


Planning Commission Staff Report

Project Type:	Sign Package
Meeting Date:	April 13, 2020
From:	Chris Dietz, Planner 
Location:	15037 Clayton Road
Applicant:	Chesterfield Presbyterian Church
Description:	<u>Chesterfield Presbyterian Church Sign Package:</u> A request for a Sign Package consisting of an Electronic Message Center for a 12.44-acre tract of land located on the north side of Clayton Road., west of Baxter Road (21S620485).

PROPOSAL SUMMARY

Chesterfield Presbyterian Church, in partnership with Landmark Sign USA, has submitted a request for a Sign Package including an Electronic Message Center (EMC) for the Chesterfield Presbyterian Church subdivision. In accordance with the Unified Development Code (UDC), a Sign Package must be submitted for proposed EMC signage requests. If approved, the proposed Comprehensive Sign Package would serve as the site-specific regulations pertaining to signage throughout this development.



Figure 1. Aerial of Subject Site

This Sign Package is being requested to convert one (1) existing V-shaped free-standing sign on the southern boundary along Clayton Rd. from a static sign display to an Electronic Message Center (EMC). In addition, this sign package also inventories the existing signage throughout the site.

HISTORY

The church building on the subject site was constructed prior to City incorporation. The Site Plan has been amended and approved four (4) times since 2000, primarily consisting of parking lot and building additions. Each of the previously approved Amended Site Plans show the freestanding sign location as it is today. A second freestanding sign for the New Hope Counseling Service building is located on the west end of the site. This sign existed prior to a Boundary Adjustment Plat in 2002 when the site on which it is located was part of a different development. This sign was later included on a Partial Amended Site Development Plan that was approved in 2009.

In 2013, a previous sign permit application requesting a freestanding electronic messaging center was rejected due to EMCs being prohibited. The existing “V-shape” freestanding sign was introduced on the most recent Amended Site Plan (2014) to replace the older double-sided sign that stood at the current location. The full Amended Site Plan is enclosed in the applicant’s Sign Package submittal packet.

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The subject site is located along the north side of Clayton Rd, which serves as the City Limit boundary between Chesterfield and Ballwin to the south. The land use that surround the subject site is predominantly single-family residential, with the exception of an adjacent church to the west of this property and another church, located to the south, across the street from this development.

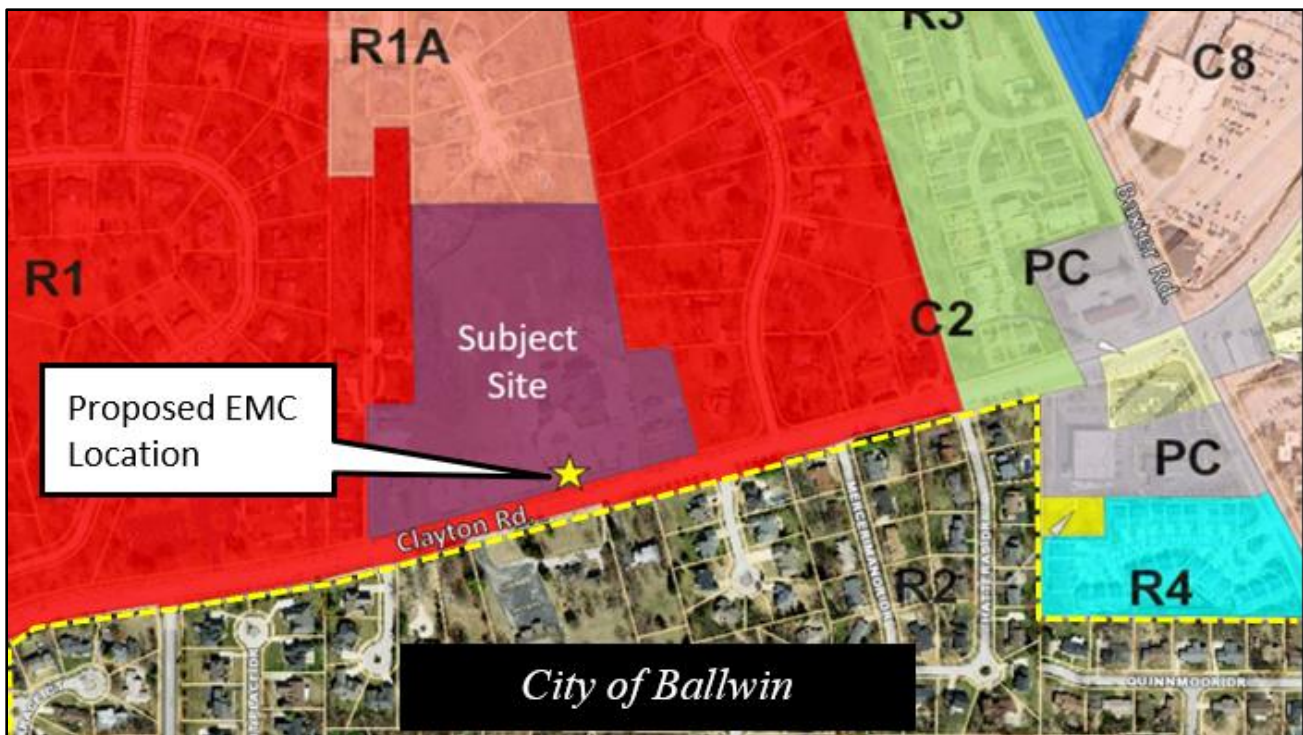


Figure 2: Zoning Map

The land uses and zoning for surrounding properties of this development are described as follows:

Direction	Zoning	Land Use
North	R1A – Residential District	Single-Family Residential
East	R1-Residential District	Single-Family Residential
West	R1- Residential District	Church / Single-Family Residential
South	(City of Ballwin)	Church / Single-Family Residential

COMPREHENSIVE PLAN ANALYSIS

There is one specific Plan Policy pertaining to signage that has been adopted as part of the Comprehensive Plan, as follows:

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.

STAFF ANALYSIS

UDC Freestanding Monument Sign Regulations

The proposed sign in this request complies with UDC sign regulations for free-standing signs, which state that each developed lot may have no more than one (1) freestanding sign facing each roadway on which the lot has frontage. The height of these signs shall not exceed six (6) feet in height when located within the minimum front yard setback of a particular zoning district. However, EMCs require a sign package to be submitted for approval by Planning Commission.

Sign Packages

The purpose of a Sign Package, which serves as the mechanism for allowing modifications to the UDC sign regulations, is to provide comprehensive, complementary, and unified signage throughout a development. The UDC states that “in order to encourage superior design, quality and character, comprehensive sign packages allow for specialized review of signs and flexibility from standard signage requirements.”

The UDC includes the following review factors that are to be considered by the Planning Commission when discussing the appropriateness of any requested sign package:

1. The physical impact of the proposed comprehensive sign package;
2. The quality of the proposed comprehensive sign package; and
3. Mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts.

Electronic Messaging Centers

In addition to general sign package criteria, the regulations pertaining specifically to Electronic Messaging Centers are described in UDC Section 31-04-05 D.5, as listed in the table below.

<u>UDC Electronic Message Center Requirements</u>	<u>Proposed Sign Package Compliance</u>
Images shall have a minimum duration of 10 seconds while being displayed.	Applicant has stated that sign can be set/ controlled with manufacturer's software program to comply with this code requirement.
Image shall be static display, with no motion, blinking, scrolling, color change or special effects.	Applicant has stated that static image requirements can be set/ controlled easily with manufacturer's software program to comply with this code requirement.
The transition between displays shall be instantaneous re-pixelization.	Applicant has stated that transition requirements can be set/ controlled easily with manufacturer's software program to comply with this code requirement.
EMCs shall be equipped with automatic dimmer control according to ambient light and time of day.	Applicant has stated that a photocell will be installed to determine when ambient light conditions change, and that the sign's internal software also features a mechanism to adjust brightness based on geolocation and timing of sunrise and sunset.
EMCs shall not exceed brightness of 7,000 NITs. <i>*NIT: Unit of light intensity used to measure brightness.</i>	Applicant has stated that the limit of brightness will be 6,500 NITs.
No portion of the EMC may flash, strobe or fluctuate in brightness.	Applicant has stated that fluctuation and flashing illumination will be controlled easily with manufacturer's software program to comply with this code requirement.
In case of malfunction, EMCs are required to contain a default design to freeze message in one position.	Applicant has stated that this EMC requirement will be managed with the programming available from the manufacturer.
EMCs shall not have a resolution with a pixel pitch larger than 16 mm.	Applicant has stated that the resolution for this EMC will be between 6.67mm – 10mm, meeting this requirement.
V-shaped EMC signs must display the same image on both sign faces.	Applicant has stated that both sides will display the same messaging simultaneously.

Please find these requirements along with the Applicant's response to each item enclosed in the Planning Commission packet.

Additional Planning Commission Review Criteria

In addition to the criteria listed above, Planning Commission shall consider the following additional items as they pertain to the City of Chesterfield's EMC requirements:

1) Proximity of the proposed electronic message center to other similar signs.

This church across Clayton Rd. is located in Ballwin and has an existing EMC facing the road. If approved, the proposed EMC would be roughly 255 feet from the existing EMC for the church located across the street in Ballwin, shown in Figures 3 and 4:



Figure 3: Westward View of both EMCs

2) Proximity and impact on adjacent land uses with particular consideration given to residential properties and uses.

The proposed sign would be visible when traveling both eastbound and westbound along Clayton Rd. and would be only partially visible from the residential development across the street.



3) Impact of the total amount of signage on the site in conjunction with the use of the electronic message center.

The location of the proposed EMC has a freestanding sign that measures 40 square feet in area. The proposed EMC will be slightly smaller with an area 39.23 square feet, and will utilize the existing sign base of the existing sign. The site has a combination of freestanding business identification signs as well as incidental signs found within the site. Figure 5 below shows the location of all signage for the property. There are currently four (4) freestanding signs along Clayton Rd. This includes the V-shaped sign (“B”-shown below) that serves as the main identification sign for the church to be replaced with an EMC, and a freestanding sign that identifies a counseling service building on the west end of the site (“A”). Both signs have City-approved sign permits allowing them.

There are also two additional freestanding signs located along Clayton Rd. (“C” and “D”) that are not City-approved. The applicant has stated that these signs will be removed following approval of this Sign Package, since information from these signs can be consolidated into the proposed EMC sign. All other signs shown below are incidental in nature. Please find a complete list of these signs and their dimensions in the Planning Commission packet.



Figure 5: Existing Free-standing Signage Locations

This request entails one (1) existing V-shaped freestanding business sign along Clayton Rd. to be replaced with a V-shaped LED EMC that will utilize the existing brick sign base. The sign area of the proposed EMC would be slightly smaller than the existing sign, at 39.69 square feet, but would be able to display more content through digital programming. The maximum illumination for this sign will be 7,000 NITs. This is the only change on site in the proposed comprehensive Sign Package for this development.



Figure 6: Proposed Free-standing EMC

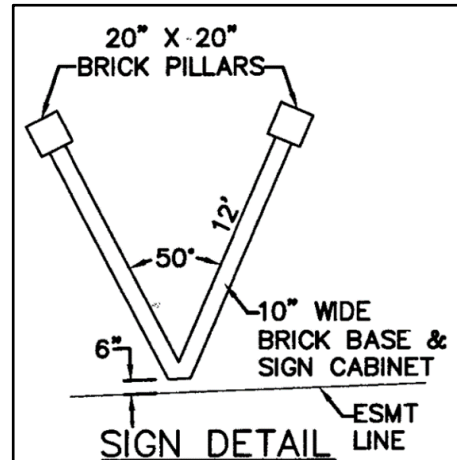


Figure 7: Existing Free-standing Sign Detail

4) Nature and character of the roadway on which the project is located.

Clayton Rd. is classified as a major arterial roadway with two lanes and median/turn lane in between and a speed limit of 40 miles-per-hour. There are multiple signs along this corridor, including an EMC sign for another church across the street, shown below:



Figure 8: Existing Free-standing Sign Detail

5) Nature and character of the proposed use and the area within which the project is located.

The proposed EMC sign is intended to serve as the primary advertising mechanism for an existing church along an arterial roadway.

6) Size of the project and roadway frontage.

The church is located on a site that is 12.44 acres in size with other buildings located within it. In total, the subject site has roughly 930 linear feet of roadway frontage.

7) Resolution of proposed sign accounting for size of sign, roadway characteristics, and other relevant features.

The proposed EMC sign will be slightly smaller than what is currently there today and will have a resolution that fulfills and surpasses requirements, with a pixel pitch of 6.67mm to 10.00mm. Sign Package requirements state that the maximum cannot be more than 15mm, effectively complying with this standard. This EMC will be viable from both east- and westbound traffic along Clayton Rd., which has a three-lane section along this corridor with a speed limit of 40 miles-per-hour. Below is a view looking west along the corridor.



Figure 9: Clayton Rd.

These requirements can be found in their entirety within the Attachment A of Ordinance 3060.

RECOMMENDATION

Staff has reviewed the proposed Sign Package for the Chesterfield Presbyterian Church subdivision and all required items have been submitted. Staff recommends that the Planning Commission take action on this request. Please find the applicant’s Sign Package submittal packet attached.

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 Chesterfield Presbyterian Church.”
- 2) “I move to approve the Sign Package for Chesterfield Presbyterian Church with the following conditions...” (Conditions may be added, eliminated, altered or modified)

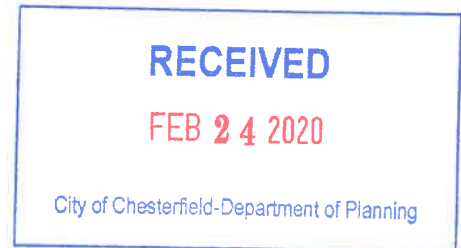
Attachments: Sign Package Submittal



February 18, 2020

City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, MO 63017

Re: Monument Sign Submittal
Electronic Message Center Narrative



- This Sign Package Submittal is being made specifically to replace the existing monument sign of Chesterfield Presbyterian Church that fronts Clayton Road, which was previously approved by the City with MZA 140603 in July 2014. The current V-shaped back-lighted static sign panels are 48”h x 120”w and would be replaced with new electronic message centers, which are slightly smaller at 50”h x 113”w. This improved technology would allow the church to more specifically and succinctly communicate the various services and activities available to the community within the surrounding development and neighborhoods. Examples of services currently provided and/or hosted by the organization to the surrounding community include:
- a) Counselor-led groups for people needing help in different areas of life (grief, divorce, caring for children with special needs, and other identified areas of need)
 - b) Large and small group meetings for outside organizations (such as addiction groups, health-related groups, and conferences)
 - c) Community outreach gatherings open to the public, such as outdoor picnics, festivals and concerts
 - d) Educational opportunities available to the community:
 - o Adult education classes
 - o Preschool classes and activities
 - o Homeschool classes and activities
 - e) Athletic events available for children and adults, such as baseball, softball, soccer and other field sports held on the church campus

The replacement sign will give Chesterfield Presbyterian Church the opportunity to communicate these community opportunities with clarity, brevity and accuracy, which will add value to the surrounding neighborhoods and community.

We have attached to this letter specific responses regarding how this submittal complies with the requirements of City Ordinance 3060, Attachment A, Section D.5.a. Please contact us with any additional questions or comments regarding these submittal documents.

Sincerely,

CHESTERFIELD PRESBYTERIAN CHURCH

A handwritten signature in black ink, appearing to read "Kent Whitaker", written over a horizontal line.

Kent Whitaker
Director of Service

Electronic Message Centers.

- a. In addition to submittal requirements noted in sub -section 4., any request for an electronic message center shall comply with the following:
 - 1) Distance. Electronic message centers that exceed the size requirements eligible for administrative approval per the Unified Development Code (UDC) for permanent freestanding signs shall not be permitted within 2,000 feet of any property with a land use designation that permits residential uses as determined by the Comprehensive Land Use Plan.
This submittal does not exceed the ordinance size requirement
 - 2) Distance. Electronic message centers that exceed the size requirements eligible for administrative approval per the Unified Development Code (UDC) for permanent freestanding signs shall not be permitted within 1,000 feet from the center point of two intersecting arterial roadways as designated within the City of Chesterfield Street Classification Map.
This submittal does not exceed the ordinance size requirement
 - 3) Duration of image display. Each image displayed shall have a minimum duration of ten (10) seconds.
This can easily be set/controlled to comply with the ordinance requirements with the sign manufacturers software program
 - 4) Presentation. The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, twirl, change color, or in any manner imitate movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted.
Static image requirements of the ordinance will be controlled easily with the programming provided in the manufacturers software.
 - 5) Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous repixelization.
Image change requirements of the ordinance will be controlled easily with the programming provided in the manufacturers software.
 - 6) Dimmer control. The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.
This ordinance requirement will be managed with the installation of a photocell that will determine when ambient light conditions change. In addition the programming has the ability to control when the illumination level will change, because there is also a geolocation feature built in, which will automatically adjust based upon sunup and sundown every day.

- 7) Brightness. The electronic message center shall not exceed a maximum of seven thousand (7,000) nits (candelas per square meter) during daylight hours and a maximum illumination of six hundred (600) nits candelas per square meter) between sundown and sunrise measured from the sign's face at maximum brightness.

This ordinance requirement will be met with factory settings by the manufacturer and can be monitored by the user as well.

- 8) Fluctuating or flashing illumination. No portion of the electronic message center may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement.

Fluctuating or flashing image requirements of the ordinance will be controlled easily with the programming provided in the manufacturers software.

- 9) Malfunction and noncompliance. In the case of malfunction, digitally - illuminated signs are required to contain a default design to freeze the sign message in one position.

This requirement will be managed with programming available from the manufacturer

- 10) Resolution and pixel spacing. The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm).

This ordinance requirement is met or exceeded because the electronic message centers proposed are up to 6.67mm resolution and not less than 10mm resolution, far more clear and crisp than required.

- 11) Angle. When the interior angle formed by the faces of a V- shaped sign is less than one hundred eighty (180) degrees, both faces of the sign must display the same image.

This ordinance requirement is met or exceeded because the sign is manufactured as a master-slave, so both panels will display the identical image at the same time.

LED-113.4 x 50.4=5715.36
5715.36/144= 39.69 SQ FT

RECEIVED

FEB 24 2020

City of Chesterfield-Department of Planning

REMOVING EXISTING CABINET AND
REPLACE WITH LED MESSAGE BOARD

113.4 in

71.48 in



CHESTERFIELD
PRESBYTERIAN
CHURCH

WWW.CHESPRES.ORG | 636-394-3337

50.4 in

144 in

ALL FOOTING, COLUMNS, BRICK ALL EXISTING. NO NEW STRUCTURE





A
60" X 92"



E
24" x 36"



I
24" x 36"



B
48" x 120"



F
24" x 36"



J
24" x 36"



C
36" x 96"



G
24" x 36"



K
24" x 36"



D
36" x 96"



H
24" x 36"



L
24" x 36"



M
24" x 36"





