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## Planning Commission Staff Report

**Project Type:** Sign Request

**Meeting Date:** March 27, 2017

**From:** Cecilia Hernandez  
Project Planner

**Location:** North of North Outer 40 Rd, west of its intersection with Boone’s Crossing.

**Applicant:** BSS Chesterfield, LLC

**Description:** **MPD Investments, Lot 2 (Beyond Self Storage) Sign Request:** A request for a temporary sign to exceed thirty two (32) square feet outline area for a 2.99 acre tract of land located on the north side of North Outer 40 Rd, west of its intersection with Boone’s Crossing (17U520159).

### PROPOSAL SUMMARY

BSS Chesterfield, LLC has submitted a temporary sign announcing the future use of site Sign Request for MPD Investments, Lot 2 (Beyond Self Storage). The request is for one construction sign to exceed thirty-two (32) square feet in outline area by twenty-eight (28) square feet. The Department of Planning and Development Services has reviewed the request and submits the following report.

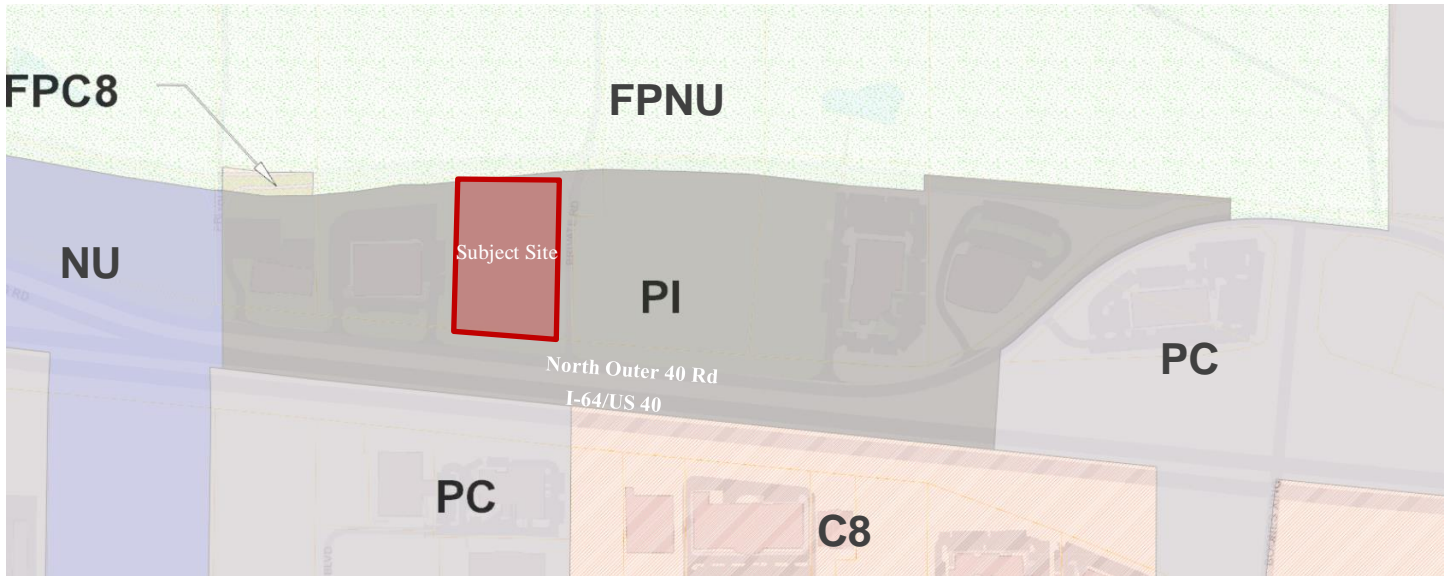
### LAND USE AND ZONING HISTORY OF SUBJECT SITE

This development was zoned “PI” Planned Industrial District in December 2007 via ordinance #2411. The Site Development Section Plan was approved in August of 2016, and improvement plans were subsequently approved in January of 2017, initiating the approval of construction for this development.

### Surrounding Land Use and Zoning

The land use and zoning for the properties surrounding this parcel are as follows and are depicted on the map below:

Direction	Land Use	Zoning
North	Vacant	“FPNU” Flood Plain Non-Urban District
South	I-64/US 40 & Commercial	“PC” Planned Commercial District
East	Vacant	“PI” Planned Industrial District
West	Commercial	“PI” Planned Industrial District



**STAFF ANALYSIS**

The request is to Planning Commission for a temporary construction sign of sixty (60) square feet in outline area. The sign would be located along North Outer 40 Road. A photo of the proposed sign is provided below.



Regulations pertaining to Temporary construction signs are found in Section 31-04-05 of the Unified Development Code (UDC). The UDC text is shown in italics, while the input from Staff follows:

- *31-04-05G.6.(e)(2)Temporary signs announcing future use of site - Each site may have no more than one (1) such sign facing each roadway on which the site has frontage. No such sign shall exceed thirty-two (32) square feet in outline area per facing, nor exceed ten (10) feet in height above the average existing finished grade elevation of the sign or elevation of the adjacent street, whichever is higher.*
- *31-04-05G.6.(e)(3) - The maximum outline area of temporary signs announcing future use of a site may be increased to sixty-four (64) square feet, subject to Planning Commission approval, as in Section 31-04-05(C)(3) of this Article.*

The applicant’s request is within the parameters of the allowable signage to be approved by the Planning Commission.

- Section 31-04-05C.3 of the UDC requests that the applicant write a statement which explains the reasoning behind their request, including why the sign is being requested, and what measures are being taken to ensure the sign is well integrated into the site and that the aesthetic quality is maintained.

The applicant has submitted their narrative addressing each of the items identified by code and is attached to this report. Within the narrative, the applicant explains that the high speeds of passers-by along North Outer 40 Road and I-64/US 40 require a sign which is larger than that allowed by administrative approval (thirty two (32) square feet). The applicant explains that in order to generate the necessary drive-by awareness ahead of their opening, they will require a larger sign, which may be granted by the Planning Commission (up to sixty-four (64) square feet).

The request for larger signage is consistent with other requests along North Outer 40 Rd. While it is more common that Sign Requests are for permanent freestanding business signs, the request at this time is for temporary signage only. Given that the sign is consistent with other requests for larger signage along this road, and that the sign does not exceed the ten (10) feet in height maximum and would be set back behind the ditch as shown in the attached sign location plan. This would put the sign about one hundred and twenty (120) feet away from the centerline of North Outer 40, and about two hundred and fifty (250) feet away from the centerline of I-64/US 40. Staff has no concerns with the request.

- *31-04-05G.6.(e)(1) - Signs announcing future use of a site shall be erected only on the lot or development in question and shall be removed within fourteen (14) days after the completion of construction of a building.*

The Sign Request is confined to the site of the construction and would be required to be removed no more than fourteen (14) days after completion of construction.

### **RECOMMENDATION**

The Sign Request is for an increase in permitted sign area for a temporary future use of site sign. Staff has reviewed the Sign Request and found the proposal to be consistent with the purpose and intent of the UDC sign regulations. Staff recommends approval of the proposed Sign Request for MPD Investments, Lot 2 (Beyond Self Storage).

### **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 Request for an increase in the size of a future use of site sign for MPD Investments, Lot 2 (Beyond Self Storage).”
- 2) “I move to approve the Sign Request for an increase in the size of a future use of site sign for MPD Investments, Lot 2 (Beyond Self Storage).....” (Conditions may be added, eliminated, altered or modified)

Attachments: Applicant’s Narrative Statement  
Proposed Signage Elevation  
Sign Location Plan

cc: Justin Wyse, Director of Planning and Development Services

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MAR 21 2017

City of Chesterfield  
Department of Public Services

# Project Narrative

- a. The underlying business, directional, or informational purpose of such a sign.
  - The purpose of the sign is to help passersby recognize an ongoing development project in the community and help create awareness of the facility by prospective customers in advance of opening, which is critical for a successful rent-up.
- b. Why such a sign should exceed the maximum height and/or outline area specification for a particular sign in order to accomplish the underlying purpose as stated in Subsection (C)(3)(a) above.
  - The 32 sq. ft. signage allowed per UDC Sec. 31-04-05 will be too small to accomplish the goals detailed above (a), keeping site lines in mind, as well as the speed at which vehicles are travelling along North Outer 40 Rd.
- c. What the proponent of such a sign believes the adverse impact may be upon the underlying business, directional, or informational purpose of such a sign if the proponent is compelled to reduce the height and/or outline area of such a sign to within the maximum height and/or outline area specification for any one (1) sign and the factual basis supporting such belief.
  - The adverse impact of a sign that's too small is that local residents will not appreciate the improvements being made within the community, while the self-storage business will be at a competitive disadvantage upon opening, having not been able to generate necessary drive-by awareness in advance of the busy summer rental season; it's well-known in the self-storage industry that facilities promoted properly during construction, that are also visible to the community around them, have a history of renting up quicker.
- d. The approximate distance the proposed sign will be from other existing or planned structures visible or planned to be visible within a radius of one thousand (1,000) feet from said sign, identifying such structures with sufficient particularity to enable the Planning Commission to determine whether there is a reasonable likelihood of an adverse public health, convenience, welfare and/or safety impact within the one-thousand-foot radius area while maintaining the high aesthetic quality of said area.
  - The proposed 60 sq. ft. sign will be approximately 400 ft. away from the closest structure and will be placed on the back side of the ditch line so as not to cause any adverse public health, welfare and or safety impact.
- e. What steps, if any, the proponent has taken to integrate the design with the surrounding environment, including, but not limited to, use of colors and materials, size and character of typeface(s), regularity of overall shape, type of illumination, orientation and situation of such a sign in order to minimize the amount of visual clutter, and to avoid the distraction to pedestrians and motorists beyond that necessary to convey the underlying business, information, or directional purpose of said sign.
  - The proposed sign is a standard temporary banner, designed to integrate well with the self-storage facility (including style, branding, colors, etc.), as well as other surrounding development, with a simple and clear marketing message that is appealing and easy to read/understand, but not distracting to neighbors (residents or businesses), passersby, or the surrounding community.
- f. If no steps [referred in Subsection (C)(3)(e) above] have been taken, provide information as to why such steps should not be required of the applicant.
  - Not applicable – see (e).
- g. Any other information, such as length of frontage, special speed limit or topographic considerations, that the proponent deems pertinent to the approval of such a sign request.
  - Because the property has 200' of frontage along I-64, which has a speed limit of 60 mph, it's critical that the sign be larger in size to ensure visibility at the point when vehicles are actually passing by the sign.







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