PC" Planned Commercial District via City of Chesterfield Ordinance 1884 in October of 2002.

In January of 2003, the Site Development Plan was approved by Planning Commission. Subsequently, A Sign Package was submitted to the City of Chesterfield and approved in October of 2003. In April of 2004, an Amended Site Development Plan was submitted for review and was approved by the Planning Commission. The amendment was to

revise the rear architectural elevations of the one-story structure for the relocation of mechanical equipment to ground level.

### **Surrounding Land Use and Zoning**

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

North: Chesterfield Parkway East is to the north of the property.

South: To the south of the subject site is the Chesterfield Oaks subdivision which

is currently zoned "PC" Planned Commercial District.

<u>East:</u> To the east of the subject site is the Baxter Lane Subdivision which is

zoned "NU" Non-Urban District.

West: To the west of the subject site is the Chesterfield Crossing Subdivision

which is zoned "C8" Planned Commercial District.



### Chesterfield Retail Sign Package Amendment



Photo of existing signage



Photo of existing signage



Photo of existing monument sign

### **STAFF ANALYSIS**

City of Chesterfield Ordinance 1884 which governs the site requires a sign package for the overall development. The purpose of a Sign Package is to provide flexible sign criteria that promote superior design and are tailored to a specific development.

The petitioner is requesting an amendment to the currently approved Sign Package to increase the size of the monument sign from five (5) feet six (6) inches to six (6) feet nine (9) inches. The sign requirements found in Section 1003.168C.2.2(a) of the City of Chesterfield Zoning Ordinance state that any monument sign exceeding six (6) feet in height, is subject to Planning Commission approval up to a maximum of twenty (20) feet. In this particular case, the Planning Commission can approve the height of the free standing sign as part of the sign package. The reason for requesting additional height to the free standing sign is to create additional space for new tenant names. The free standing sign is to remain in the same location where it exists today as approved in the original sign package (see figure 1 below). No other amendments are being requested to the approved sign package. The requested amendment to the sign package is marked as Exhibit A and the full sign package with this change as is provided for you and marked as Exhibit B.



Figure 1

### **DEPARTMENTAL INPUT**

The requested increase in height for the monument sign would result in a total increase of one (1) foot three (3) inches from the current sign package for Chesterfield Retail. The submittal is in compliance with all applicable City of Chesterfield ordinances. The Department of Planning, Public Works, and Parks recommends approval of the Sign Package amendment.

### MOTION

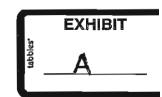
The following options are provided to the Planning Commission for consideration relative to this application:

- 1) "I move to approve (or deny) the Amended Sign Package for Chesterfield Retail."
- 2) "I move to approve the Amended Sign Package for Chesterfield Retail with the following conditions......" (Conditions may be added, eliminated, altered or modified)

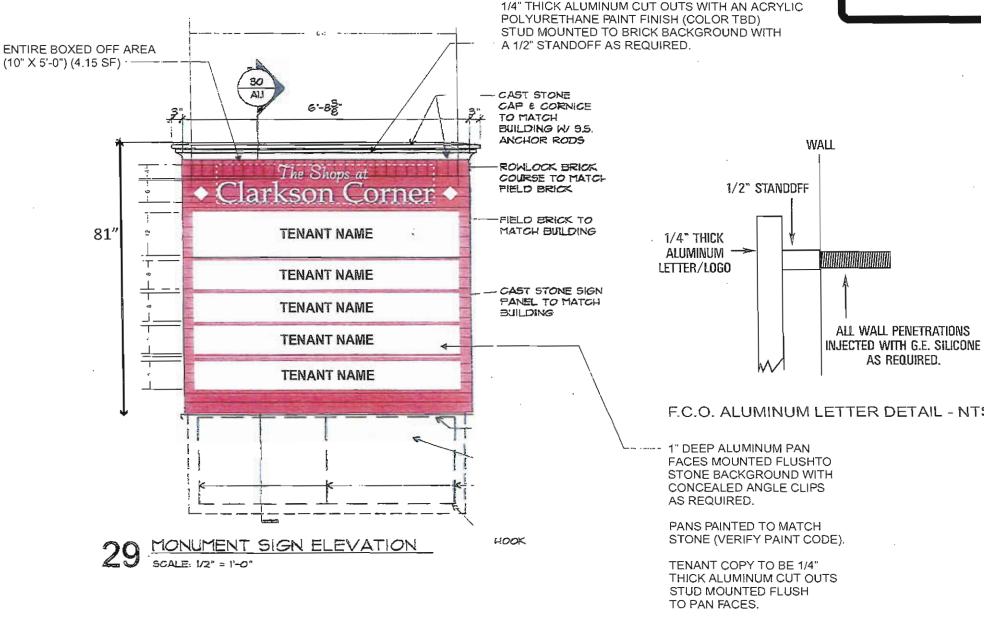
Cc: Michael G. Herring, City Administrator
Rob Heggie, City Attorney
Michael O. Geisel, Director of Planning, Public Works and Parks
Aimee Nassif, Planning and Development Services Director

Attachments: Exhibit A (Proposed amendment to the sign package)

Exhibit B (Full sign package)

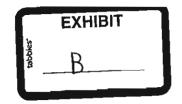


(VERIFY COPY AND COLORS).



### TENANT SIGN CRITERIA

The Shops at Clarkson Corner Chesterfield, Missouri



### 1) SIGN CRITERIA

### a) Signage Requirements

- i) Number of Signs
- ii) Prohibited Signs
- iii) Time Clock

### b) Store Identification Sign Specifications

- i) Sign Type
- ii) Store Name
- iii) Illumination
- iv) Sign Locations
- v) Monument Sign

### 2) ELEVATIONS

### a) Monument Sign

i) Elevation

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### 1) SIGN CRITERIA

The following outlines the basic sign criteria for retail tenants.

### a) Signage Requirements

### i) Number of Signs

Tenant shall identify the premises by installing externally illuminated signs and/or other graphic treatments on the storefront elevation facing the parking lot and Clarkson Road. Tenants with multiple store concepts with individual entries may provide signage for each concept over each entry.

### ii) Prohibited Signage

- (1) All signage shall be approved by the Landlord and subject to the final approval from the City of Chesterfield.
- (2) The following types of signs and sign components shall not be permitted.
  - (a) Boxed or cabinet type.
  - (b) Paper or cardboard.
  - (c) Freestanding (except Landlord's monument sign).
  - (d) Moving or flashing.
  - (e) Noise or odor producing.
  - (f) Direct exposed lamps.
  - (g) Exposed fastenings.
  - (h) Exposed neon.
  - (i) Plexi-face channel internally illuminated letter.
- (3) Sign company names or stamps shall be concealed and not be visible to public view.

(4) All signs and their installation shall comply with all local building and electrical codes.

### iii) Time Clock

A seven calendar-day, 24-hour time clock shall be provided by Tenant to control illumination of Tenant's signs during required hours designated by Landlord.

### b) Store Identification Sign Specifications

### i) Sign Type

All tenants are required to provide illuminated signage either internally illuminated or illuminated from an external source via gooseneck type light fixtures. Letters may be made out of the following:

- (1) Metal reverse channel with neon illumination.
- (2) Metal pin-set non-internally illuminated.
- (3) Sign panel with raised letters and borders.
- (4) Applied graphics glazing.

### ii) Store Name

Store identification signs shall be limited to the store name. Wording of signs shall not include the product sold except as part of Tenant's trade name.

### iii) <u>Illumination</u>

Illumination of the main tenant signs is required.

### iv) Sign Locations

Sign types shall be at locations on the building and shall include the following:

- (1) Main store identification signage over store entrances or at other architecturally significant building features.
- (2) Awnings at windows or over doors with non-illuminated graphic treatment applied to the awning fabric. If Item 1 above is to be used as signage, no graphics will be allowed on awnings.
- (3) Applied graphics directly to the inside face of the storefront glazing.

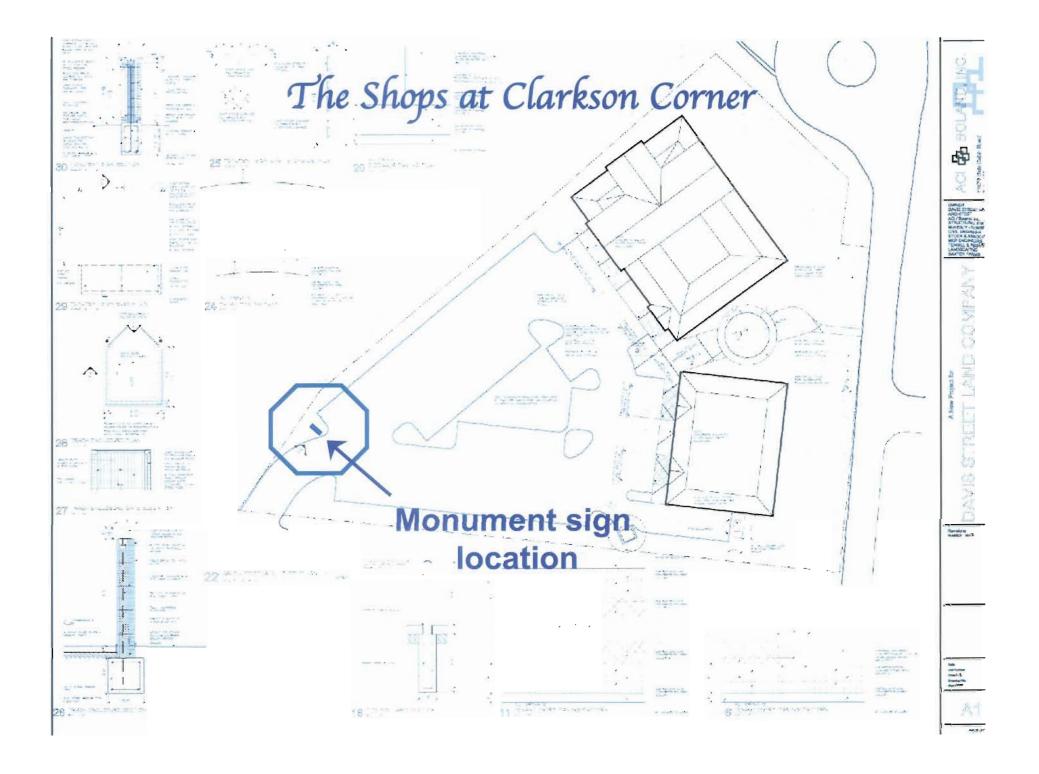
### v) Monument Sign

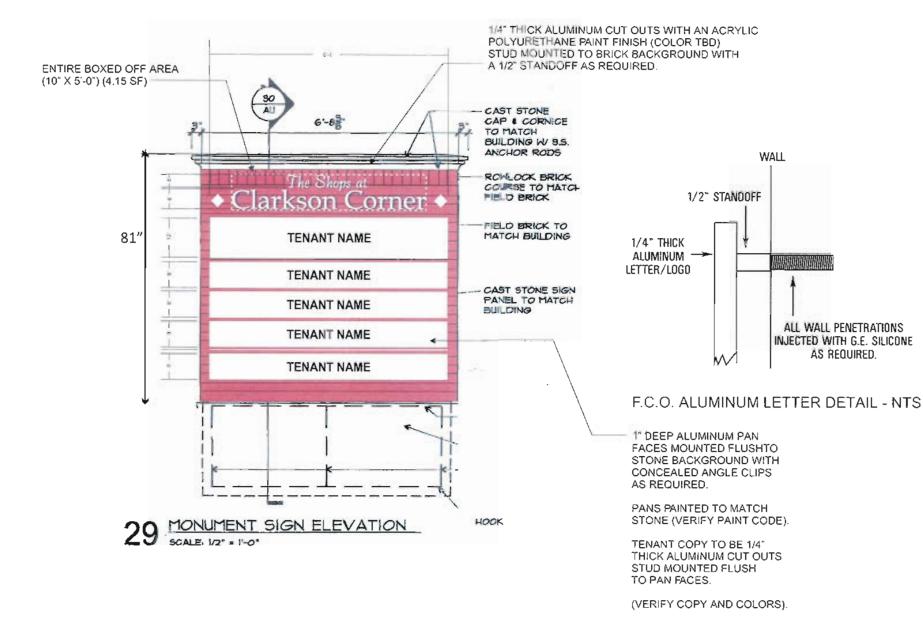
Tenants will be allowed one sign located on the Landlord monument sign. Signs letters will be non-internally illuminated. Letters for the sign shall be painted aluminum stud mounted to aluminum panels. Illumination for the signs shall be from one external illumination source provided by the Landlord mounted on the ground in front of the sign. The light source shall be situated so no light is cast on public right-of-way or adjoining property.

### 2) ELEVATIONS

### a) Monument Sign

### i) Elevation







### Four (4) Special Design Aluminum Pans

- \* Edges are raised and painted to match
- \* Acrylic letters are mounted to aluminum pan and painted to match
- \* See details for specs
- \* Woman=20.58 sq.ft. Misses=40.5 sq.ft.
- \* Petites= 19.6 sq.ft.

### One (1) Kids - Aluminum Pan w/ beveled edge

- \* 1/8" aluminum edges are beveled in eliptical oval shape painted black
- \* Acrylic letters are mounted to aluminum pan and painted to match
- \* Installed center over doorway of Kids section of storefront
- \* 23.13 sq.ft.

### STOREFRONT ELEVATION (SOUTH)

SCALE 1/16"=1'-0"



SALES: DICK COPELAND	DWG # 30306027-03a	LOCATION:
ACC. M.: THAIS LADAS	REVISION: 9-5-03as	#142/7009
ART: A.SCOGGIN/6-23-03	SCALE:	

### Five (5) sets of Closed Ended Awnings w/ soffits

- \* One Woman; One Petites; One Misses; Two Kids
- \* 2/3 red & 1/3 black
- \* Flashing installed along top for waterproof fit

CHESTERFIELD, MO



### One (1) Special Design Aluminum Pan

- \* Edges are raised and painted to match
- \* Acrylic letters are mounted to aluminum pan and painted to match
- \* See details for specs
- \* Misses=40.5 sq.ft.

### Two (2) sets of Closed Ended Awnings w/ soffits

- \* 2/3 red & 1/3 black
- \* Flashing installed along top for waterproof fit

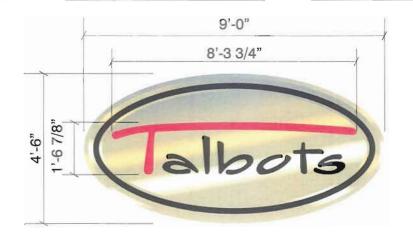
### STOREFRONT ELEVATION (WEST)

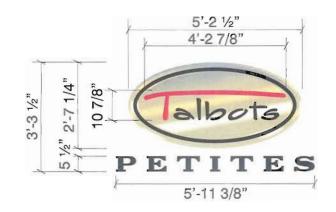
SCALE 1/16=1'-0"



SALES	DICK COPELAND	DWG # 30306027-03b	LOCATION:
ACC. N	1.: THAIS LADAS	REVISION: 9-5-03as	#142/7009
ART:	A SCOGGIN/6-23-03	SCALE:	







# 1/2" TH. ACRYLIC LETTERS PAINTED TO MATCH:

----- (RED) Pt-131

albots ----- (BLACK) Pt-132

----- (GOLD) PT-63

& (BLACK) PT-132

WOMAN OBJECT AT ES ----- (BLACK) Pt-132

FIELD ----- (GOLD) Pt-63

Aluminum Pan Detail Scale 3/8"-1'-0"

### Three (3) Special Design Aluminum Pans

- \* Edges are raised and painted to match
- \* Acrylic letters are mounted to aluminum pan and painted to match
- \* Two Misses installed over doorways (west & south elevations)
- \* One Petites centered over awning on Petites section of storefront
- \* See elevation drawings for approximate locations

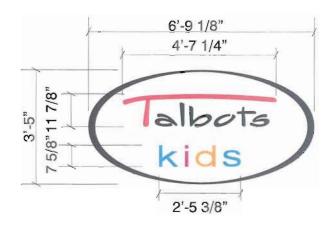
### \*\*\*ALL MEASUREMENTS MUST BE FIELD VERIFIED

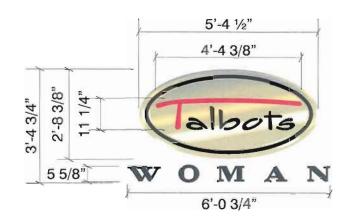
\*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002

CHESTERFIELD, MO



SALES	DICK COPELAND	DWG # 30306027-03c	LOCATION:
CC. N	: THAIS LADAS	REVISION: 9-5-03as	#142/7009
ART:	A.SCOGGIN/6-23-03	SCALE:	





### One (1) Woman - Special Design Aluminum Pan

- \* Edges are raised and painted to match
- \* Acrylic letters are mounted to aluminum pan and painted to match
- \* Installed over door to Woman's section of storefront
- \* See elevation drawings for approximate locations

### One (1) Kids - Aluminum Pan w/ beveled edge

- \* 1/8" aluminum edges are beveled in eliptical oval shape painted black
- \* Acrylic letters are mounted to aluminum pan and painted to match
- \* Installed center over doorway of Kids section of storefront
- \* See elevation drawings for approximate locations

### 1/2" TH. ACRYLIC LETTERS PAINTED TO MATCH:

----- (RED) Pt-131

albots ..... (BLACK) Pt-132

-----(GOLD) PT-63 & (BLACK) PT-132

----(TEAL) Pt-147

-----(RASPBERRY) Pt-148

-----(TANGERINE) Pt-149

-----(BLUE) Pt-146

----(GREY) Pt-140

WOMAN ----- (BLACK) Pt-132

FIELD -----(GOLD) Pt-63 KIDS FIELD -----(WHITE) Pt-130

### Aluminum Pan Detail

Scale 3/8"-1'-0"

\*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002

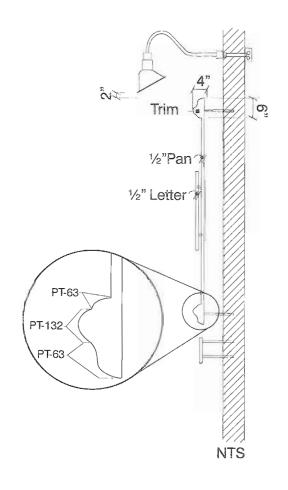


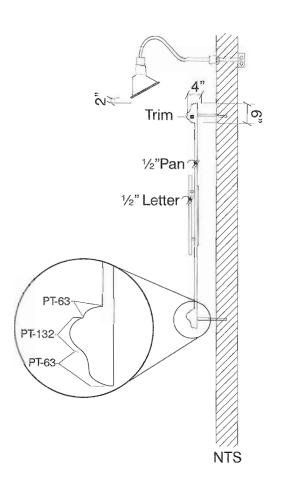
\*\*\*ALL MEASUREMENTS MUST BE FIELD VERIFIED

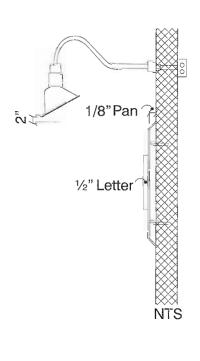
SALES: DICK COPELAND ACC. M.: THAIS LADAS ART: A.SCOGGIN/6-23-03 DWG # 30306027-03d REVISION: 9-5-03as

LOCATION: #142/7009









\*\*\*ALL MEASUREMENTS MUST BE FIELD VERIFIED

\*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002



SALES	DICK COPELAND	DWG # 30306027-03e	LOCATION	6
ACC. N	THAIS LADAS	REVISION: 9-5-03as	#142/7009	
ART	A.SCOGGIN/6-23-03	SCALE		



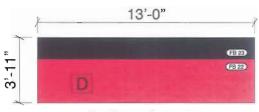
### South Elevation Awning Detail



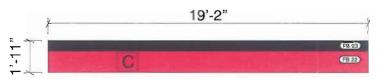
Bottom of awning installed 8'-1" aff

### AWNING COLOR DETAIL

- FB 22 SIGNTECH COLORKOTE RED No. 2510
- (FB 23) SIGNTECH COLORKOTE BLACK No. 2025
- FB 24 John Boyle & Company/Textilene Plus FR WHITE No. NXS 055



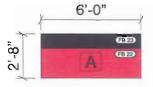
Bottom of awning installed 8'-8" aff



Bottom of awning installed 8'-1" aff



Bottom of awning installed 7'-4" aff



Bottom of awning installed 7'-4" aff

### Five (5) sets of Closed Ended Awnings w/ soffits

- \* One Woman; One Petites; One Misses; Two Kids
- \* See elevation for install locations
- \* 2/3 red & 1/3 black
- \* Flashing installed along top for waterproof fit

\*\*\*ALL MEASUREMENTS MUST BE FIELD VERIFIED

\*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002



	Section of the sectio	Service V 1 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 - 2 -	
SALES	: DICK COPELAND	DWG # 30306027-03h	
ACC. N	.: THAIS LADAS	REVISION: 9-5-03as	
ART:	A.SCOGGIN/6-23-03	SCALE: 3/16"-1'-0"	

#142/7009



### West Elevation Awning Detail

### AWNING COLOR DETAIL

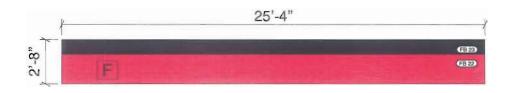
FB 22 - SIGNTECH COLORKOTE RED No. 2510

(FB 23) - SIGNTECH COLORKOTE BLACK No. 2025

(FB 24) - John Boyle & Company/Textilene Plus FR WHITE No. NXS 055



Bottom of awning installed 8'-8" aff



Bottom of awning installed 7'-4" aff

### Two (2) sets of Closed Ended Awnings w/ soffits

- \* See elevation for install locations
- \* 2/3 red & 1/3 black
- \* Flashing installed along top for waterproof fit

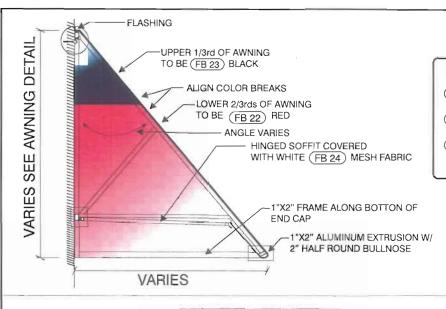
\*\*\*ALL MEASUREMENTS MUST BE FIELD VERIFIED

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SALES	DICK COPELAND	DWG # 30306027-03i	
ACC. N	THAIS LADAS	REVISION: 9-5-03as	
ART:	A.SCOGGIN/6-23-03	SCALE: 3/16"-1'-0"	

#142/7009 Talbots
CHESTERFIELD, MO



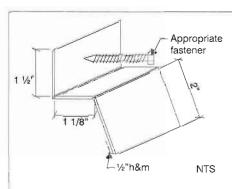
### AWNING COLOR DETAIL

(FB 22) - SIGNTECH COLORKOTE RED No. 2510

(FB 23) - SIGNTECH COLORKOTE BLACK No. 2025

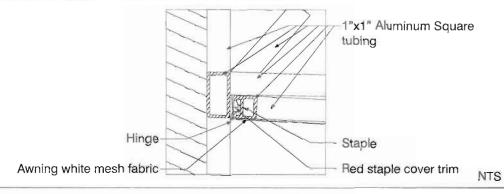
FB 24) - John Boyle & Company/Textilene Plus FR WHITE No. NXS 055

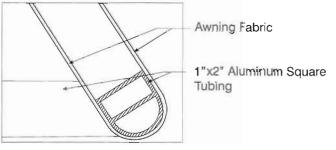
# SIDE VIEW AWNING DETAIL NTS



### Flashing Detail

- \* Brake formed aluminum sheet
- \* .063 thickness
- \* cut lengths to match awning dimensions
- \* black in color





Black neoprene gasket

16"Aluminum flashing

Black staple cover trim

staple

1"x2" Aluminum square tubing

awning fabric

"Z" clip

retaining screws
tubing

NTS

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\*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002



SALES: DICK COPELAND ACC. M.: THAIS LADAS

A.SCOGGIN/6-23-03

ART:

DWG # 30306027-03j REVISION: 9-5-03as

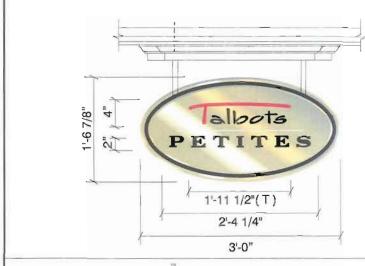
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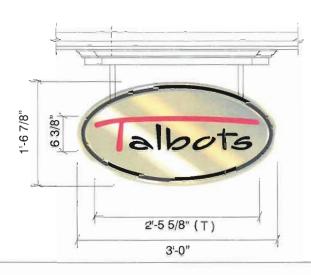
#142/7009



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NTS





scale 3/4" = 1'-0"

# Cover Plate 3/4" diam washer 1/4" rod coupling 1/4"-20 threaded rod (White) 3/8" Dia. aluminum sleeve PT-84 15/16" x 1" blocking 1/4"diameter flat washer 1/4" threaded nut 1/4" rod coupling One side of sign to have a removable face 1/16" x 1/16" Quirk Ease Edge DIF SECTION not to scale 3 1/8"

ART:

### ONE (1) DOUBLE FACED TRANSITION SIGN

### FIRST SURFACE VINYL:

--- GERBER 220-53 Opaque Cardinal Red

albots

--- GERBER 220-22 Opaque Matte Black

PETITES --- GERBER 220-22 Opaque Matte Black

--- GERBER 220-31 Opaque Medium Grey

### PLASTIC T-MOLDING:

- --- Polished Brass #2381 from Outwater Plastics Ind.
- \* Aluminum Oval Center Panel painted PT-63 Gold

\*\*\*ALL MEASUREMENTS MUST BE FIELD VERIFIED \*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002



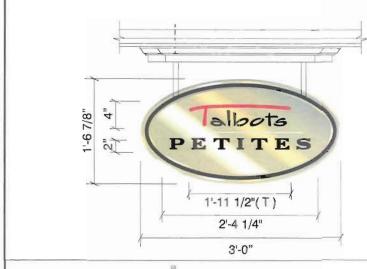
DWG # 30306027-031 SALES: DICK COPIELAND

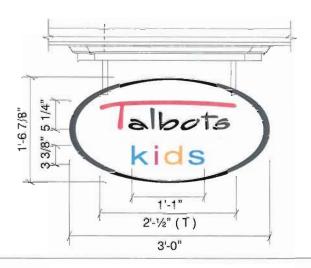
REVISION: 9-5-03as ACC. M .: THAIS LADAS

SCALE: A.SCOGGIN/6-23-03

LOCATION: #142/7009







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### ONE (1) DOUBLE FACED TRANSITION SIGN

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--- GERBER 220-53 Opaque Cardinal Red

--- GERBER 220-22 Opaque Matte Black

PETITES

--- GERBER 220-22 Opaque Matte Black

--- GERBER 220-31 Opaque Medium Grey

k

--- GERBER 220-307 Opaque teal

--- GERBER 220-273 Opaque raspberry

--- GERBER 220-14 Opaque tangerine

S

--- GERBER 220-47 Opaque blue

- \* Aluminum Oval Center Panel painted PT-63 Gold
- \* Kids oval painted PT-130 white

\*\*\*ALL MEASUREMENTS MUST BE FIELD VERIFIED

\*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002



SALES: DICK COPELAND ACC. M.: THAIS LADAS

ART: A.SCOGGIN/6-23-03

DWG # 30306027-03m REVISION: 9-5-03as

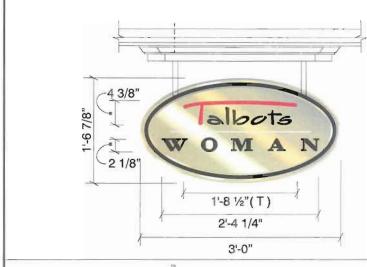
SCALE:

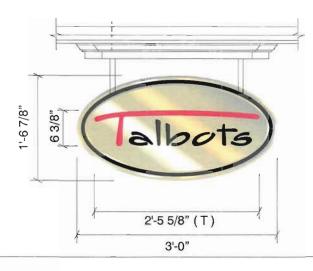
LOCATION:

#142/7009



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### ONE (1) DOUBLE FACED TRANSITION SIGN

### FIRST SURFACE VINYL:

--- GERBER 220-53 Opaque Cardinal Red

albots

--- GERBER 220-22 Opaque Matte Black

W O M A N --- GERBER 220-22 Opaque Matte Black

--- GERBER 220-31 Opaque Medium Grey

\* Aluminum Oval Center Panel painted PT-63 Gold

\*\*\*ALL MEASUREMENTS MUST BE FIELD VERIFIED

\*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002

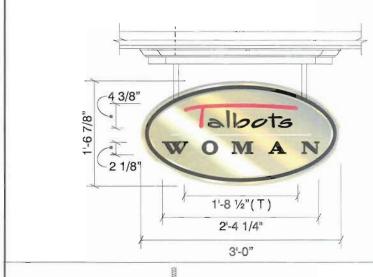


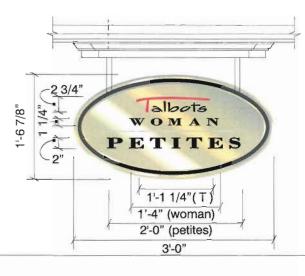
DWG # 30306027-03n DICK COPELAND ACC. M.: THAIS LADAS

ART: A.SCOGGIN/6-23-03 REVISION: 9-5-03as SCALE:

LOCATION: #142/7009







scale 3/4"= 1'-0"

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\* Aluminum Oval Center Panel painted PT-63 Gold

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\*\*NAS SHOP DRAWINGS BASED ON CSN UPDATES FROM 2002



DWG # 30306027-03p SALES: DICK COPELAND REVISION: 9-5-03as ACC. M.: THAIS LADAS SCALE: ART: A.SCOGGIN/6-23-03

LOCATION: #142/7009



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