



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 Approval

Meeting Date: April 11, 2011

From: Justin Wyse, AICP ^{SW}
Project Planner

Location: Chesterfield Commons and Commons North, Sign Package Amendment

Applicant: Professional Permits

Description: Chesterfield Commons and Chesterfield Commons North: A request for an amendment to the Sign Package for the Chesterfield Commons and Chesterfield Commons North developments to allow for an additional wall sign on the north façade of the building located at 17107 Chesterfield Airport Road.

PROPOSAL SUMMARY

Professional Permits, on behalf of THF Realty, has submitted a request for an amendment to the Sign Package for the Chesterfield Commons and Chesterfield Commons North developments. The proposed amendments seeks to allow for an additional wall sign, differing in message from the existing wall signs, on the office building located at 17107 Chesterfield Airport Road. The Department of Planning and Public Works has reviewed the request and submits the following report.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The Chesterfield Commons Development is a 166-acre tract of land located south and east of Boone's Crossing and on the north and south sides of Chesterfield Airport Road. The area is zoned C-8 Planned Commercial District which was created by Ordinance 1344 on November 17, 1997. The ordinance has been amended several times by Ordinances 1600, 1623, 1627, 1794, and 2071. In 2004, City of Chesterfield Ordinance

2081 was passed which repealed City of Chesterfield Ordinance 1344 and subsequent amendments to bring the site under one ordinance.

A Sign Package was submitted to the City of Chesterfield and was approved in November of 1998. The owner submitted to the City of Chesterfield Board of Adjustment in October of 1999. At that time, the Board of Adjustment approved a variance for the Chesterfield Commons development to allow for wall signs for small shops to be 7.5% of the façade in size (Section 1003.168 allows for walls signs to be up to 5% of the façade). The Board of Adjustment approved the variance as requested.

At that same meeting, another variance was approved that allowed for the construction of an additional wall sign not attributable to the tenants within the Chesterfield Commons. This request was also approved and the sign is currently constructed. See Figure 1 and Figure 2 below for images of the sign.

Figure 1: Bird's Eye View of Additional Sign



Figure 2: Street View of Additional Sign



In January of 2001, Adler Visual Systems, Inc. submitted an amendment to the Sign Package to allow for two additional monument signs to face Interstate 64 / Highway 40 in the Chesterfield Commons North development. By a vote of 5-0, the Planning

Commission approved a motion keeping the monument signage per the initially approved sign package (one monument sign per building).

In August of 2003, an amendment to the Sign Package was submitted and approved which provided for signage for the Chesterfield Commons and Chesterfield Commons East along Edison Avenue. The Sign Package was again amended in September of 2003 to allow for signage relating to the Commerce Bank ATM. In December of 2003, the signage criteria along Edison Avenue were amended again.

The images below show the existing building and wall signage located at 17107 Chesterfield Airport Road. Figure 3, showing the northern façade, is the side of the building proposed for the additional signage.

Figure 3: Northern façade of 17107 Chesterfield Airport Road



Figure 4: Southern façade of 17107 Chesterfield Airport Road



Surrounding Land Use and Zoning

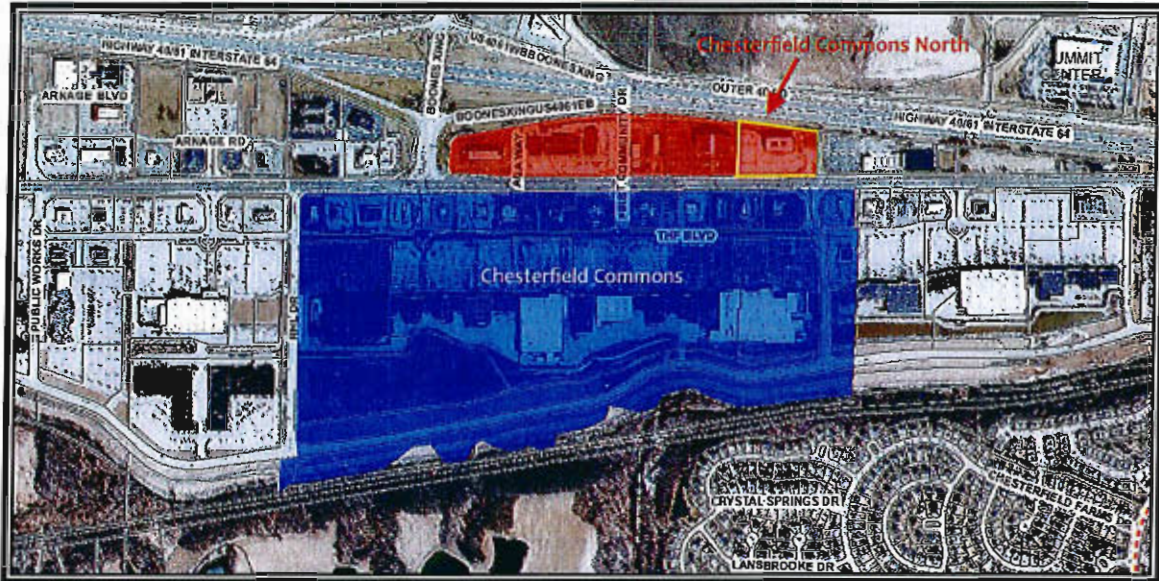
The land use and zoning for the properties surrounding this parcel are as follows:

North: Interstate 64 / Highway 40 is located to the north.

South: Chesterfield Farms and a large residential property are located to the south of the development.

East: Chesterfield Commons East and Kemp Auto Museum are located to the east of the subject site.

West: Chesterfield Commons West and McBride and Son Center are located to the west of the subject site.



STAFF ANALYSIS

Regulations pertaining to wall signs are found in Section 1003.168 of the City of Chesterfield City Code. The following sections apply to the applicant's request.

Section 1003.168C.3.(a): *Subject to the specific regulations set out below, each business occupying a tenant space or being the sole occupant of a freestanding building shall have no more than one (1) attached business sign on any two (2) walls of a building that are exterior walls of the particular building or tenant space. In addition to identifying a particular business, such signs may be used for the name and logo of the building or development project.*

The request to the Sign Package differs from the City Code in that it would allow for two wall signs to be located on the northern façade of the building located at 17107 Chesterfield Airport Road. Currently the building has a small sign on the northern and southern façades of the building.

Section 1003.168C.3.(c): *In buildings containing single or multiple tenants where public access to individual tenant space(s) is gained via interior entrances, said building shall be allowed no more than one (1) attached business sign on any two (2) walls having*

roadway frontage. Said attached business signs shall be the same, each identifying either the building or major tenant.

The proposed amendment would allow for an additional wall sign to be placed on the northern façade of the building. The second sign would be different from the existing signage. The purpose of the sign would be to identify an additional tenant.

The existing signage on the subject site is 36" tall by 100" wide (total of 25 square feet). As dictated by the sign regulations approved for the development, wall signage is permitted to be 5% of the area of the façade up to 300 feet in outline area. The northern façade of the building on the subject site allows for a 300 square foot sign to be constructed on the building. As mentioned earlier, the existing signage on the building is 25 square feet in outline area. The proposed additional wall sign would measure 117.8 square feet in area. If approved, the total signage on the building would be 47.6% of the total signage that would be permitted to be constructed as one sign.

Comprehensive Plan

The City of Chesterfield Comprehensive Plan includes several policies that relate to this request:

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.

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/road, signs of ever-increasing size, brightness and garishness should be prohibited.

DEPARTMENTAL INPUT

The requested additional signage for the office building located on the northern façade of the building located at 17107 Chesterfield Airport Road would result in a total outline area less than ½ of that permitted under the existing Sign Package. Based on the information submitted for the amendment to the Sign Package, Staff recommends denial of the proposed amendment.

This recommendation for denial is based on the fact that there are several options available under the current regulations that would promote the property while achieving the goals of the Comprehensive Plan and the intent of the sign regulations. As the first option, the property owner could change the existing signage and install signage to promote the building instead of an individual tenant.

The second option would involve combining the existing signage and the proposed signage into one sign. The Zoning Ordinance defines a wall sign as, "Any sign attached

parallel to, and with its back within six inches of, a wall, painted on the wall surface of, or erected and confined within the outside limits of any building or structure, which is supported by such wall or building, and which displays only one sign surface" (emphasis added). Utilizing this definition, it is easy to envision a sign that would combine the existing UBS sign and the proposed Verizon sign into one sign. This would also require the signage on the southern façade to be modified to display the same message, thus increasing tenant identification.

MOTION

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

- 1) "I move to approve (or deny) the request to amend the Sign Package for Chesterfield Commons and Chesterfield Commons North to allow for an additional wall sign on the north façade of the building located at 17107 Chesterfield Airport Road."

- 2) "I move to approve the request to amend the Sign Package for Chesterfield Commons and Chesterfield Commons North to allow for an additional wall sign on the north façade of the building located at 17107 Chesterfield Airport Road....." (Conditions may be added, eliminated, altered or modified)

Respectfully submitted,



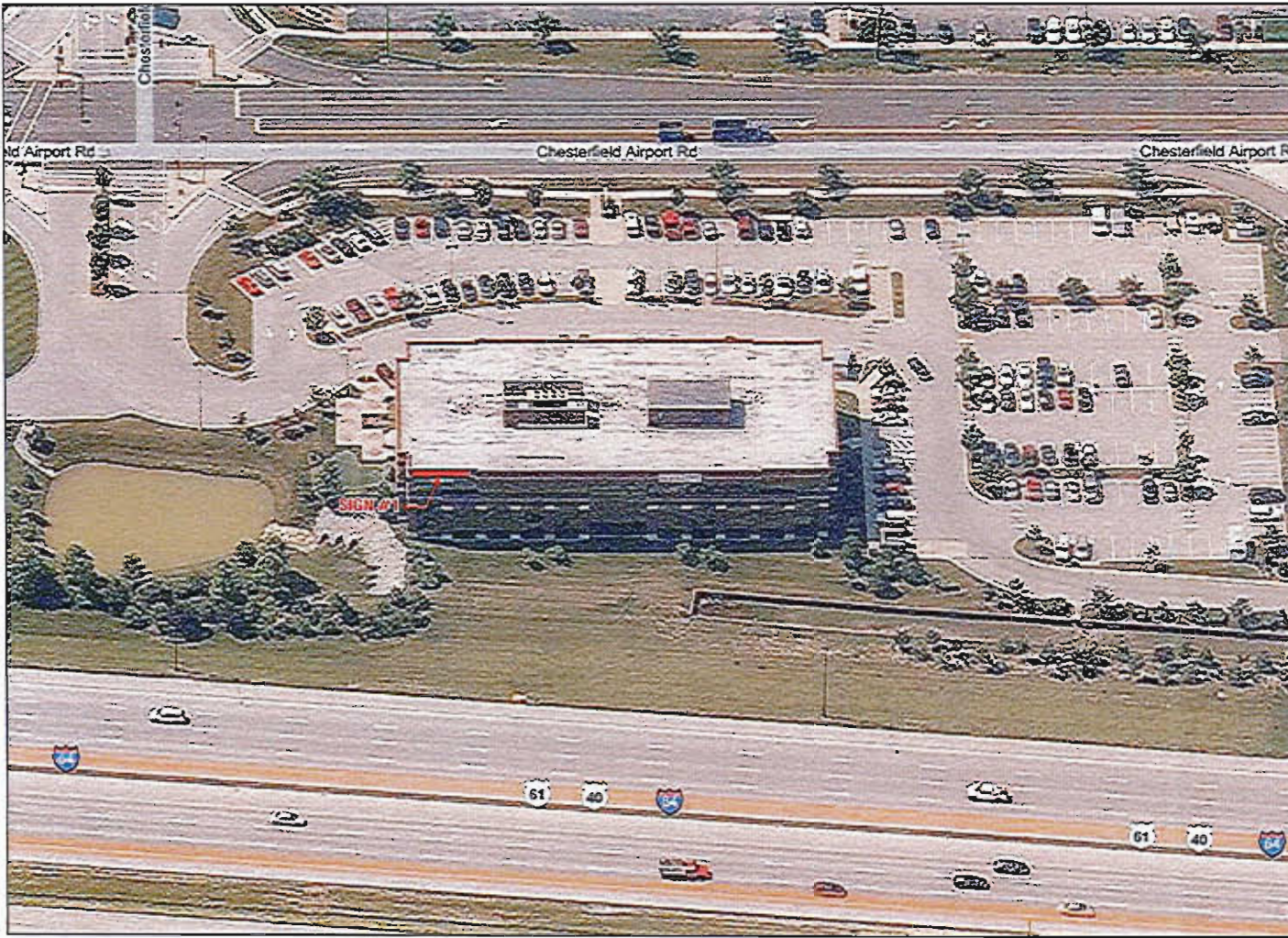
Justin Wyse
Project Planner

Cc: City Administrator
City Attorney
Department of Planning, Public Works and Parks
Planning and Development Service Director

Attachments: Proposed Sign Package Amendment
Existing Sign Package

Request is to Amend the existing Chesterfield Commons Sign Criteria to allow one (1) additional wall sign that displays a different message than the existing wall sign on the building at 17107 Chesterfield Airport Road Chesterfield, MO 63005. The above requested sign will be on the North elevation of the above address and will be state "Verizon Wireless" at 51 1/16" x 332 3/16" (117.8 Sq. Ft.), were there is already a sign for another tenant within the building. See attached artwork for sign details. The building at 17107 Chesterfield Airport Road, Chesterfield, MO 63005, will contain two (2) wall signs on the North elevation one (1) for "Verizon Wireless" and one (1) for "UBS." The UBS signage is to remain and installed with no changes. The two (2) signs for this building will conform to the 7.5% 300 sq. ft. maximum as stated in the City of Chesterfield sign regulations.

The remainder of the Chesterfield Commons Sign Criteria will remain unchanged.



Landlord Approval: _____

Print Name: _____

Customer Approval: JK

Print Name: _____

Date: ___/___/___

Approved as shown Approved w/changes noted

Address: 17107 Chesterfield Airport Rd.
City/State: Chesterfield, MO
Zip: 63005

Project #: 3175
 Location #: 083

Page: 1
 Scale: As Noted
 Drawn by: TI

File Path: Active\ACCOUNTS\W
 Verizon Wireless\3185 ALLTEL Locations\
 3175-083 Chesterfield MO_Chesterfield
 Drawings are the exclusive property of Icon Site Services Inc.
 Any unauthorized use or duplication is not permitted.

Date: 11/17/10
 Rev. 1: 00/00/00
 Rev. 2: 00/00/00
 Rev. 3: 00/00/00
 Rev. 4: 00/00/00

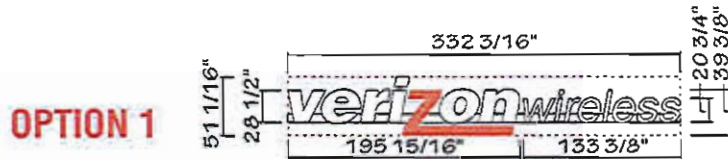


1418 Elmhurst Rd.
 Elk Grove Village
 Illinois 60007



COLORS: LOGO & "Z"
 FACE: RED 2793
 TRIM CAP: RED
 RETURNS: PMS #187 RED
 LED'S: RED

COLORS: LETTERS
 FACE: WHITE #7328
 TRIM CAP: BLACK
 RETURNS: DMC #921 BLACK SEMI-GLOSS
 LED'S: WHITE



OPTION 1

VW1-W-28.5-R
 ILLUMINATED LED CHANNEL LETTERS W/ RACEWAY
 1 LINE NO CHECK LOGO (WHITE) - **117.8 SQ. FT.**

QTY: 1

SCALE: 1/8"=1'-0"

Landlord Approval: _____
 Print Name: _____

Customer Approval: *[Signature]*
 Print Name: _____

Date: ____/____/____

Approved as shown Approved w/changes noted

Address: 17107 Chesterfield Airport Rd.
 City/State: Chesterfield, MO
 Zip: 63005

Project #: 3175
 Location #: 083

Page: 2
 Scale: As Noted
 Drawn by: TI

File Path: Active\ACCOUNTS\W
 Verizon Wireless\3185 ALLTEL Locations\
 3175-083 Chesterfield MO_Exterior.cdr
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Date: 11/17/10
 Rev. 1: 00/00/00
 Rev. 2: 00/00/00
 Rev. 3: 00/00/00
 Rev. 4: 00/00/00



1418 Elmhurst Rd.
 EA Cross Village
 Illinois 60007

CHESTERFIELD COMMONS SIGN CRITERIA
November 1998



Section I Free Standing Pylon Signs

- a) Not more than two (2) freestanding pylon signs shall be erected along Chestartleld Airport Rd
- b) A single pylon freestanding for center identification is proposed to be located along highway 40.
- c) The height of the pylons should not exceed seventy-five feet (75') and shall not exceed one thousand five hundred (1,500) feet of sign face.
- d) Adequate landscaping which may include, but not be limited to, shrubs, annuals and other materials, adjacent to sign base or structural supports.

Section II Monument Signage

A monument sign shall be permitted for each outlot parcel. Such signs shall not exceed six (6) feet in height above the average grade of the adjacent roadway, and the sign face shall not exceed fifty (50) square feet in area per face located ten (10) feet from the right-of-way. The monument sign shall be designed to the shopping center standard. Base of sign shall be landscaped with adequate cover to conceal mounting. Lighting shall be interior, ground, or back lighted.

Section III Design

- a) No sign shall exceed a maximum brightness of 200' lamberts.
- b) The content of the signage shall be limited to individual internally illuminated letters and logos.
- c) Letters are to be channel type with 3/16" Plexiglas faces lighted from behind with 12 mm. neon tubing. Letter returns are to be .062 thick aluminum. All colors to be approved by Landlord. Letter depth to be 5"
- d) All fasteners, bolts, clips and brackets to be made of non-corrosive material and painted to match building.
- e) Letters to be attached to 7" h. wiring raceway, attached to building in recessed eave band.
- f) All signage, including transformers, shall be fabricated in compliance with UL specifications and all applicable codes, including zoning ordinances and electrical codes.

Section IV Anchor Store Wall Signage

Definition: Anchor stores are those buildings containing *only* one tenant.

- a) Internally illuminated individual letters and logos not to exceed 8' in height. Letters may not encroach in top or bottom 1' of building fascia on which they are located. The width of the entire store sign shall not exceed 85% of the façade width.
- b) Unless a company has a specific logo or lettering style, it is encouraged to use Helvetica, upper and/or lower case letters.

c) Box type signs may be used if part of a company logo in conjunction with individual letter identification.

d) Areas:

The following represents total signage areas allowed for each anchor tenant.

Anchors over 100,000 sq. ft.	600 sq. ft.
Anchors 40,000 to 100,000 sq. ft.	400 sq. ft.
Anchors 20,000 to 40,000 sq. ft.	200 sq. ft.
Anchors 10,000 to 20,000 sq. ft.	150 sq. ft.

Section V Small Shop Wall Signage

Definition: A small shop is a building which contains more than one tenant.

- a) Internally illuminated individual letter signs are not to exceed 48" in height. Letters may not encroach in top or bottom 1" of building fascia on which they are located. The width of the entire store sign can not exceed 85% of the facade width.
- b) Unless a company has a specific logo or letter style, it is encouraged to use Helvetica style, upper or lower case letters.
- c) Box type signs may be used if part of a company logo in conjunction with individual letter identification.

Section VI Service Doors

Signs for service doors may only contain the name of the tenant and address painted on the outside surface of the door with the shopping center standard uniform paint color and letter style. No modification to this standard will be permitted.

Section VII Stipulations

- a) No animated, blinking, moving, animated flashing or audible signs will be permitted.
- b) No exposed lamps, crossover conduit, or tubing will be permitted.
- c) Painted lettering/paper/stickers will not be permitted (except window signage and temporary banners).
- c) Color is subject to approval by Landlord.
- e) Lettering style is subject to approval by Landlord.

**Board of Adjustment
October 28, 1999
Meeting Summary**

A meeting of the Board of Adjustment was held on October 28, 1999 at 7:06 p.m. in the City Council Chambers. In attendance were James Uguoni, Chair; Marcia McDonald, Marilyn Ainsworth, Gerald Schwalbe, Norman Stewart, Rob Heggie, Acting City Attorney, Patrick Chavez, City Attorney's Office, Councilmember Mike Casey (Ward III); Teresa Price, Director of Planning, Jennifer Sanson, Planner I, Reveena Shook, Planner II; Kathy Long, Executive Secretary/Planning Assistant and Constance D. Petzall, Court Reporter.

An Affidavit of Publication for this meeting was presented and noted.

A motion for approval of the meeting summary of February 22, 1999 was made by Norman Stewart and seconded by Gerald Schwalbe. The meeting summary was approved by a voice vote of 5 to 0.

The first Petition heard was as follows:

Item #1 **B.A. 3-1999 Chesterfield Commons**; A request for a variance from City of Chesterfield Zoning Ordinance Section 1003.168C. Sign Regulations Permanent Signs 3.Business Signs Attached to wall (1) General Provisions(b); to allow for the increase in square footage of attached wall signs, not to exceed 7.5% of the applicable wall area, for Chesterfield Commons, LLC, located within the THF-Chesterfield Commons project, Chesterfield, Missouri. Access is from Chesterfield Airport Road, via I W Boulevard and T.H.F. Boulevard, near the intersection of Boones Crossing and Chesterfield Airport Road.

Planner II Reveena Shook summarized the variance request and entered exhibits into the record.

Mike Doster, attorney, presented the request for the applicant. He stated that the variance request would allow for the square footage of attached wall signs to be increased but not to exceed 7.5% of the applicable wall area at the Chesterfield Commons. Because of its sign and scale, it is unique and the applicant feels that the sign provisions of the Zoning Ordinance do not contemplate signage for this size and scope of development. The City of Chesterfield City Council approved an amendment to Ordinance Number ~~1875~~ ¹⁵³ earlier this year to allow for larger pylon signs at the entrances to the development. Developments over 20 acres located adjacent to primary arterials may increase the height and size of the project identification signs by decreasing the number of permitted project identifications signs with the approval of the Planning Commission. The maximum

height was 30 feet and the maximum square footage per face was 150 square feet. This ordinance was passed by City Council and a proposal was submitted to the Planning Commission and approved that permitted the pylon signs that are currently under construction at the development. Mr. Doster mentioned this ordinance to point out to the Board of Adjustment that this is an example of a recognition by the legislative body of the City of Chesterfield that the sign ordinance as it existed probably was not appropriate for a development of this size and scope. Mr. Doster stated that he is seeking an increase in the size of the signage attached to the buildings for the small shops. Mr. Doster stated that, given the distances of the retail shops from Chesterfield Airport Road and from the inner road, the current permitted signage under the ordinance is too small to be seen. Mr. Doster stated that he is asking that each individual small shop tenant be allowed to have a sign with an outline area of 7.5 % of the wall area of this respective building. Currently under the ordinance, it is 5% of the wall area up to a maximum of 300 square feet. The scale of the development makes the small shops very difficult to see and recognize. The retail nature of the project requires that the individual shops have some visibility and identity so customers can locate them. The petitioner does not feel that the variance would be detrimental or injurious to the neighborhood. Larger signs for the small shop tenants would aid in the flow of traffic and the larger signs would be harmonious with the overall scheme and size of the development.

Mr. Tom Roof, architect, entered the architectural elevations into the record. Mr. Roof stated that the majority of the elevations for Chesterfield Commons have been approved by the Architectural Review Board. Chesterfield Commons is approximately 4,000 feet in length. Consistent with the ordinance for the Commons, maximum heights of buildings were defined as well as the requirement to develop a design criteria or guideline for this development. That design guideline was developed in conjunction with the Architectural Review Board and was approved by the Planning Commission. The guideline states that a hierarchy be developed between the anchor tenants (Lowe's, Wal-Mart and Sam's) and the junior anchors and the small shops. That is done to create and animate the facades in a vertical form so there are not buildings that are one height throughout the development. If that had been done and the height limitations had been reached, the petitioner would be entitled to larger signs on the small shops because the facade would have more frontal area. The scale has been intentionally, architecturally and aesthetically reduced to create the different scale and hierarchy within the development to look more aesthetically pleasing. As a result, the sign area has been reduced naturally through the design process relative to the architecture. The sign ordinance currently is 5% of the front facade area of the store. Wal-Mart, Lowe's and Sam's do not require a variance because their wall areas are so significant that they hit the 300-foot maximum within the ordinance. The small shops are approximately 20 feet tall and 15 to 20 feet wide. The front areas are how the signage is calculated. The distance from the stores to the inner-loop road and Chesterfield Airport Road is

approximately 400 feet and 800 feet, respectively. Petitioner is asking for an increase of 50 percent to the governing ordinance.

Mr. Roof stated that a variance would allow the letters to be 1'4.25" in height.

Marilyn Ainsworth asked what would be on the signs, whether or not they would be lit and would the stores be identified anywhere else on the property.

Mr. Roof stated that the stores would not be identified anywhere else on the property. All of the signs will be internally illuminated. The stores may use their own letter style, logo and color.

Mr. Michael Staenberg, developer for Chesterfield Commons, stated that the problem with the small store signs became evident about 45 days ago.

Marcia McDonald stated that, if the developer has similar projects, she finds it hard to believe this problem just became apparent.

Mr. Staenberg stated that they noticed the problems with the pylon sign which is why the ordinance was changed but it was not noticed with the small shops.

Marcia McDonald stated that it was her understanding that the petitioner was told about the signage requirements.

Mr. Staenberg stated that it was his fault because of his interpretation of the ordinance. Mr. Staenberg stated that this sign variance would involve 15-20 stores.

Norman Stewart made a motion to approve B.A. 3-1999 Chesterfield Commons as presented to increase the square footage of attached wall signs, not to exceed 7.5% of the applicable wall area. The motion was seconded by Gerald Schwalbe.

Upon roll call the vote was as follows: Norman Stewart, yes; Gerald Schwalbe, yes; Marcia McDonald, no; Marilyn Ainsworth, yes; Chairman Fogzoni, yes.

The variance to allow an increase in the square footage of attached wall signs, not to exceed 7.5% of the applicable wall area was granted by a vote of 4 to 1.

Item #2 B.A. 4-1999 Chesterfield Commons; A request for a variance from City of Chesterfield Zoning Ordinance Section 1003.168C Sign Regulations— Permanent Signs 3. Business Signs – Attached to wall (1) General Provisions (b); to allow for an additional attached wall sign, a maximum size of 7.5% of the wall area not attributable to tenants attached signs, which would identify the project; contain identification and/or logo of the development (Chesterfield Commons LLC), located within the THF-Chesterfield Commons project, Chesterfield, Missouri. Access is from Chesterfield Airport Road, via J.W. Boulevard and T.H.F. Boulevard, near the intersection of Boones Crossing and Chesterfield Airport Road.

Planner JJ Reveena Shook summarized the variance request and entered exhibits into the record.

Mr. Michael Doster, attorney for the petitioner, stated that the arch is in the center of the development. Mr. Doster stated that the ordinance does not allow for an attached sign to have the name of the center if there is a sign for the tenant. The arch is not a wall or a separate building but a structure that spans an area between two (2) buildings. All of the tenants have not used their allocated square footage and would like to use some of that square footage for the arch. If the variance is not granted, the name of the development will not be located anywhere on the front of the center, only on the pylon sign. Mr. Doster stated that he feels it is necessary to identify the development.

Norman Stewart asked what the Architectural Review Board's recommendation was.

Mr. Doster stated that the arch was approved but not the lettering.

Mr. Roof stated that the lettering would be internally lit, cut-out single letters. The materials are not available for gold faced letters so the letters will be white.

Marilyn Ainsworth made a motion to approve B.A. 4-1999 Chesterfield Commons to allow for an additional attached wall sign, a maximum size of 7.5% of the wall area not attributable to tenants attached signs, which would identify the project, contain identification and/or logo of the development. The motion was seconded by Marcia McDonald.

Mr. Doster stated that the sign would be lit.

Chairman Tognoni stated that the arch would look rather goofy without lettering.

Upon roll call the vote was as follows: Norman Stewart, yes; Gerald Schwalbe, yes; Marcia McDonald, yes; Marilyn Ainsworth, yes; Chairman Tognoni, yes.

The variance to allow for an additional attached wall sign, a maximum size of 7.5% of the wall area not attributable to tenants attached signs, which would identify the project; contain identification and/or logo of the development was granted by a vote of 5 to 0.

Chairman Tognoni asked Acting City Attorney Heggie that since B.A. 5-1999 Shoe Carnival Inc. Etc. is very similar to B. A. 3-1999 Chesterfield Commons and has been approved, is it necessary to go through all of the details again?

Acting City Attorney Heggie stated that it is necessary to go through the items separately.

Item #3 B.A. 5-1999 Shoe Carnival Inc. Etc.; A request for a variance from City of Chesterfield Zoning Ordinance Section 1003.168C. Sign Regulations - Permanent Signs 3. Business Signs - Attached to wall (1) General Provisions (b) to allow for the increase in square footage of an attached wall sign to 153 square feet (7.3% of applicable wall area) for Shoe Carnival Inc. Etc, the lessee of Property known as 148 THF Boulevard; located with the THF-Chesterfield Commons project, Chesterfield, Missouri. Access is from Chesterfield Airport Road, via J.W. Boulevard and THF Boulevard, near the intersection of Boones Crossing and Chesterfield Airport Road.

Planner H Raveena Shook summarized the variance request and entered exhibits into the record.

Mr. O.T. Langhlin, Jr., Avery Sign, stated that the request is to allow for the increase in square footage of an attached wall sign to 153 square feet (7.3% of applicable wall area) for Shoe Carnival.

Norman Stewart made a motion to approve B.A. 5-1999 Shoe Carnival Inc., Etc. to allow for the increase in square footage of an attached wall sign to 153 square feet (7.3% of applicable wall area) for Shoe Carnival. The motion was seconded by Marilyn Ainsworth.

Upon roll call the vote was as follows: Norman Stewart, yes; Gerald Schwalbe, yes; Marcia McDonald, no; Marilyn Ainsworth, yes; Chairman Tognoni, yes.

The variance to allow for the increase in square footage of an attached wall sign to 153 square feet (7.3% of applicable wall area) for Shoe Carnival was granted by a vote of 4 to 1.

Marlyn Ainsworth made a motion to adjourn. The motion was seconded by Gerald Schwalbe.

The meeting was adjourned at 8:16 p.m.

(Chairman Signature)

Meeting Summary Approved _____
(Date)

42'-0"

25'-6"

17'-0"

16'-0"

7'-6"

7'-6"

7'-6"

7'-6"

23'-0"

70'-0"



WAL*MART
WE SELL FOR LESS

LOWE'S



6'-0"

6'-4"

6'-0"

6'-4"

32'-0" O.C.

ADLER
VISUAL
SYSTEMS, INC.
2030 WASHINGTON AVE
S. LOUIS, MO 63105
714-411-1544
FAX 221-6851

CUSTOMER THE REALTY
SCALE NONE DATE 8.10.98 TO ORDER SFM
PROJECT NAME 70CHEST

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36'-0"

22'-8"

70'-0"

15'-0"

15'-0"

5'-0"

5'-0"

5'-0"

5'-0"

5'-0"

5'-0"

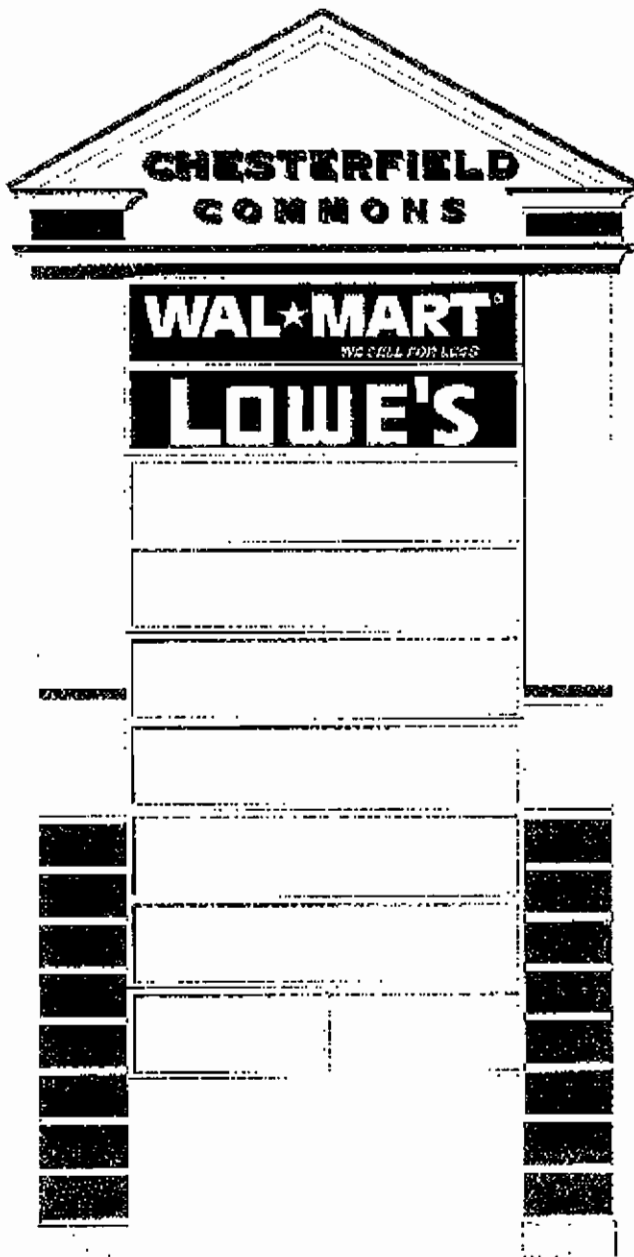
5'-0"

5'-0"

5'-0"

5'-0"

5'-0"



5'-0"

5'-4"

5'-0"

5'-4"

27'-8" O.C.

ADLER
VISUAL
SYSTEMS, INC.
2050 WASH NOTON AVE.
ST LOUIS MO 63107
314-471-4444
781-421-4664

THE REALTY
NONE 8.10.98 SEM
DRAWING NUMBER 61CHEST8.10

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Steak n Shake®

7'-4"

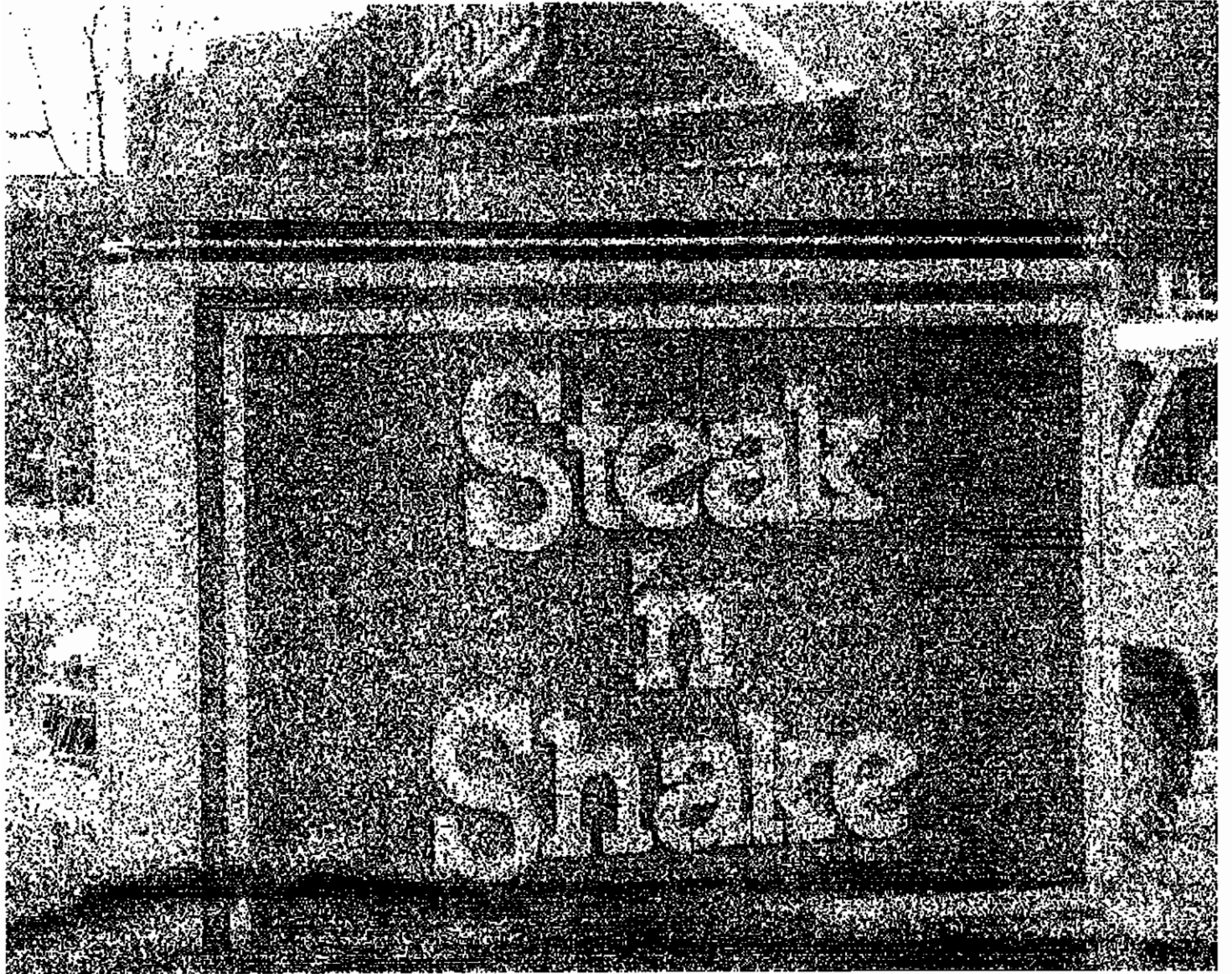
6" concrete
mow pad base

**ADLER
VISUAL
SYSTEMS, INC.**
2035 WASHINGTON AVE.
ST. LOUIS, MO 63103
314-437-8844
FAX 314-437-8844

CLIENT **THE REALTY**
SCALE NONE DATE **8.26.98** DRAWN BY **SFM**
DRAWING NUMBER **CINCINNATI MONUMENTS 8.26**

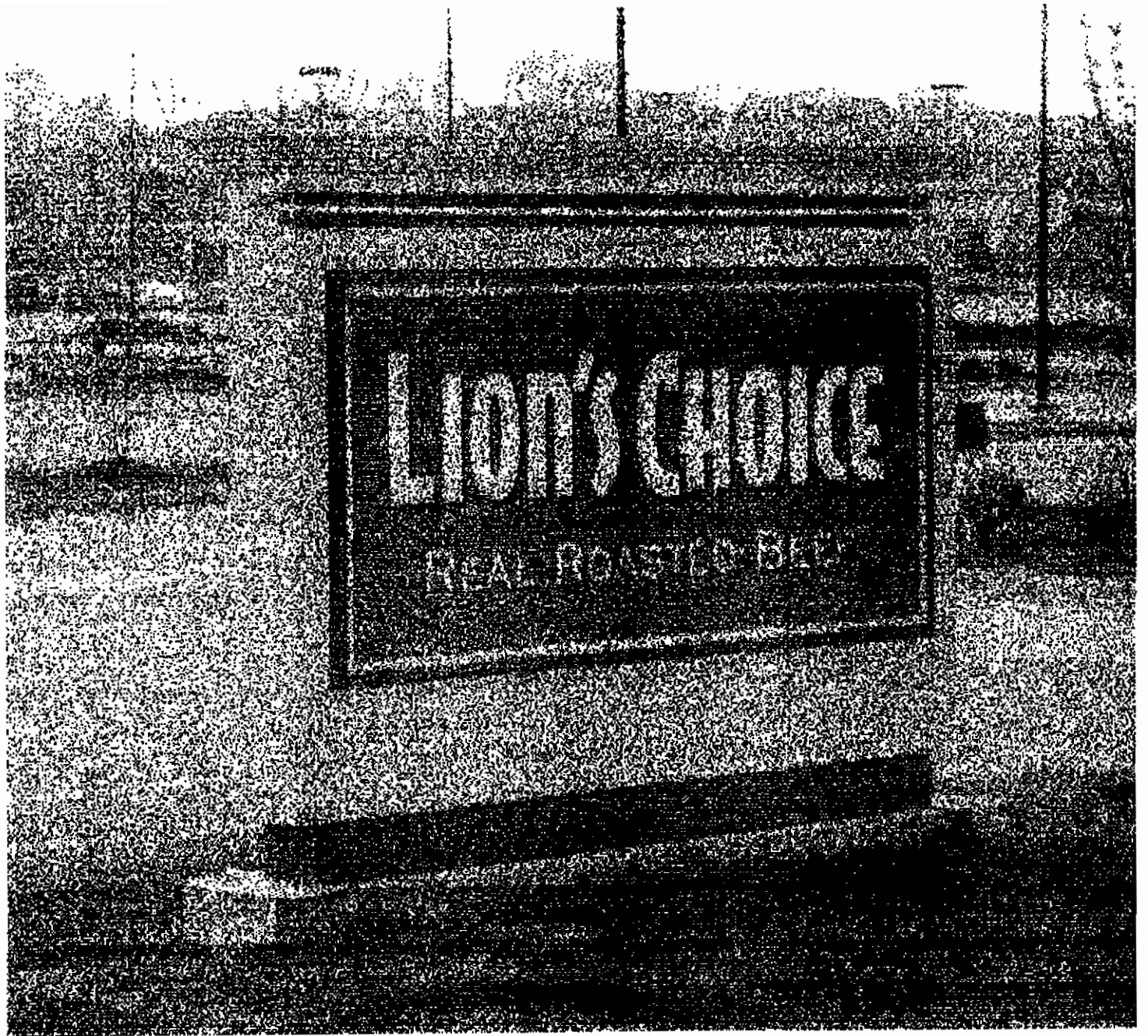
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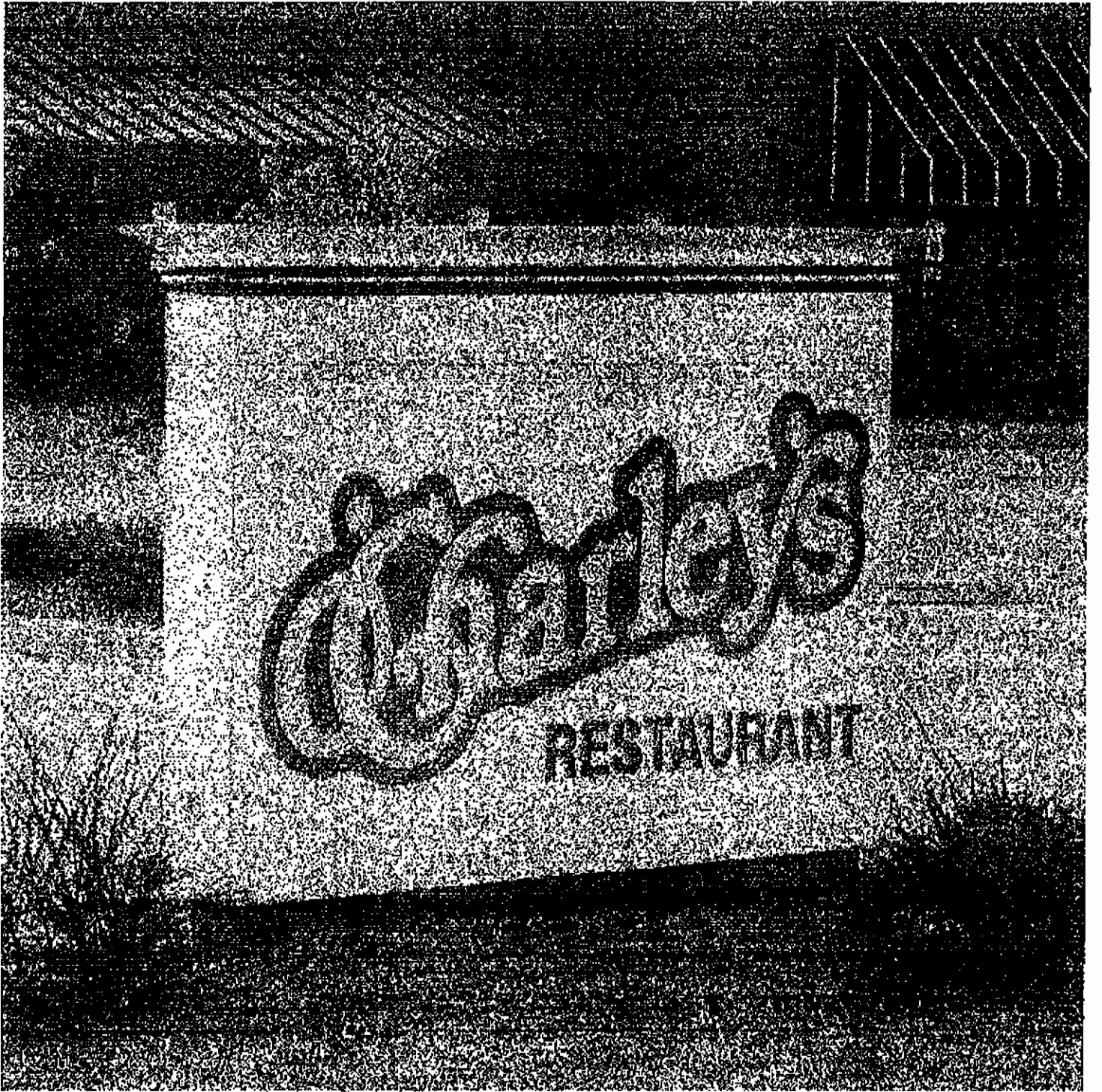
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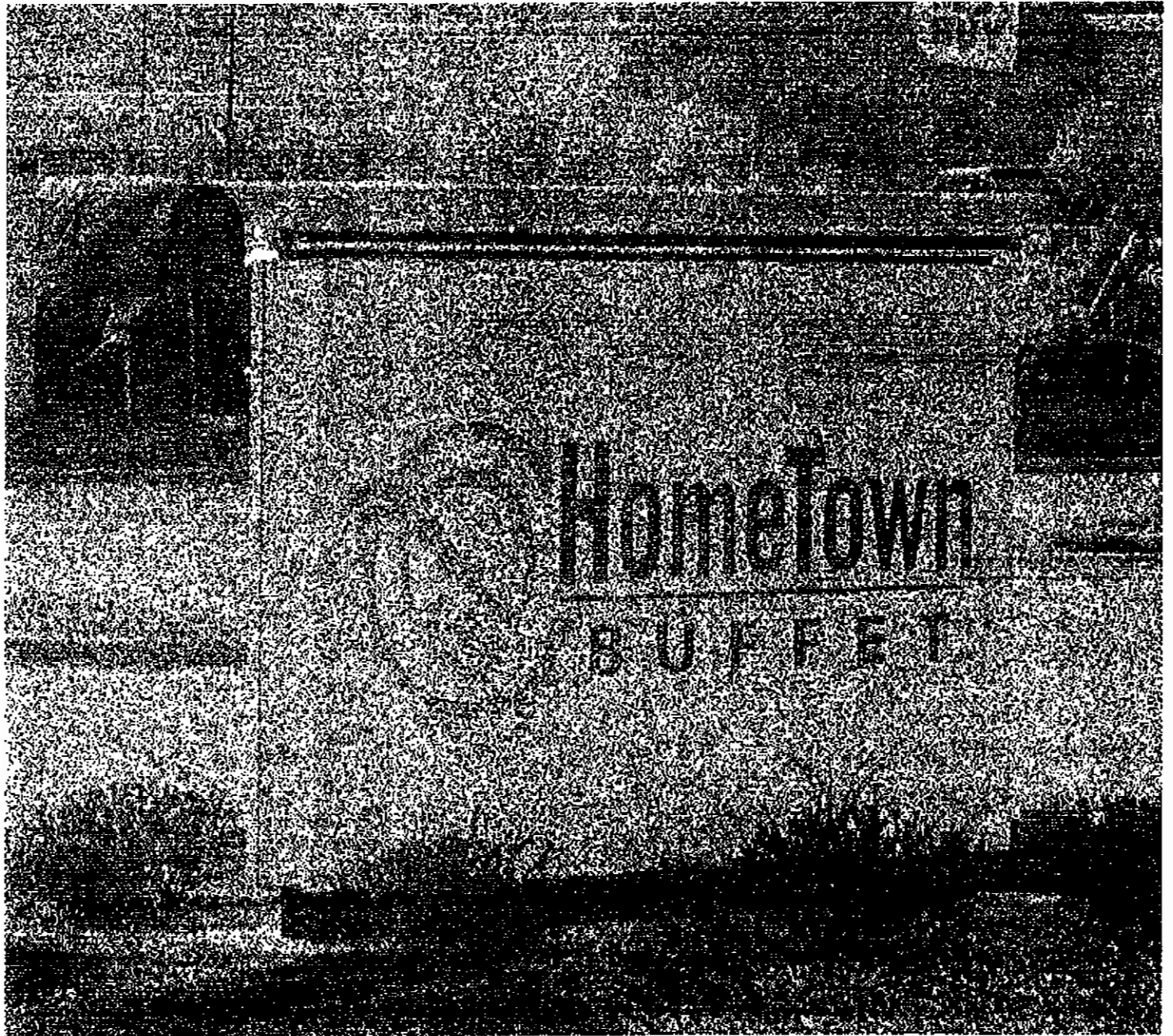


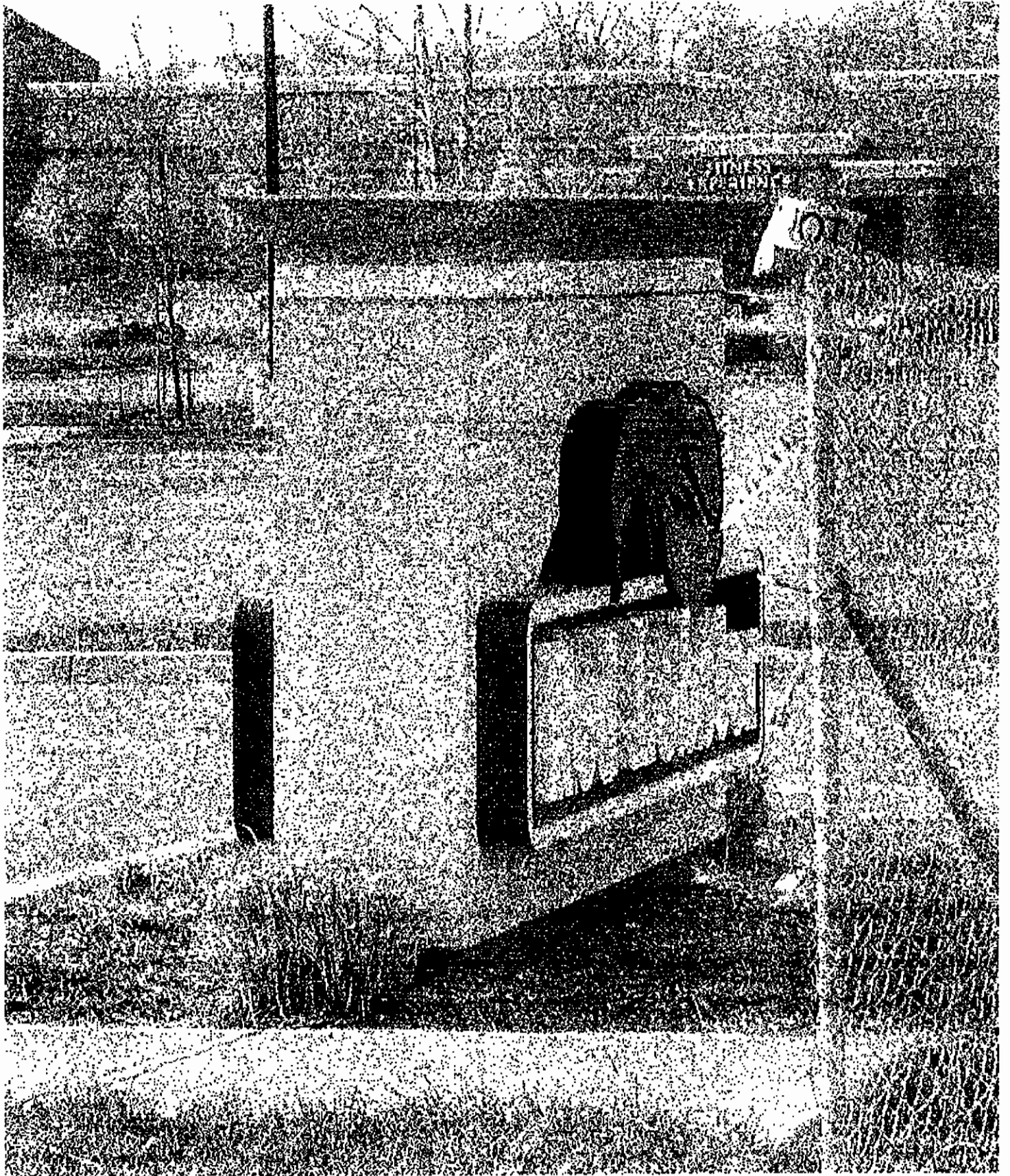


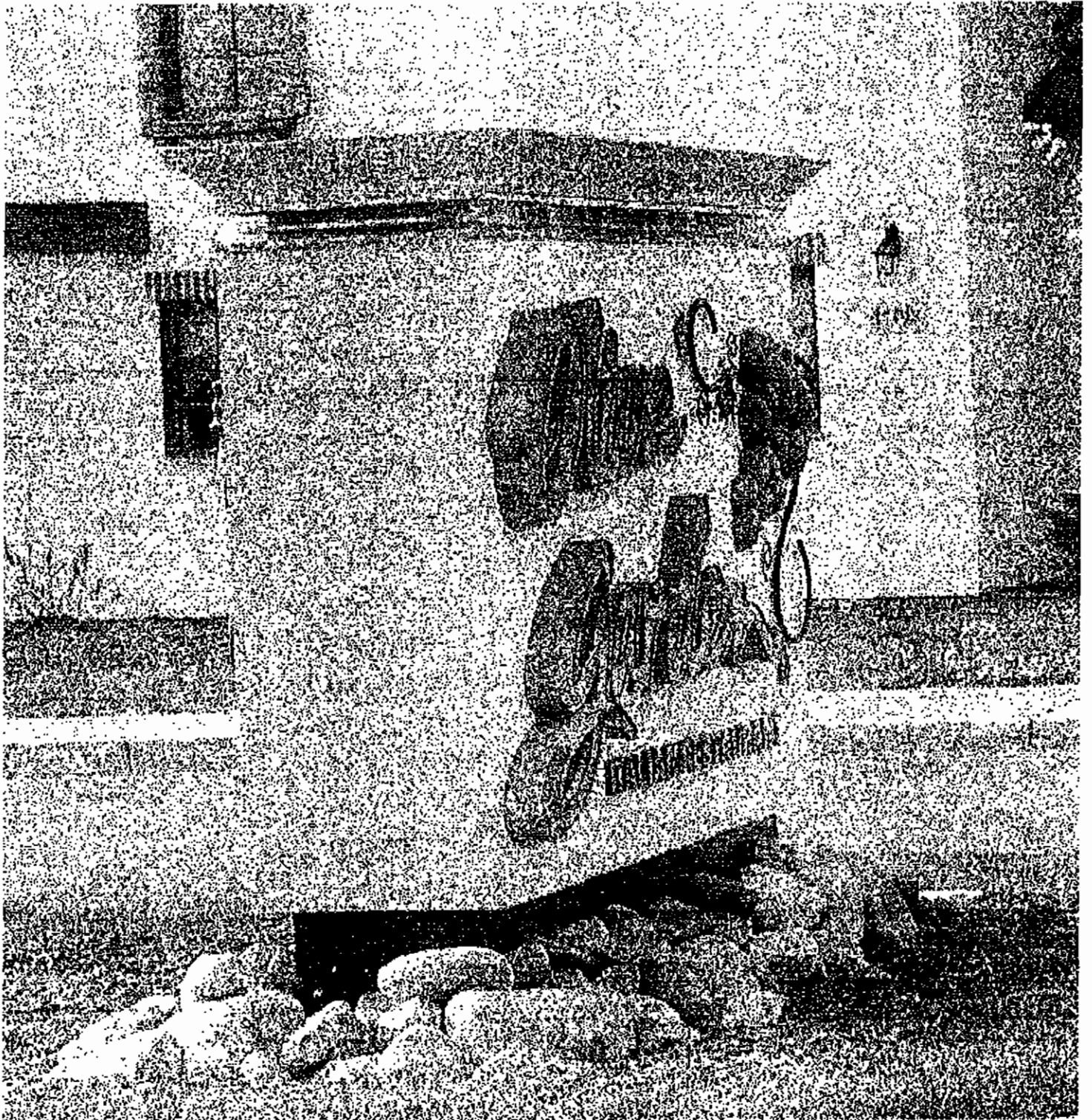


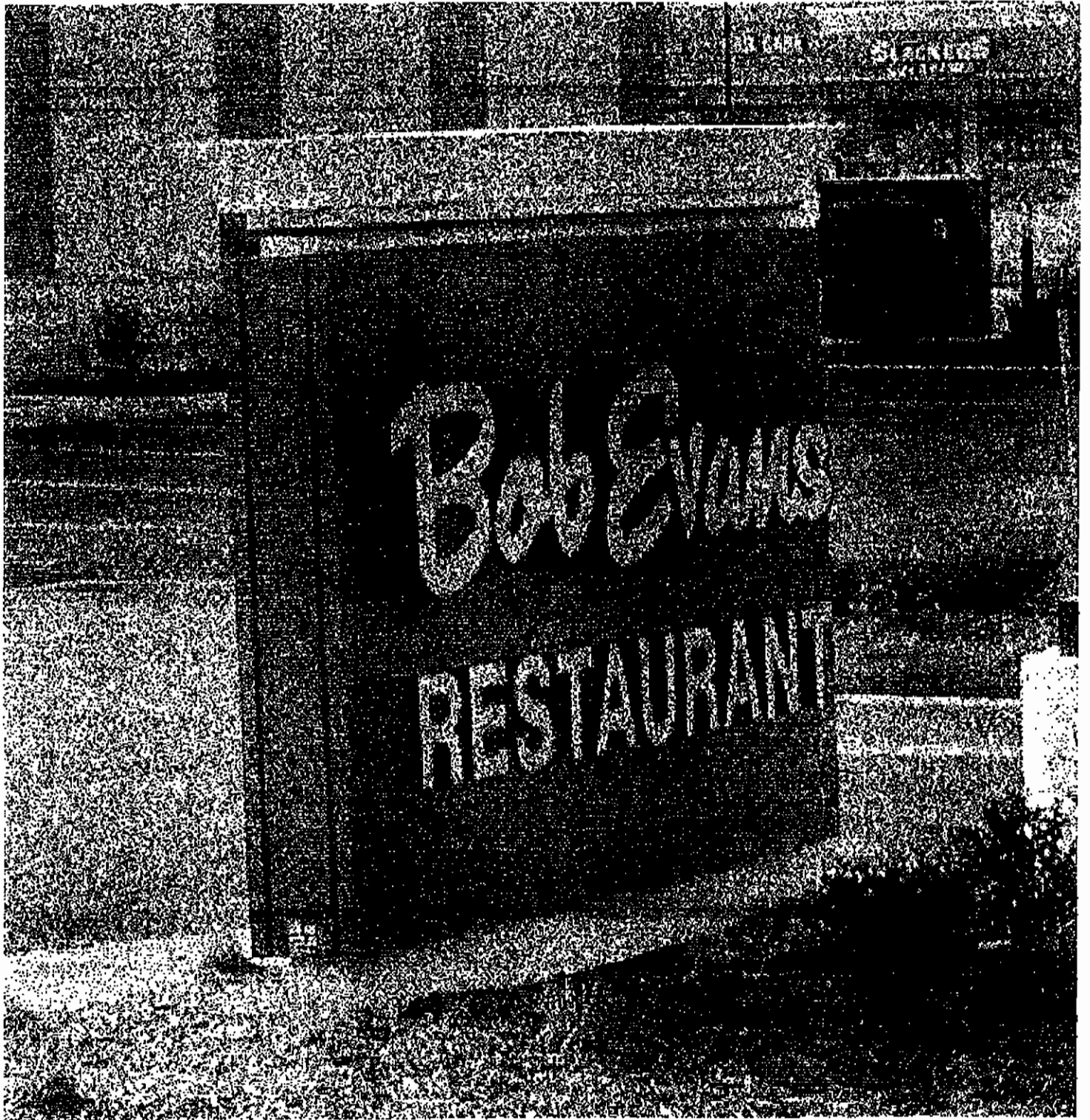






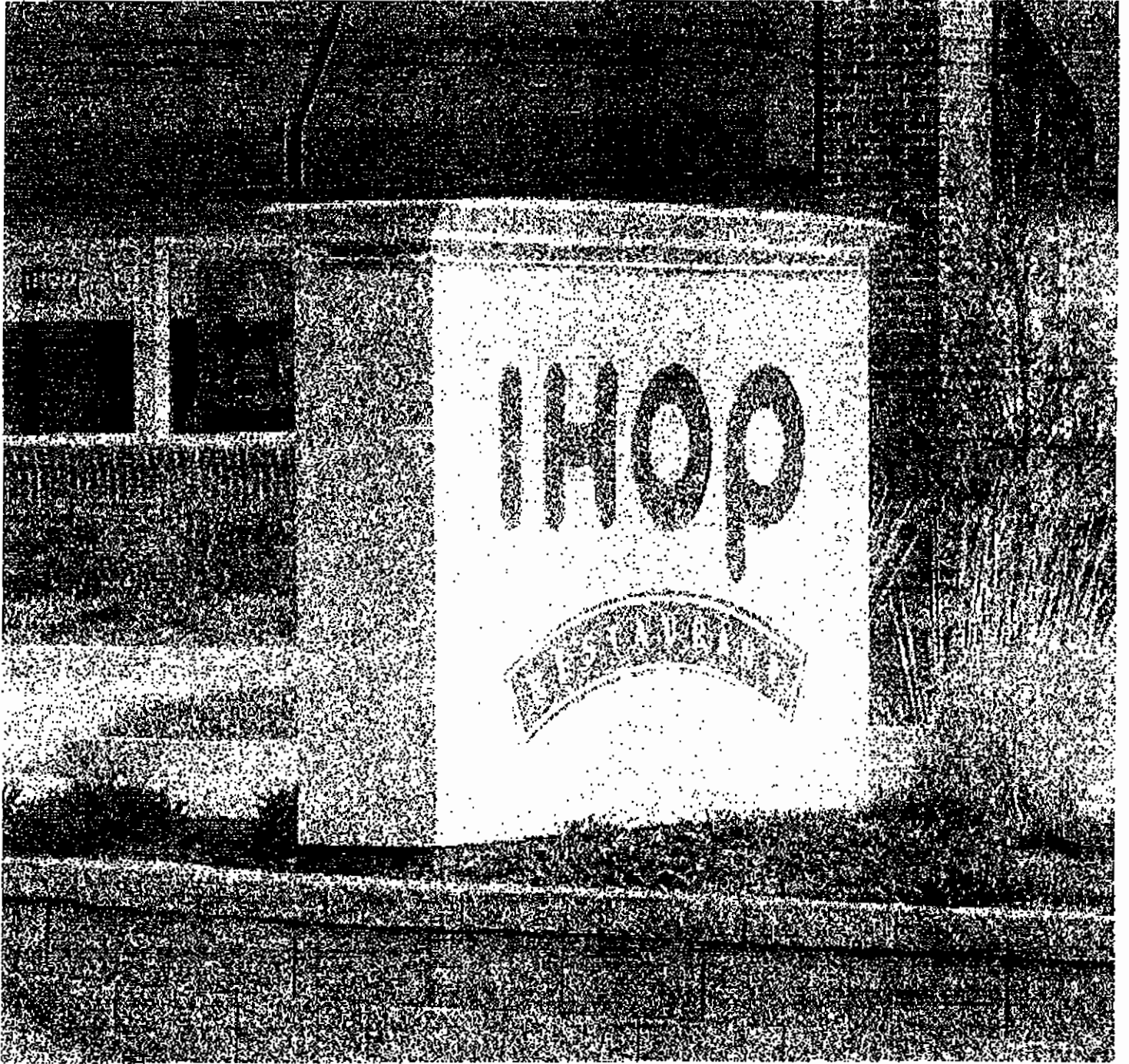


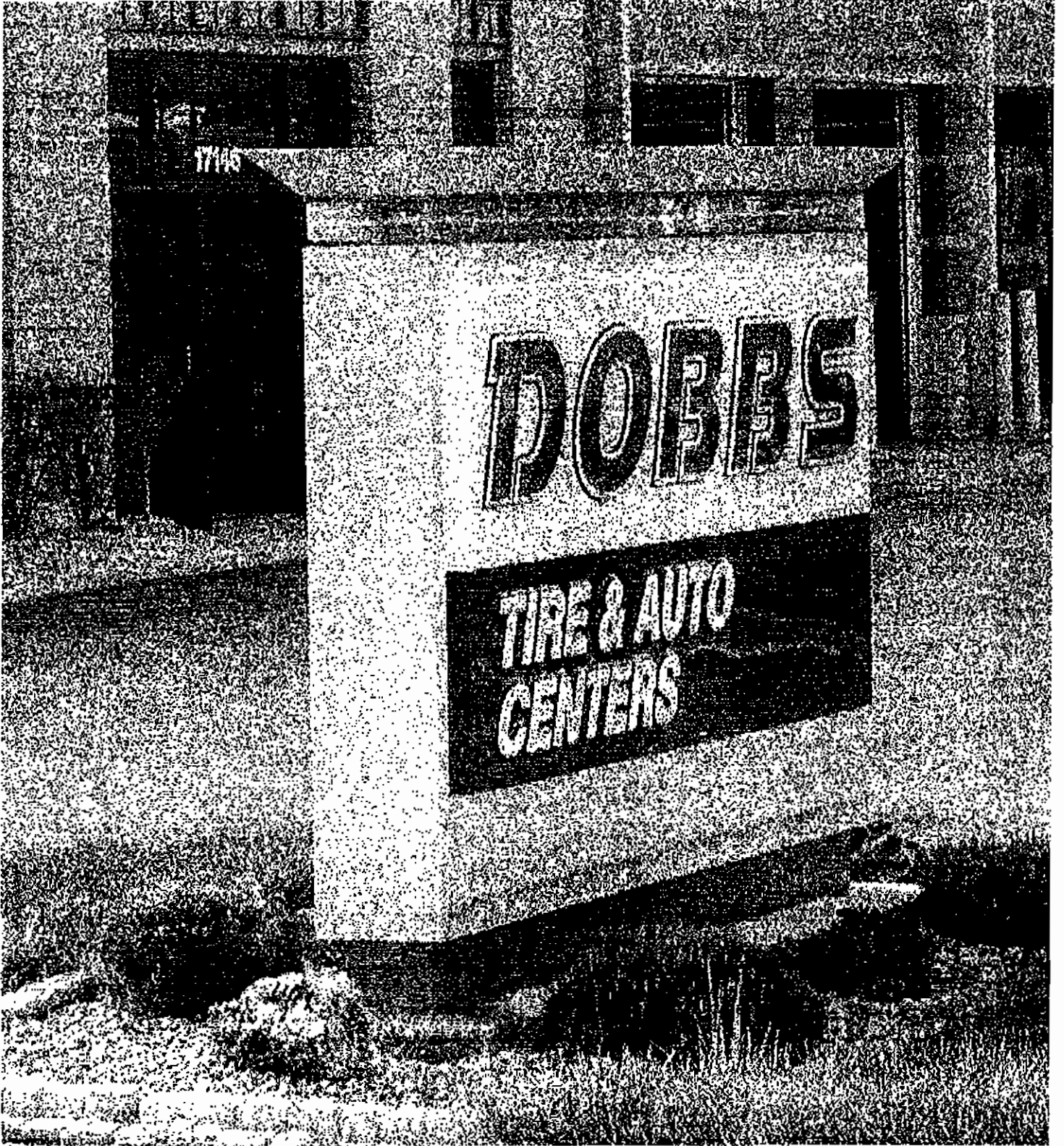










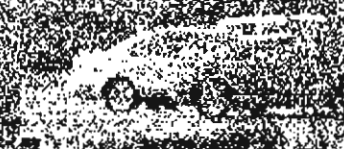


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TIRE & AUTO
CENTERS

LONGHORN
BREAKHOUSE



17107

TAYLOR & MORLEY

DOSTER HICKS STANES &
GILSON, INC.
MORTGAGE LENDERS

MIDLAND STATES
3-16 DECEMBER 1977

WELLS FARGO
HOME MORTGAGE

EXXON

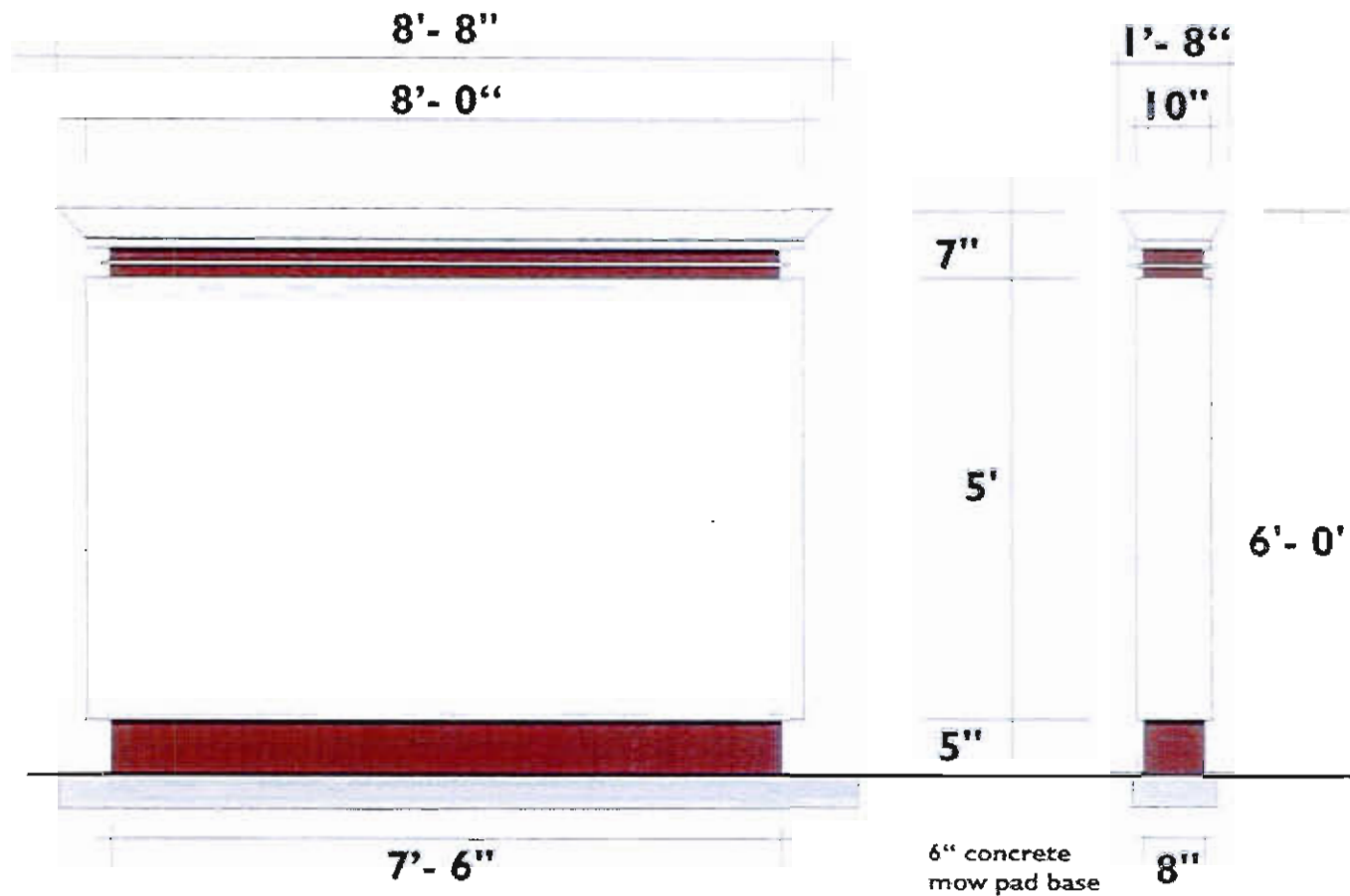
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UNLEADED
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THE PLAZA AT BOONES CROSSING

PLAZA
EXECUTIVE SUITES

701 N. W. 17th St. Ft. Lauderdale, Fla. 33304



**ADLER
VISUAL
SYSTEMS, INC.**

3319 OLIVE ST.
ST. LOUIS, MO 63103
314- 535- 5544
FAX 531- 6654

CLIENT
THF REALTY

SCALE
NONE

DATE
4-17-2001

DRAWN BY
PEC

DRAWING NUMBER
Chesterfield Monument 4-17

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CUSTOMER APPROVAL

DATE

Chesterfield Commons

18"



**ADLER
VISUAL
SYSTEMS, INC.**
3319 OLIVE ST.
ST. LOUIS, MO 63103
314-535-5544
FAX 531-6654

CLIENT	THF Realty		
SCALE	FULL	DATE	8-20-03
		DRAWN BY	RJM

DRAWING NUMBER
Building Identifier 12-18

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CUSTOMER APPROVAL	DATE
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Chesterfield Commons

18"



**ADLER
VISUAL
SYSTEMS, INC.**

3319 OLIVE ST.
ST. LOUIS, MO 63103
314-535-5544
FAX 531-6654

CLIENT THF Realty

SCALE FULL

DATE 8-20-03

DRAWN BY RJM

DRAWING NUMBER

Building Identifier 12-18

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CUSTOMER APPROVAL

DATE

Chesterfield Commons

14'-1"

1/2"

18" OFFICE MAX

Specs

1/2" Sintra Painted
Stud Mount
Non - Illuminated
21.125 Sq. Ft.

**ADLER
VISUAL
SYSTEMS, INC.**

3319 OLIVE ST.
ST. LOUIS, MO 63103
314-535-5544
FAX 531-6654

CLIENT THF Realty

SCALE FULL DATE 8-20-03

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DRAWING NUMBER

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CUSTOMER APPROVAL

DATE

Chesterfield Commons

24"



**ADLER
VISUAL
SYSTEMS, INC.**
3319 OLIVE ST.
ST. LOUIS, MO 63103
314-535-5544
FAX 531-6654

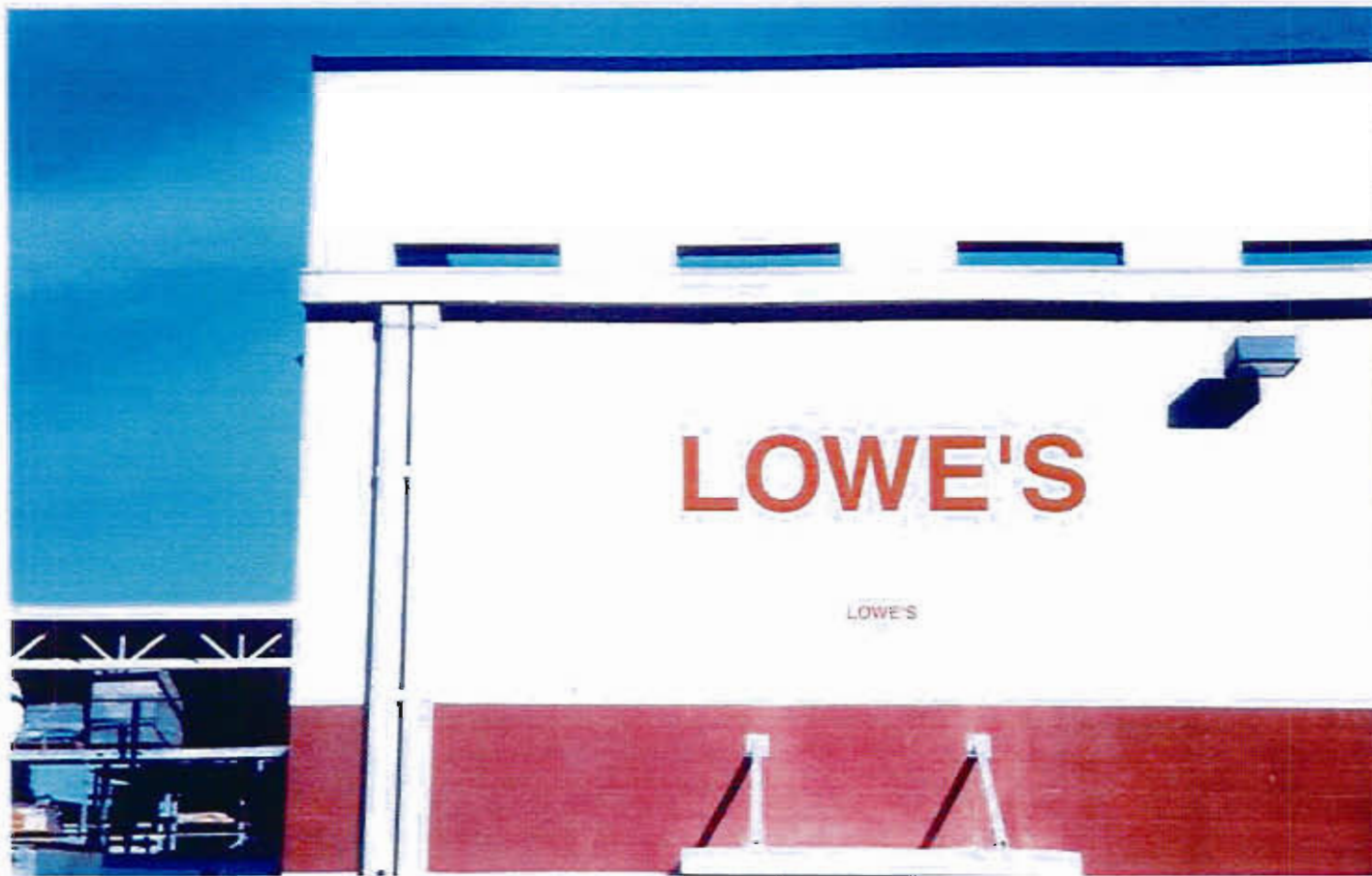
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SCALE	FULL	DATE	8-20-03
DRAWN BY	RJM		
DRAWING NUMBER	Building Identifier 12-18		
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CUSTOMER APPROVAL _____ DATE _____

Chesterfield Commons

24"



**ADLER
VISUAL
SYSTEMS, INC.**
3319 OLIVE ST.
ST. LOUIS, MO 63103
314-535-5544
FAX 531-6654

CLIENT	THF Realty		
SCALE	FULL	DATE	8-20-03
		DRAWN BY	RJM
DRAWING NUMBER	Building Identifier 12-18		

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CUSTOMER APPROVAL	DATE
-------------------	------

Chesterfield Commons

11'-1"

1/2"

24"

LOWE'S

Specs

1/2" Sintra Painted
Stud Mount
Non - Illuminated
22.16 Sq. Ft.

**ADLER
VISUAL
SYSTEMS, INC.**

3319 OLIVE ST.
ST. LOUIS, MO 63103
314-535-5544
FAX 531-6654

CLIENT THF Realty

SCALE FULL

DATE 8-20-03

DRAWN BY RJM

DRAWING NUMBER

Building Identifier 12-18

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CUSTOMER APPROVAL

DATE

Chesterfield Commons
Site Features

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FLP ASSOCIATES



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Chesterfield Commons Architectural Features



CHESTERFIELD COMMONS

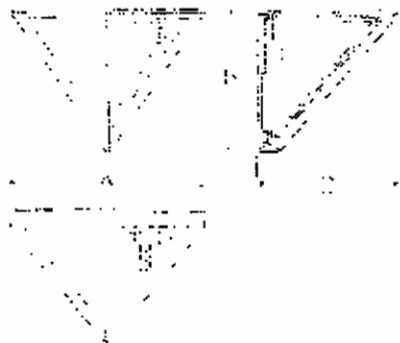
Architectural Design Guidelines

Retail Center

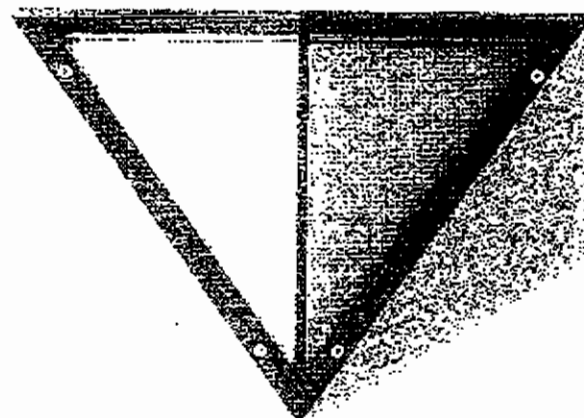
1. Maintain the hierarchy between the anchor stores, junior anchors and small shops.
2. Create uniformity in the overall design concept while respecting and providing for each Tenant's identity and trade dress.
3. Provide for flexible, visible signability.
4. Utilize proven, high quality materials to create and preserve a design of high quality and maintainability.
5. Provide for a high level of pedestrian animation between the parking area and the storefront.

Outlots

1. Create uniformity in the overall design concept while respecting and providing for each Tenants identity and trade dress by utilizing exterior building materials that are compatible in type, color, texture and massing as those utilized on the retail center.
2. Exterior materials shall be consistent about all sides of the building.
3. All rooftop equipment shall be screened by parapet walls or similar exterior wall/canopy extensions above the roof line, equal to the height of the rooftop equipment.
4. All service areas and refuge containers shall be screened utilizing the same materials, as those used in the building's exterior wall construction.
5. All site lighting fixtures shall be of the type, style, and color utilized for the retail center.
6. Site design, paving, landscaping etc. shall be consistent in detail, type, and quantities with that utilized for the retail site.

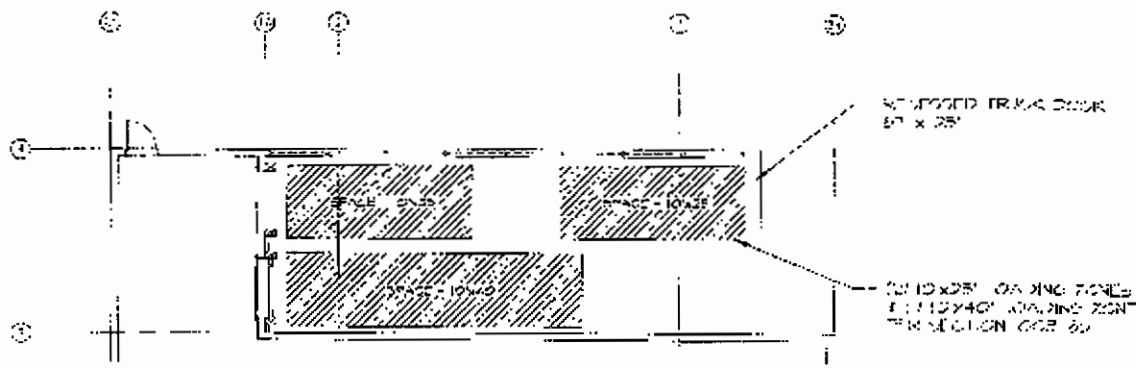


Well mounted thin plates with cut
 past along 1/4" in diameter center
 board. It is very important to
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 drilling
 Cover plate 1/4" thick.

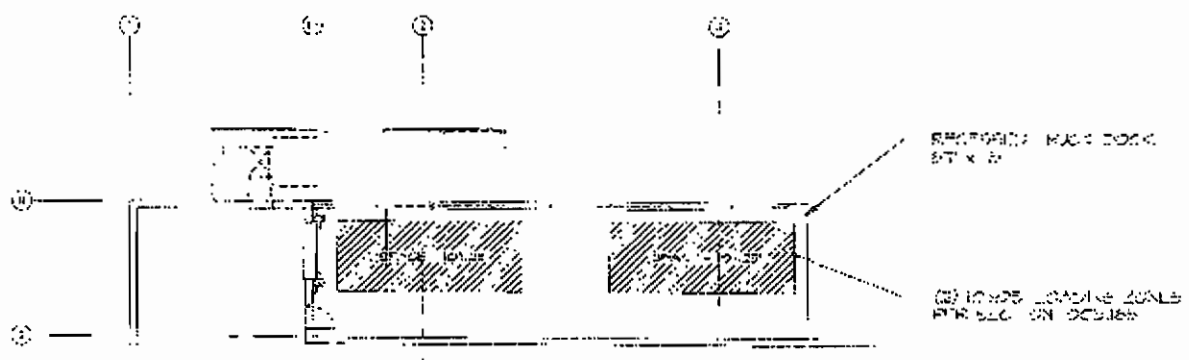


Part No.	Material	Quantity	Notes
3140	Wal	1 9/16" x 9"	400
3141P	Wal	1 9/16" x 10"	500
3240	Wal	1 10/16" x 19"	1700
3241P	Wal	1 10/16" x 10"	1800

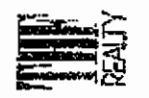
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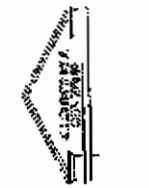
ANCHOR #1 DOCK FLOOR PLAN
36' x 10'



ANCHOR #3 DOCK FLOOR PLAN
36' x 10'

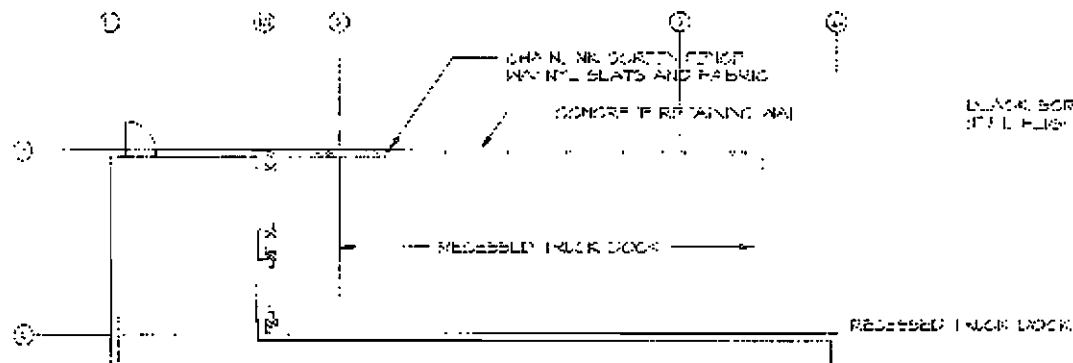


LOADING ZONES
AT
SHARPEVILLE, SOUTH CAROLINA
215-215-1151

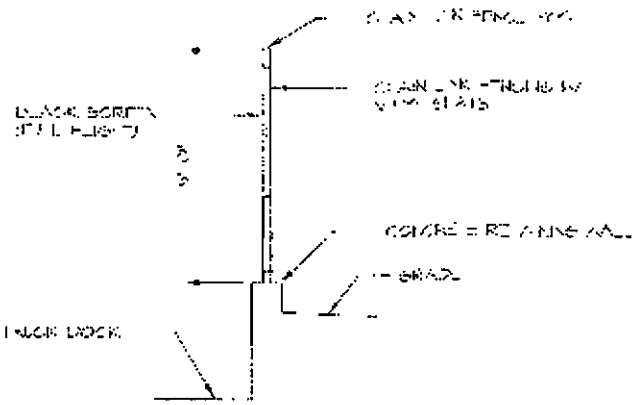


NO.	DESCRIPTION	DATE	BY
1	ISSUED FOR PERMIT	11/15/11	...
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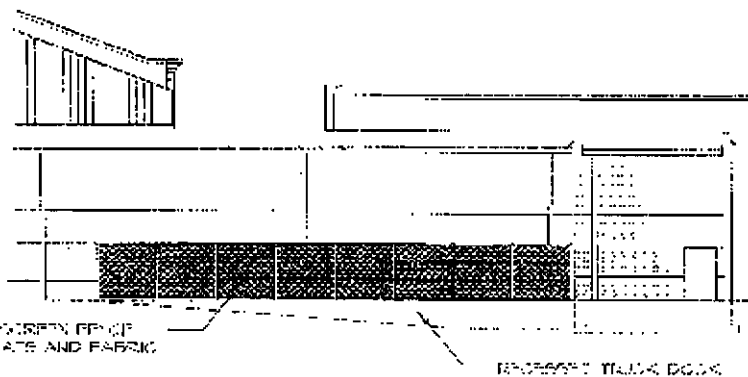
LZ-1



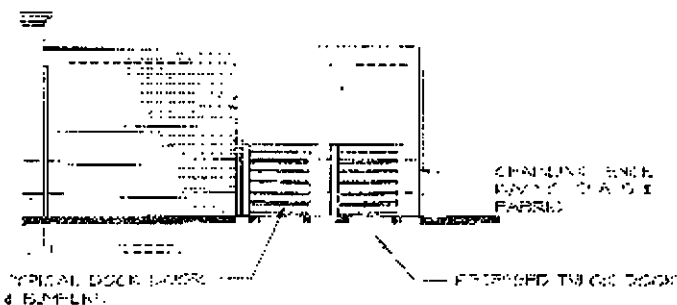
1 PARTIAL DOCK FLOOR PLAN
1/8" = 1'-0"



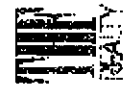
2 SECTION ON 8 FENCE
1/4" = 1'-0"



3 PARTIAL DOCK ELEVATION PLAN
1/8" = 1'-0"



4 PARTIAL DOCK ELEVATION PLAN
1/8" = 1'-0"



TRUCK DOCK SCREENING

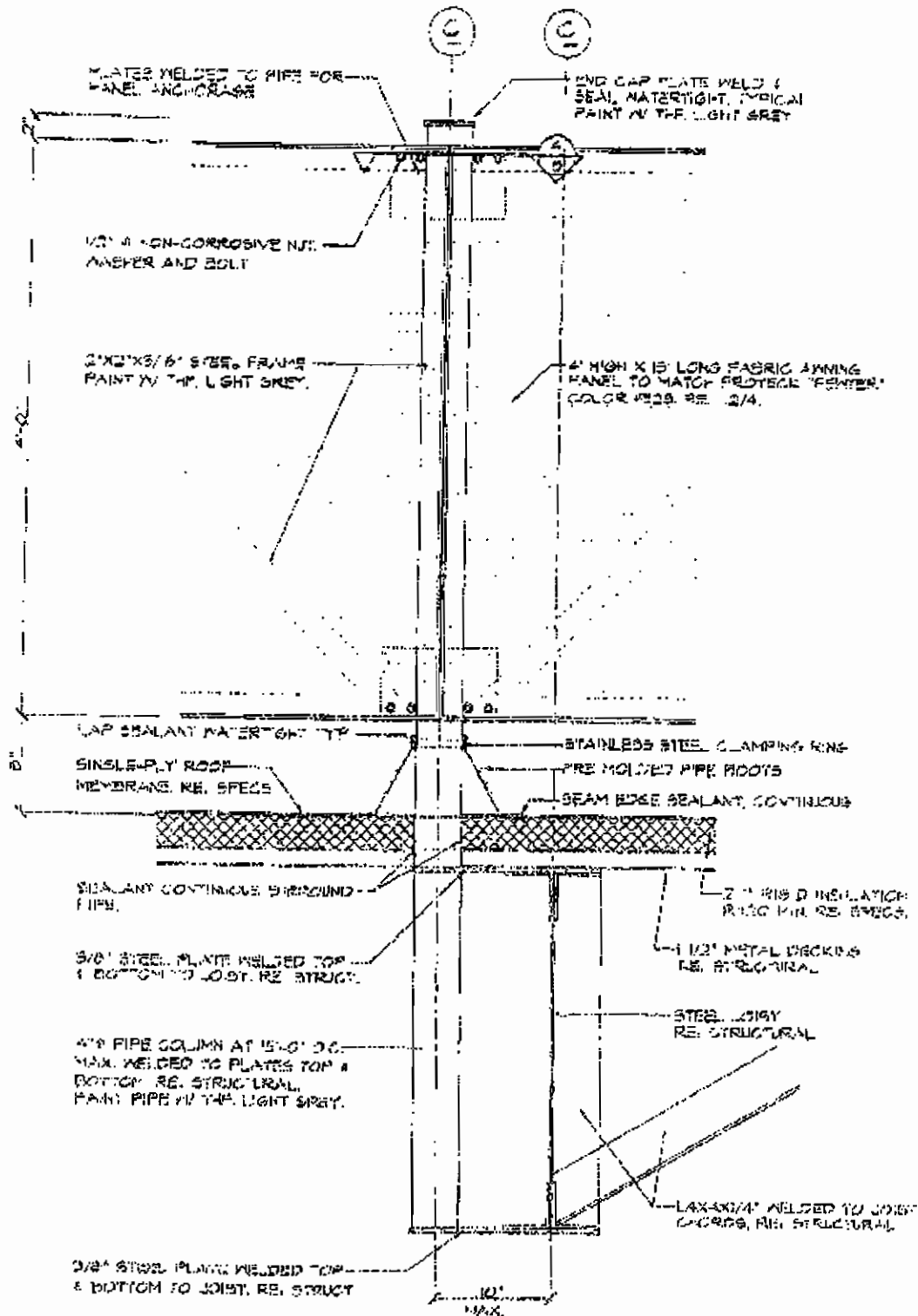
AN AUSTRALIAN
REGISTERED BUSINESS
CORPORATE, SINCE 1971

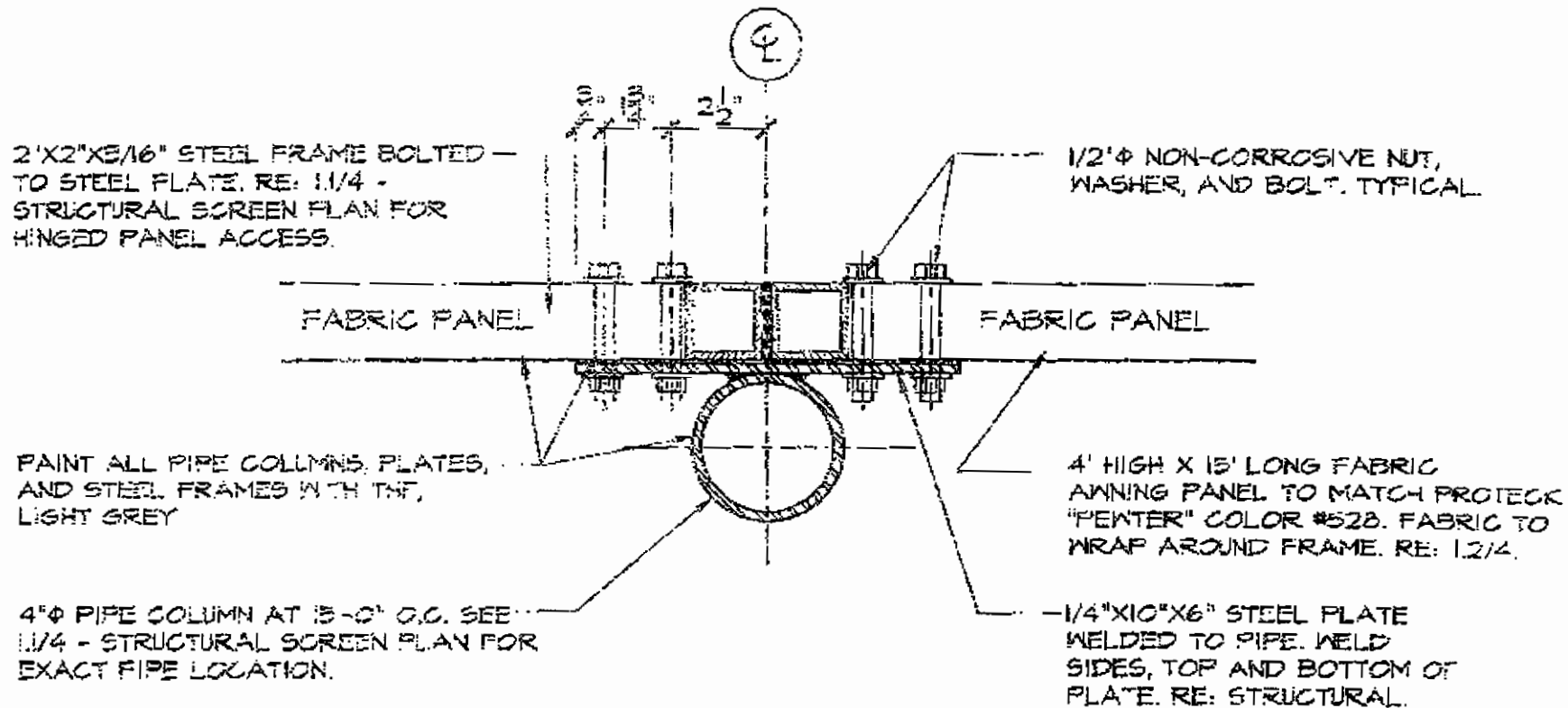


DATE	1/15/08
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TDS-1
1/15/08

RTU Screening





Panel Connection Dtl.

4

8

Chesterfield Commons
Signage

CHESTERFIELD COMMONS SIGN CRITERIA
November 1998

Section I Free Standing Pylon Signs

- a) Not more than two (2) freestanding pylon signs shall be erected along Chesterfield Airport Rd.
- b) A single pylon freestanding for center identification is proposed to be located along highway 40.
- c) The height of the pylons should not exceed seventy-five feet (75') and shall not exceed one thousand five hundred (1,500) feet of sign face.
- d) Adequate landscaping which may include, but not be limited to, shrubs, annuals and other materials, adjacent to sign base or structural supports.

Section II Monument Signage

A monument sign shall be permitted for each outlet parcel. Such signs shall not exceed six (6) feet in height above the average grade of the adjacent roadway, and the sign face shall not exceed fifty (50) square feet in area per face located ten (10) feet from the right-of-way. The monument sign shall be designed to the shopping center standard. Base of sign shall be landscaped with adequate cover to conceal mounting. Lighting shall be interior, ground, or back lighted.

Section III Design

- a) No sign shall exceed a maximum brightness of 200' lamberts.
- b) The content of the signage shall be limited to individual internally illuminated letters and logos.
- c) Letters are to be channel type with 3/4" x 6" Plexiglas faces lighted from behind with 12 mm. neon tubing. Letter returns are to be .062 thick aluminum. All colors to be approved by Landlord. Letter depth to be 5".
- d) All fasteners, bolts, clips and brackets to be made of non-corrosive material and painted to match building.
- e) Letters to be attached to 7" h. wiring raceway, attached to building in recessed accent band.
- f) All signage, including transformers, shall be fabricated in compliance with UL specifications and all applicable codes, including zoning ordinances and electrical codes.

Section IV Anchor Store Wall Signage

Definition: Anchor stores are those buildings containing only one tenant.

- a) Internally illuminated individual letters and logos not to exceed 8' in height. Letters may not encroach in top or bottom 1' of building fascia or which they are located. The width of the entire store sign shall not exceed 85% of the facade width.
- b) Unless a company has a specific logo or lettering style, it is encouraged to use Helvetica, upper and/or lower case letters.

c) Box type signs may be used if part of a company logo in conjunction with individual letter identification.

d) Areas:

The following represents total signage areas allowed for each anchor tenant.

Anchors over 100,000 sq. ft.	600 sq. ft.
Anchors 40,000 to 100,000 sq. ft.	400 sq. ft.
Anchors 20,000 to 40,000 sq. ft.	200 sq. ft.
Anchors 10,000 to 20,000 sq. ft.	150 sq. ft.

Section V Small Shop Wall Signage

Definition: A small shop is a building which contains more than one tenant.

- a) Internally illuminated individual letter signs are not to exceed 48" in height. Letters may not encroach in top or bottom 1" of building fascia on which they are located. The width of the entire store sign can not exceed 85% of the facade width.
- b) Unless a company has a specific logo or letter style, it is encouraged to use Helvetica style, upper or lower case letters.
- c) Box type signs may be used if part of a company logo in conjunction with individual letter identification.

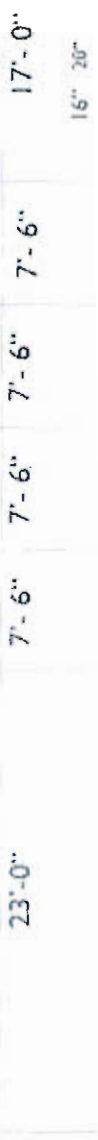
Section VI Service Doors

Signs for service doors may only contain the name of the tenant and address painted on the outside surface of the door with the shopping center standard uniform paint color and letter style. No modification to this standard will be permitted.

Section VII Stipulations

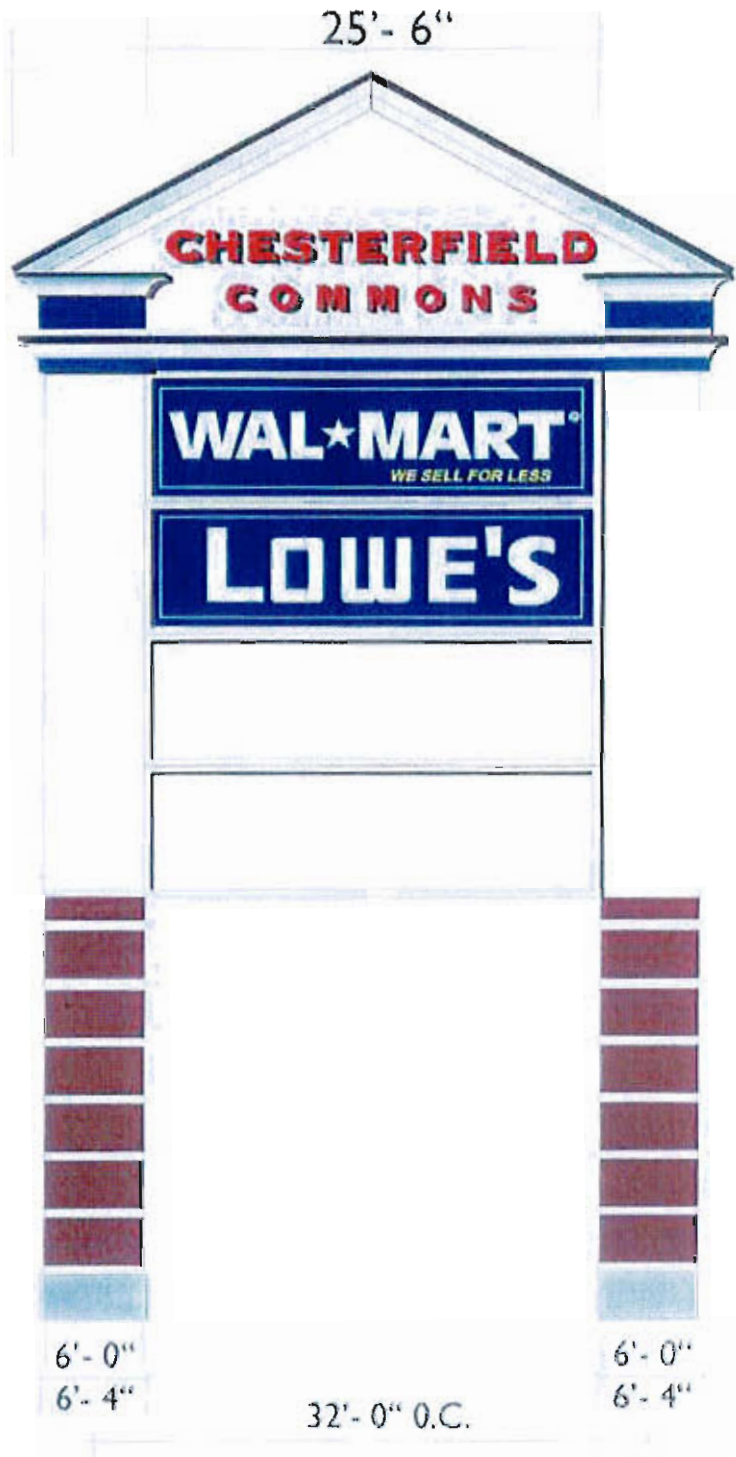
- a) No animated, blinking, moving, animated flashing or audible signs will be permitted.
- b) No exposed fames, crossover conduit, or tubing will be permitted.
- c) Painted lettering; paper/stickers will not be permitted (except window signage and temporary banners).
- d) Color is subject to approval by Landlord.
- e) Lettering style is subject to approval by Landlord.

70'-0"



42'-0"

25'-6"



**ADLER
VISUAL
SYSTEMS, INC.**
2035 WASHINGTON AVE.
ST. LOUIS, MO 63103
314-421-5544
FAX 421-6654

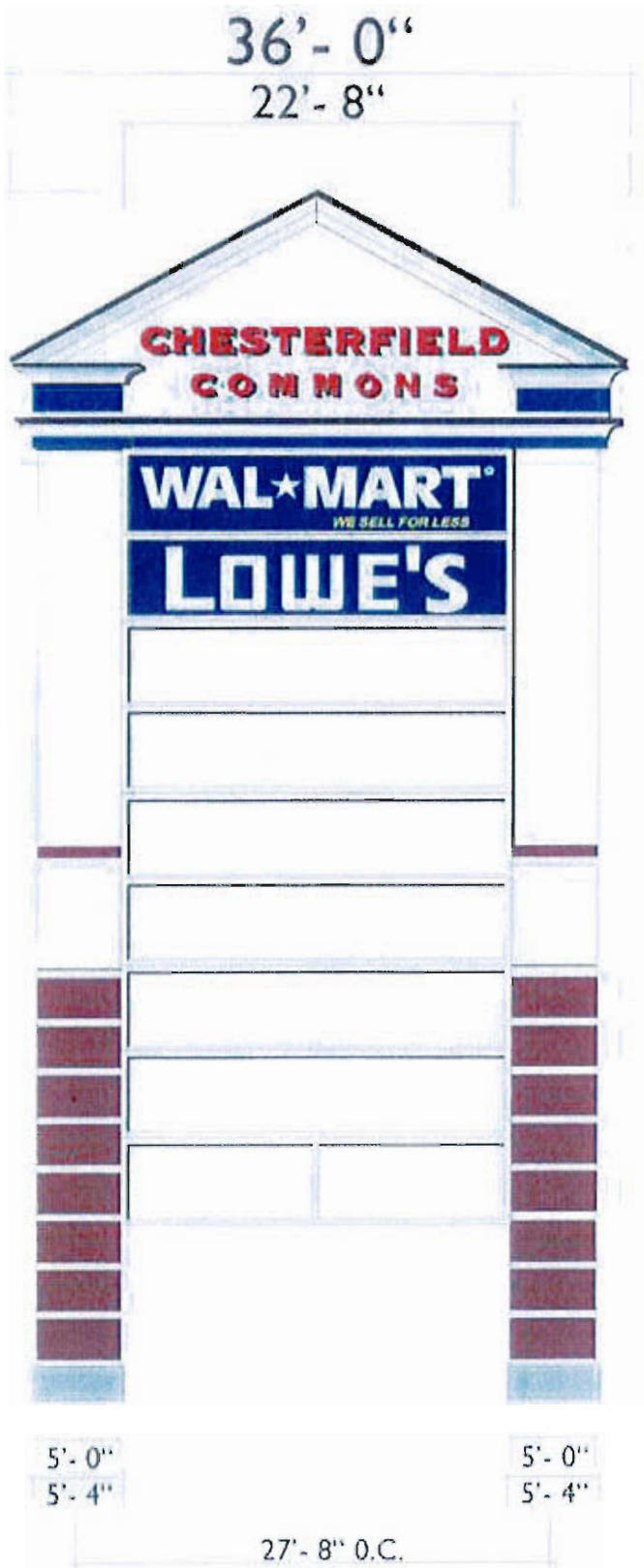
CUSTOMER	THF REALTY		
SCALE	NONE	DATE	8.10.98
DRAWING NUMBER	70CHEST	DRAWN BY	SFM

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70'-0"

15'-0"
 15" 17"
 10'-0"
 5'-0"



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 2035 WASHINGTON AVE
 ST LOUIS, MO 63103
 314-421-5544
 FAX 421-6654

CUSTOMER **THE REALTY**
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8'-0"

1'-8"



Steak 'n Shake

1'

5'



7'-4"

6" concrete
mow pad base



1'

**ADLER
VISUAL
SYSTEMS, INC.**

2035 WASHINGTON AVE.
ST. LOUIS, MO 63103
314-421-5544
F&V 191-4464

CLIENT

THE REALTY

SCALE

NONE

DATE

8.26.98

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