

# MEMORANDUM

TO: Mike Geisel, City Administrator

FROM: Justin Wyse, Director of Planning *JW*  
James Eckrich, Director of Public Works/City Engineer *JME*

SUBJECT: Planning & Public Works Committee Meeting Summary  
Thursday, April 18, 2024



A meeting of the Planning and Public Works Committee of the Chesterfield City Council was held on Thursday, April 18, 2024 in Conference Room 101.

In attendance were: **Chair Dan Hurt** (Ward III), **Councilmember Mary Monachella** (Ward I), **Councilmember Mary Ann Mastorakos** (Ward II), and **Councilmember Merrell Hansen** (Ward IV).

Also in attendance were: Mayor Bob Nation; Councilmember Michael Moore (Ward III); Justin Wyse, Director of Planning; Jim Eckrich, Director of Public Works/City Engineer; Alyssa Ahner, Senior Planner; Shilpi Bharti, Planner; Theresa Barnicle, Recording Secretary; Tim Lowe, Representative for Dillard's; and Joe Godfrey, Representative for Total Access Urgent Care (Mr. Godfrey arrived at 5:45 p.m.).

The meeting was called to order at 5:30 p.m.

## I. APPROVAL OF MEETING SUMMARY

### A. Approval of the March 21, 2024 Committee Meeting Summary

**Councilmember Mastorakos** made a motion to approve the Meeting Summary of March 21, 2024. The motion was seconded by Councilmember Hansen and **passed by a voice vote of 4-0**.

## II. UNFINISHED BUSINESS

At the request of Chair Hurt it was agreed to move Unfinished Business Item II.A to the end of the agenda.

## III. NEW BUSINESS

- A. **P.Z. 03-2024 Chesterfield Village Mall**: An ordinance amendment to add an additional 16.679-acre tract of land zoned "C-8" Planned Commercial to an existing 96.017-acre tract of land zoned "PC&R" Planned Commercial and Residential District located on the south side of Interstate 64, east of Chesterfield Parkway (Ward 2).

## **STAFF PRESENTATION**

Alyssa Ahner, Senior Planner, gave a presentation explaining the request to add an additional 16-acres of land zoned "C-8" Planned Commercial to an existing 96-acres of land zoned "PC&R" Planned Commercial and Residential District. The existing "PC&R" district was established in

2023 and is governed under Ordinance 3255. The proposed amendment would incorporate a connecting parcel into the District. Consent has been received from all applicable parties. The existing district was broken down into “Area 1”, “Area 2” and “Area 3”. The areas were then further broken down into conceptual parcels in order to allocate permitted uses and density. The proposed 16-acre parcel of land would be incorporated as “Area 4”. The permitted residential units for the existing district have already been allocated between the existing conceptual parcels thus the permitted uses for proposed “Area 4” would be limited to commercial development. The density of the commercial development for “Area 4” is a maximum of 280,000 square feet, which is the square footage of the existing building.

The primary purpose of including the additional land into the ordinance is to resolve zoning issues that have been identified during settlement discussions between the City of Chesterfield, Dillard’s, and TSG. Through this process, preliminary settlement has included a minor land swap between TSG and Dillard’s. The zoning amendment would prevent zoning issues that would arise from parcels with multiple zoning districts. As such, the proposed amendment has been drafted to allow similar development criteria (e.g. commercial uses only) for Area 4 (Dillard’s parcel) as exists today but under the PC&R District instead of the C-8 District.

### **DISCUSSION**

Chair Hurt stated that the only changes to the ordinance are the ones in red on the Attachment A. Dillard’s would be commercial only, which can be retail or office. All of the non-residential requirements in the original ordinance still stand.

There were no further questions or discussion on the issue.

**Councilmember Monachella made a motion to forward P.Z. 03-2024 Chesterfield Village Mall to City Council with a recommendation to approve.** The motion was seconded by Councilmember Hansen and **passed by a voice vote of 4-0.**

**[Please see the attached report prepared by Alyssa Ahner, Senior Planner, for additional information on P.Z. 03-2024 Chesterfield Village Mall.]**

- B. POWER OF REVIEW: 13426 Olive Blvd. (Total Access Urgent Care):** A sign package for 13426 Olive Blvd. located on a 3.19-acre tract of land located south of Olive Boulevard and east of North Woods Mill Road, zoned “PC” – Planned Commercial (Ward 1).

### **STAFF PRESENTATION**

Shilpi Bharti, Planner, presented the project request for a sign package for a new construction building that will be occupied by Total Access Urgent Care. The applicant is requesting to add two (2) wall signs on the north and west side of the building. A total of four (4) wall signs are proposed for the development. On the north and west face, 41 square feet of sign will be placed on the tower and 67 square feet of sign will be placed on the horizontal elevation. The percentage of the two (2) proposed signs on the north elevation totals 7.25% of the total wall area, while the west elevation’s two (2) proposed signs will total 6.4% of the total wall area.

### **PLANNING COMMISSION REPORT**

Planning Commission reviewed the request on March 25, 2024. At that time, the Commission recommended approval of the request with one amendment. The amendment was to allow one sign on west elevation that shall not exceed 5% of building elevation, and two signs on north

elevation as presented by the applicant. The amended motion was approved by a vote of 8-1. The City Council has called for Power of Review under Section 405.02.200 of the City Code.

The Unified Development Code (UDC) of the City of Chesterfield requirement versus the proposed signs is detailed below.

	Total signs	Total percentage of sign on each elevation	Signs on each elevation
<b>UDC requirement</b>	2	5% of building elevation	2 1,1,0,0
<b>Proposed signs</b>	4	7.25% on north elevation and 6.4% on west elevation	2,2,0,0

### DISCUSSION

The council had some initial concerns about the fact that the proposed signage exceeds the UDC requirement.

Councilmember Monachella suggested decreasing the size of the sign to be below 7% due to being unfair to other businesses in the area who do comply with the code requirement of 5%.

Mayor Nation questioned whether the submittal was a suitable size that could be easily read from an appropriate distance without being unnecessarily large.

The committee raised concerns that there was a saturation of signage in the area, since there will already be signage wraps on the windows and a monument-style sign that will be installed by the driveway entrance.

Councilmember Hansen stated that she did not understand the need for any sign exceptions on this property. Since there is an abundance of signage around that intersection, she does not want that space to feel cluttered with excess signage, and stated that it might actually be more difficult for some to see it. She was in favor of following the code requirement of 5%.

Councilmember Mastorakos cited the example of the TAUC location at Clayton and Kehrs Mill Roads. That specific location has signage on three (3) sides, which she finds to be over the top to the point of being distracting. She agrees with Councilmember Hansen about following the code of 5%.

Petitioner Joe Godfrey, 13861 Manchester Road, speaking on behalf of Total Access Urgent Care (TAUC), addressed the committee expressing his reasoning for the proposed signage. He stated that the monument sign, as well as other signage, can be blocked by traffic. He stated his concern that if there is not clear signage on the building, someone who is not from the area may not know that they are an urgent care facility

**Councilmember Hansen made a motion to deny the request for this sign package which would keep to the code requirement of one sign on any two facades with each one not more than 5%. The motion was seconded by Councilmember Mastorakos, but failed by a voice vote of 1-3, with Councilmember Hansen being the only yes vote.**

**Councilmember Monachella made a motion to amend the Planning Commission's recommendation and forward to City Council a recommendation to approve as follows:**

The wall sign criteria shall permit a maximum of two (2) signs on the north facade that, when combined, are not to exceed 5% of the area of that elevation. The motion was seconded by Councilmember Mastorakos and **passed** by a voice vote of 3-1 with Councilmember Hansen being the one nay vote.

[Please see the attached report prepared by Shilpi Bharti, Planner, for additional information on POWER OF REVIEW: 13426 Olive Blvd (Total Access Urgent Care).]

Prior to entering Unfinished Business, Director of Public Works Eckrich notified the Committee of some upcoming items, including consideration of increasing the snow removal reimbursement for private streets, a crosswalk on Schoettler Road at Logan Park, and a request for permission to park on a portion of Burkhardt Place.

**II.A Chesterfield Valley Branding (Councilmember Hansen):** A proposal regarding installing signage at entry points into Chesterfield Valley to identify it as “Chesterfield Valley” or “The Valley” (Ward 4).

#### DISCUSSION

Councilmember Hansen brought up an item that was discussed briefly at the last meeting regarding installing signage at entry points into Chesterfield Valley and potentially branding the area as the Valley or Chesterfield Valley, with a reference to its rich history.

Councilmember Hansen stated that since the City is in the process of updating its website and logo, that it could be an appropriate time to install new signage and consider branding Chesterfield Valley. She presented the example of “The Hill” in St. Louis City.

Brief discussion ensued thereafter regarding the development of the City of Chesterfield and how Chesterfield Valley is an integral part of past and future development. Chair Hurt mentioned that our location is unique in that we have a residential area, a commercial area, an interstate, an airport, and the Missouri River.

Councilmember Monachella supports the idea, and believes we should update existing signage at City Limit locations so that there are more defined welcome markers as motorists are entering City limits. Mr. Eckrich indicated that the City currently has Chesterfield signage at major locations.

Councilmember Mastorakos stated that she would like to see more than just “The Valley” on the signage. She stated that our area is historically significant. Councilmember Hansen agreed, and mentioned that what our community is missing is a meaningful tagline that acknowledges our history of being a rich destination that has plentiful resources.

**This item brought up for discussion purposes only. Members of the City Council will discuss this further to establish a future direction for potential branding of Chesterfield Valley and the entire City of Chesterfield.**

#### IV. OTHER

Chair Hurt brought up the issue of the selection Officers and Committee Assignments for 2024-2025. Consensus was reached to add the issue to the next agenda.

**V. ADJOURNMENT** The meeting adjourned at 6:28 p.m.