

# Memorandum

## Department of Planning



**To:** Planning and Public Works Committee

**From:** Shilpi Bharti, Planner

**Date:** April 20, 2023

**RE:** **Dierbergs The Market Place (Billy G’s), Sign Package:** A sign package for Dierbergs The Market Place located on an 11.35-acre tract of land located east of Clarkson Road and north of Baxter Road, zoned “C8”-Planned Commercial District.

### **Summary**

Summit Sign, on behalf of Billy G’s, has submitted a Sign Package for Dierbergs The Market Place. The applicant is requesting to add one blade sign on the west side of the Outlot building proposed to be Billy G’s restaurant. The applicant is requesting to add a blade sign to the existing Sign Package of Dierbergs The Market Place.

In 2022, an Amended Site Development Section Plan and Amended Architectural



Figure 1: Approved rendering

Elevations was approved for the Outlot building for proposed Billy G’s restaurant. At that time the blade sign was approved as an architecture feature as shown in figure 1.

On March 13, 2023, the project was reviewed by the Planning Commission. At that time, the Commission recommended approval of the request as submitted by a vote of 5-2. The City Council has called for Power of Review under Section 405.02.200 of the City Code.

Attachments: March 13, 2023 Planning Commission Staff Report  
Sign Package



Figure 2: Subject Site Aerial

## Planning Commission Staff Report

|                      |  |
|----------------------|--|
| <b>Project type:</b> | Sign Package   |
| <b>Meeting Date:</b> | March 13, 2023   |
| <b>From:</b>         | Shilpi Bharti, Planner <i>SB</i>   |
| <b>Location:</b>     | 1772 Clarkson Road   |
| <b>Description:</b>  | <b><u>Dierbergs The Market Place (Billy G's), Sign Package:</u></b> A sign package for Dierbergs The Market Place located on an 11.35-acre tract of land located east of Clarkson Road and north of Baxter Road, zoned "C8" - Planned Commercial District. |

### **PROPOSAL SUMMARY**

Summit Sign, on behalf of Billy G's, has submitted a Sign Package for Dierbergs The Market Place. The applicant is requesting to add one blade sign on the west side of outlot building proposed Billy G's restaurant. Applicant is requesting to add a Blade Sign to the existing Sign Package of Dierbergs The Market Place.

### **HISTORY OF SUBJECT SITE**

The subject site is zoned C8 and is surrounded by residential districts on the east and south sides, and commercial district on the west and north sides. The site was developed in 1987 under St. Louis County Ordinance 13,306. Since then, the ordinance was amended to modify permitted uses under this C8 district. The current ordinance governing the site is City of Chesterfield Ordinance 2950.



Figure 1: Subject Location

In 2011, a Partially Amended Landscape Plan was approved for Dierbergs The Market Place, which included some of the landscape area of the outlot building. In 2021, an Amended Site Development Section Plan was approved, which included modification of the outlot building tenant space proposed Billy G's restaurant.



The sign package for the development was submitted and approved in 2017. The sign package included modification to the Dierberg’s building attached wall signs.

**STAFF ANALYSIS**

As per the Unified Development Code of the City of Chesterfield, blade signs are not permitted. In order to have a blade sign, the applicant has submitted a sign package. In 2021, the structure for the blade sign for the outlot building was approved as an architectural feature by the Planning Commission. At that time, the applicant was not proposing to use this as a blade sign. The applicant has now requested to amend the existing sign package of Dierbergs The Market Place to include one blade sign on the outlot building. As per the existing sign package for Dierbergs The Market Place, outlot buildings are allowed to have one attached wall sign per tenant space not to exceed 5% of the building elevation. The amended sign package will allow one blade sign and one attached wall sign only to the tenant space on the outlot building that will have the blade sign. The total area of the blade sign and the wall sign will not exceed 5% of the building elevation.



Figure 2: Requested area





Figure 3: Approved Building Rendering

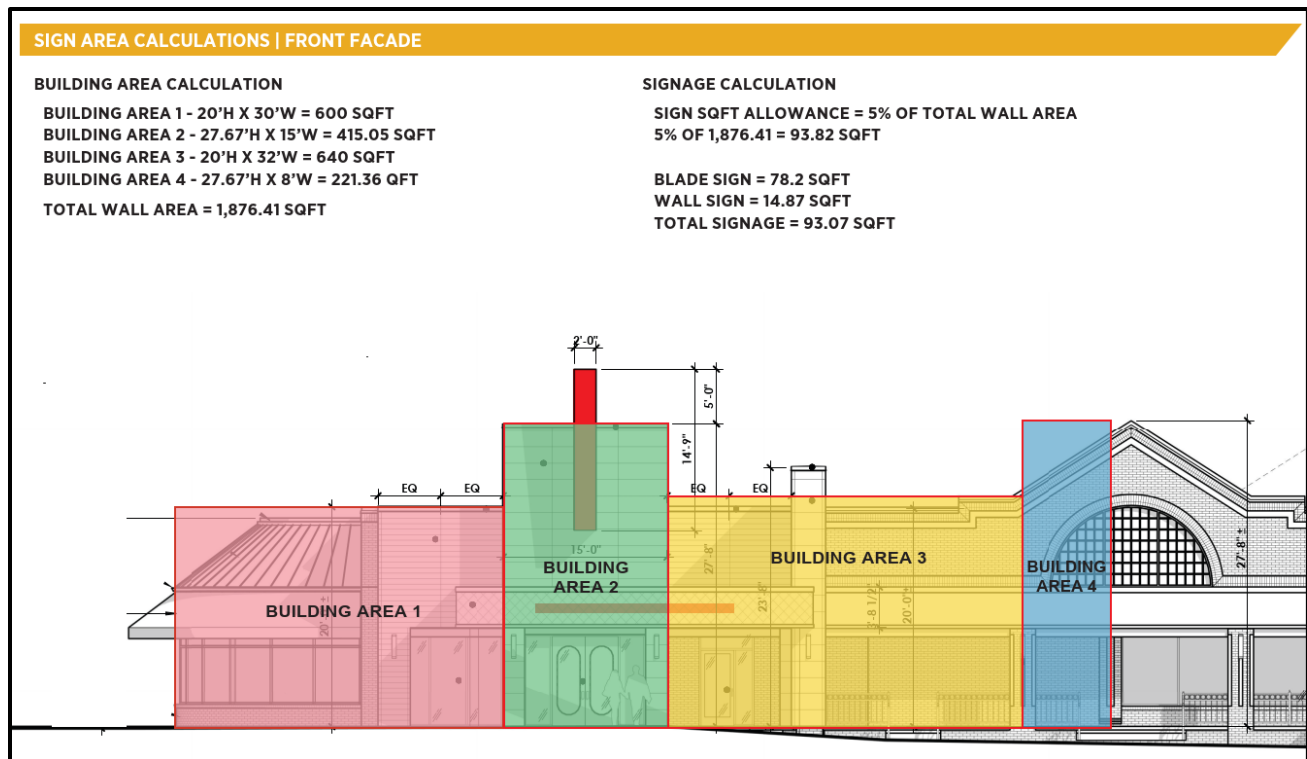


Figure 4: Sign Request

### **DEPARTMENTAL INPUT**

The applicant has submitted a Sign Package seeking flexibility in the number of signs by requesting a blade sign for the outlot building. The applicant has met all filing requirements for a comprehensive Sign Package. As per City of Chesterfield Unified Development Code, a Comprehensive Sign Package requires Planning Commission approval, and staff recommends action.

### **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 Dierbergs The Market Place as presented."
- 2) "I move to approve the Sign Package for Dierbergs The Market Place with the following conditions..." (Conditions may be added, eliminated, altered or modified)

Attachments: Attachment A  
Sign Package Request

## SIGN REGULATIONS

### Section 1:

All signage within the development shall be in conformance with the Comprehensive Sign Package.

All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to the Unified Development Code.

### Section 2:

#### Anchor Building (Dierbergs):

1. The building area as identified in Exhibit A is allowed to have 7 wall signs.
2. Total square feet of all signs is not to exceed 506 sq. ft.
3. Any single sign shall not be greater than 300 sq. ft.
4. Center signs, sign 4 and sign 5 as identified in Exhibit A, shall be attached to the frame instead of the entry area.

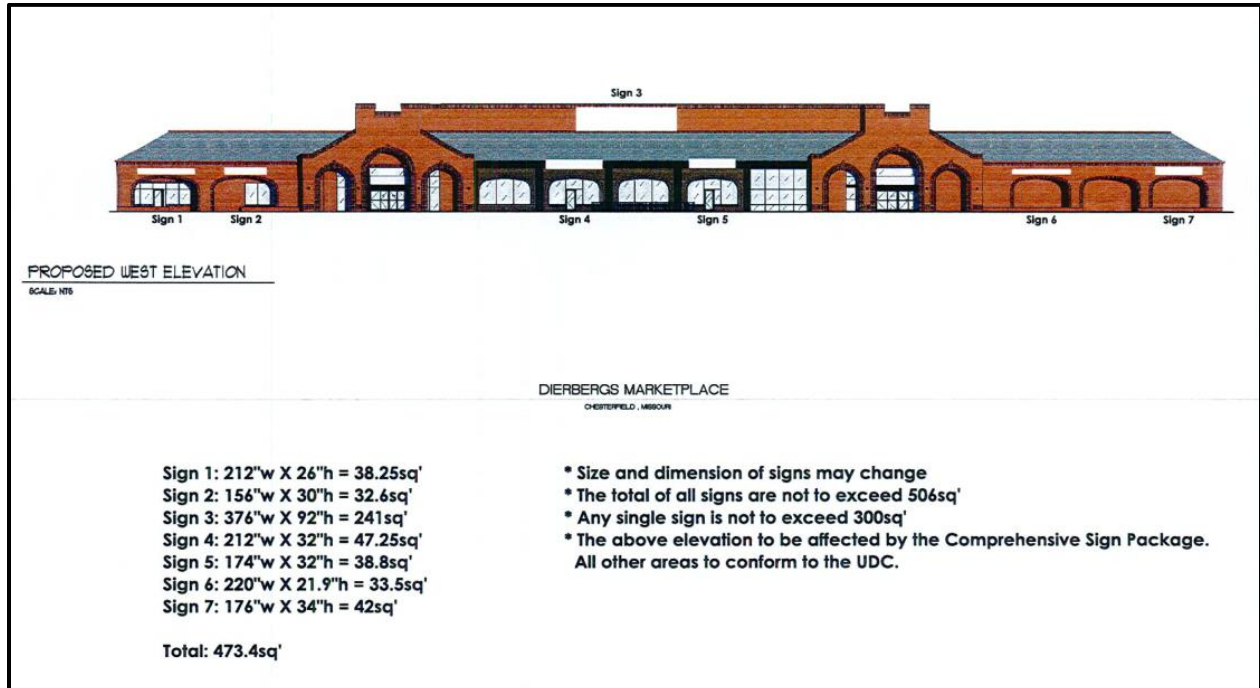


Exhibit A

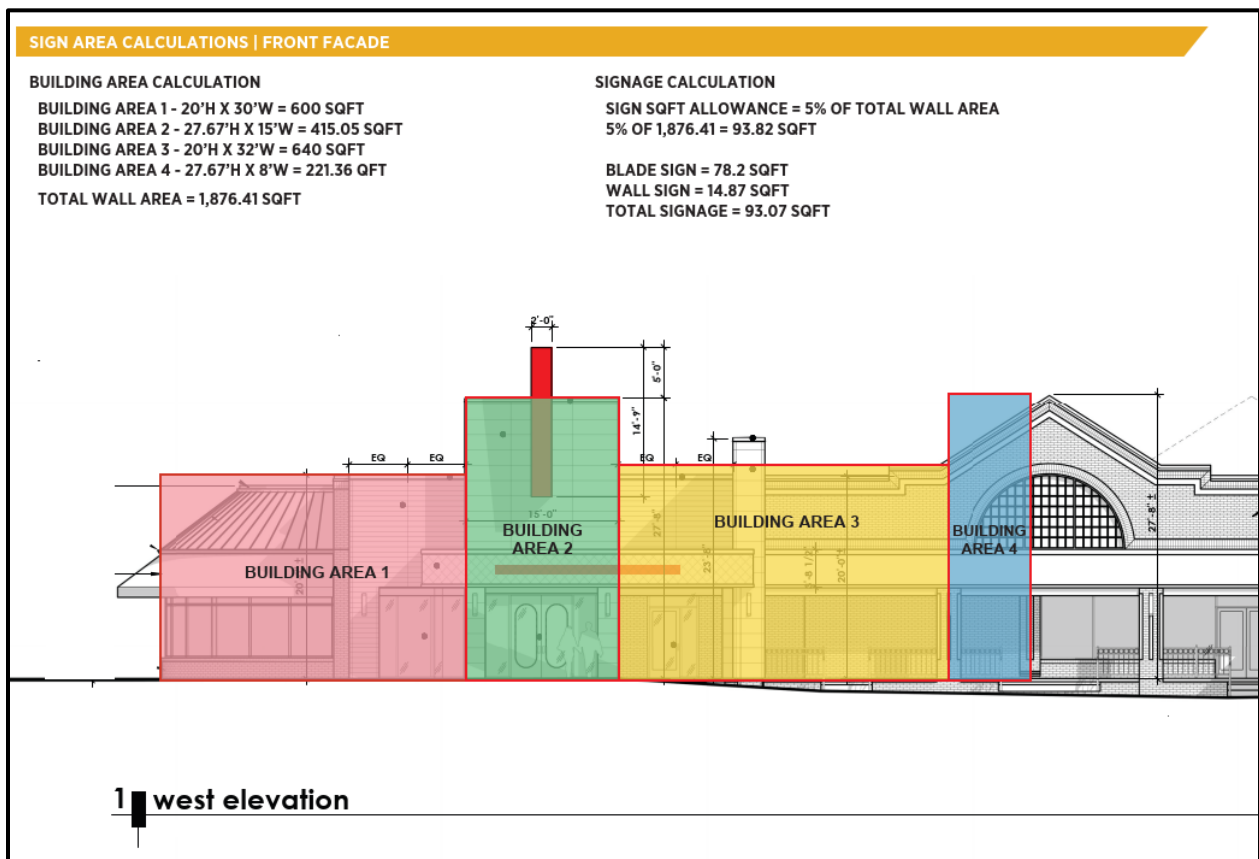


**Section 3:**

**Outlot Building:**

Northern tenant space as identified in Exhibit B

1. One Blade Sign permitted on west elevation.
2. One wall Sign permitted on west elevation.
3. Total sign area (Blade sign + Wall sign) shall not exceed 5% of building elevation.



**Exhibit B**

Billy G's

1772 Clarkson Rd

Chesterfield, MO 63017

Comprehensive Sign Package Narrative

03/06/2023

To Whom It May Concern,

Summit Sign, an authorized representative of Billy G's restaurant, is asking for your consideration for the following two signs:

Sign 1 – Projecting Wall Sign

Sign 2 – Flush Mounted Wall Sign

A popular local restaurant, Billy G's, is planning to open a new location formerly known as Balaban's located at 1772 Clarkson Road in Chesterfield. The restaurant has completed many facade improvements to the building tenant space which it will inhabit. The architectural design of these improvements includes new signage which will promote new business for the restaurant as well as promote superior design, quality and character of the overall property.

The proposed projecting wall sign will advertise the business name and logo with the intent of maximizing visibility to customers along Clarkson Road while complementing the overall aesthetic of the facade improvements. The proposed sign is 176"h (14.67') x 64"w (5.3') which is a total of 78.2 Square Feet. This falls within the allowance of 5% of the facade for a wall sign, per the Chesterfield Unified Development Code. We are asking consideration of approval for this projecting sign as projecting signs are prohibited per the Chesterfield Unified Development Code.

The proposed flush mounted wall sign will read "All-Day Eats & Drinks" to advertise that the restaurant will be open to serve breakfast, lunch and dinner. This proposed sign is also designed to complement the overall aesthetic of the facade. This proposed sign is 10"h (.83') x 215"w (17.92') which is a total of 14.87 Square Feet. This sign is within allowance of 5% of the facade for a wall sign per the Chesterfield Unified Development Code.

All tenants, businesses and owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale. All signage within the development shall be in conformance with the Comprehensive Sign Package. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

We appreciate your consideration and look forward to hearing from you.

Sincerely,

Andy Hrdlicka (owner)

Summit Sign

Revised | PERMIT DRAWINGS | EXTERIOR SIGNAGE

Billy G's Finer Diner

1772 Clarkson Rd, Chesterfield, MO 63017





330 Southport Drive  
Columbia, IL 62236  
Phone: 618.281.2639  
Fax: 618.281.8703  
summitsign-stl.com



**PROJECT NUMBER**  
971

**PROJECT**  
Exterior Signage - Billy G's

**CLIENT**  
Artisan Construction Mgmt

**CONTACT**  
Andy Barnes

**PROOF DATE**  
10/27/22

**REVISION DATE**  
01/12/23, 02/17/23

**SALES REP**  
Andy Hrdlicka

**DRAWN BY**  
Jillian Furman

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**PRODUCTION CANNOT BEGIN UNTIL WE RECEIVE PROOF APPROVAL VIA EMAIL**

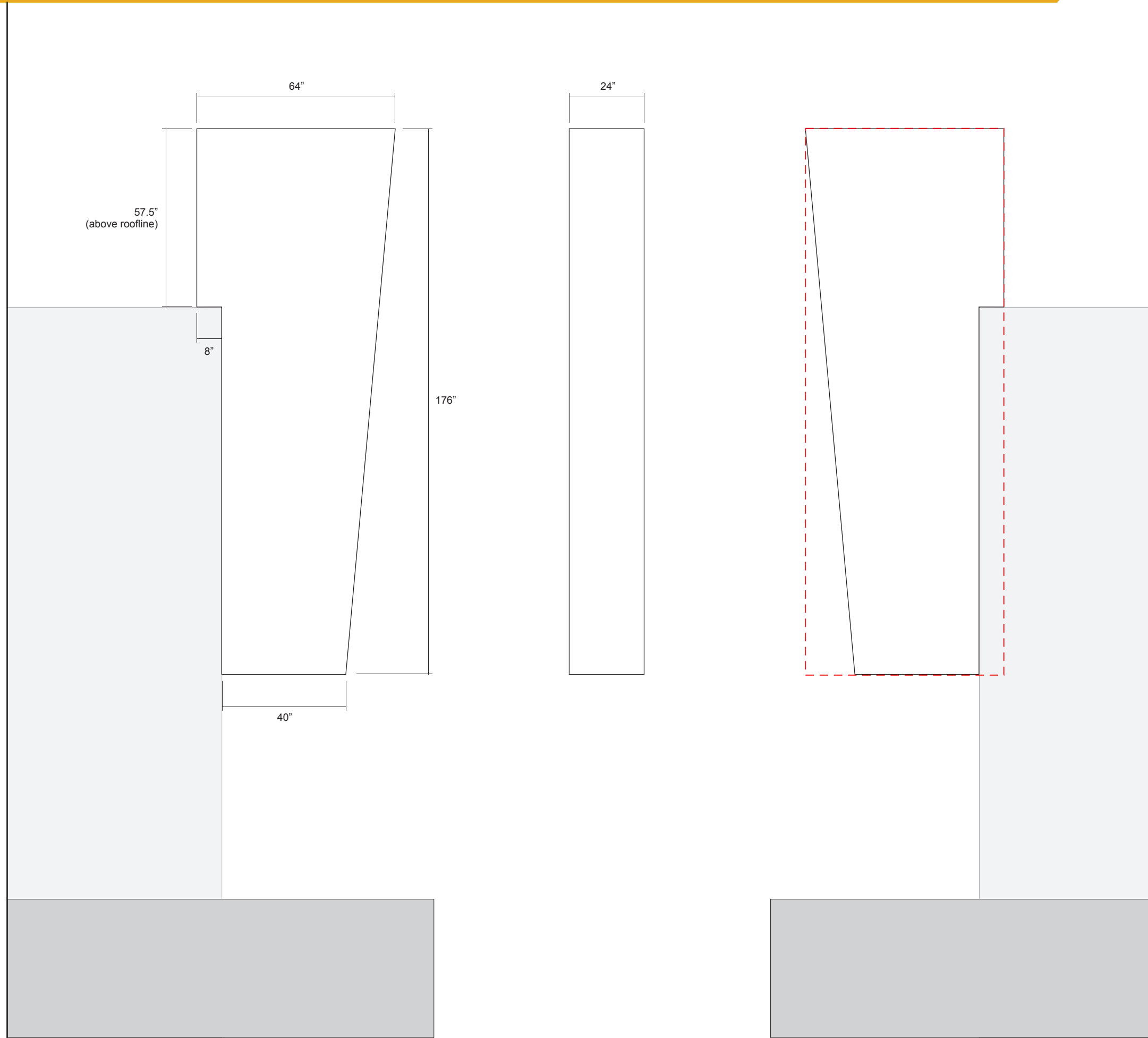


78.2 SQFT

**MATERIAL SPECIFICATIONS**

- 1 Projecting/Blade Sign**  
Double-sided sign, internally illuminated  
Overall size: 176"h x 64"w x 24"d  
Constructed of aluminum, painted Black, satin finish  
Billy G's lettering: masked & painted White  
Red wavy circle: masked & painted 1 PMS color (red)  
Billy G's red outline to be routed out and backed with Red translucent push-thru acrylic, 2283 Red or 2415 Red \*please advise  
Wavy circle white outline and "Let's Eat" text to be routed out and backed with White translucent push-thru acrylic 3/4" push-thru acrylic, 1/2" projection (for all)  
Internally illuminated with White LEDs

**Mounting:**  
Internal framing to accommodate steel supports  
Sign cabinet will slide over steel supports and welded in place  
Access panel and power inlet on the back side of sign (above roofline)



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**SIGN 1 | PROJECTING BLADE SIGN | OVERALL SIZE: 176"H X 64"W X 24"D | QTY: 1 | 78.2 SQFT**

**MOUNTING METHOD**

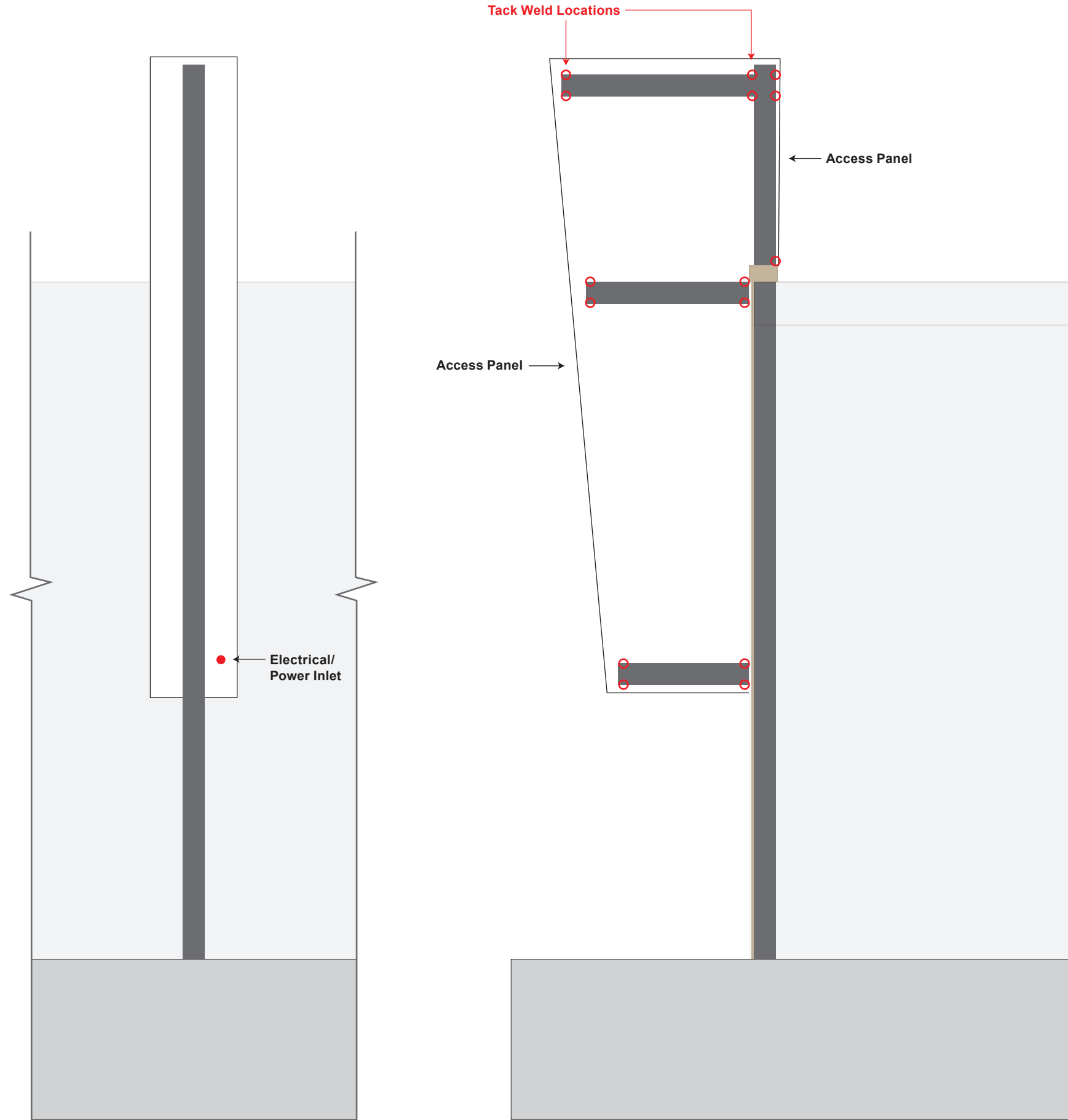
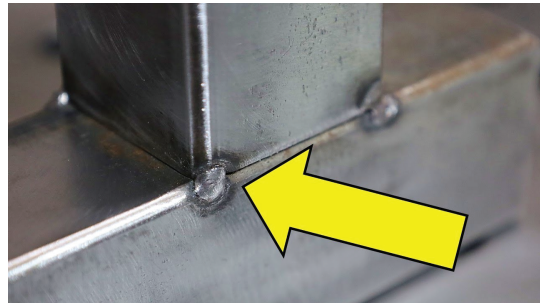
**Tack Welds**

Sign cabinet is constructed of aluminum tube framework with saddle mounts to fit around each steel beam

Cabinet will slide over the (3) horizontal steel beams and weld in place

6" x 6" steel beams

See tack weld locations



330 Southport Drive  
Columbia, IL 62236  
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**SALES REP**  
Andy Hrdlicka

**DRAWN BY**  
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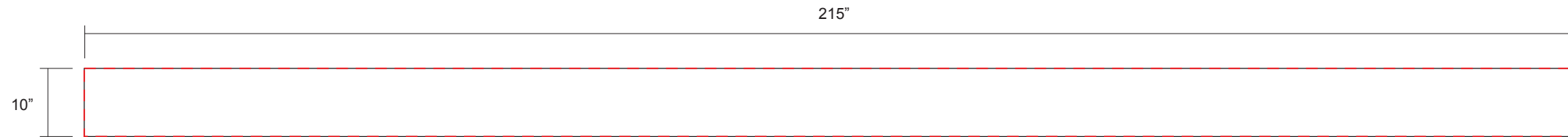
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14.87 SQFT



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**MATERIAL SPECIFICATIONS**

- 2 Channel Letters**
- Overall size: 10"h x 215"w x 3"d
- Front lit channel letters
- 3/16" thick white acrylic faces
- White trimcaps
- 3" returns, painted White
- Illuminated with White LEDs
- Individually stud mounted flush to aluminum facade
- Includes drill pattern

**COLOR DETAILS**

-  **White (acrylic)**
-  **White, Satin**

**MOUNTING HARDWARE**

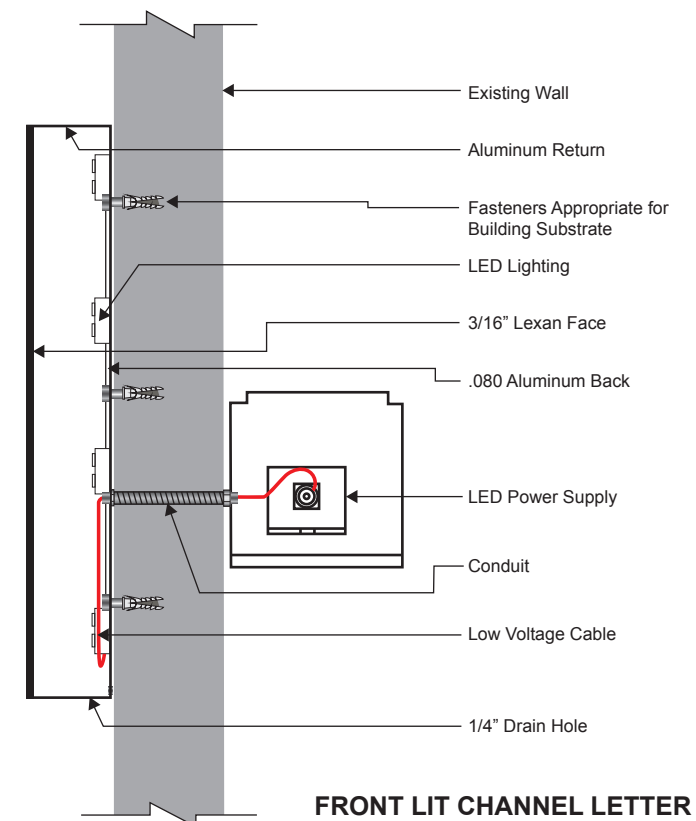


**Hardware:**  
HILTI KWIK BOLT 3  
EXPANSION ANCHOR  
CARBON STEEL

**Diameter:** 1/2"  
**Thread Length:** 2-3/16"  
**Anchor Length:** 3-3/4"

**Installation:**  
2-1/2" Embedment into  
Solid Wall

**CONSTRUCTION DETAILS**



**FRONT LIT CHANNEL LETTER**

## SIGN AREA CALCULATIONS | FRONT FACADE

### BUILDING AREA CALCULATION

BUILDING AREA 1 - 20'H X 30'W = 600 SQFT  
BUILDING AREA 2 - 27.67'H X 15'W = 415.05 SQFT  
BUILDING AREA 3 - 20'H X 32'W = 640 SQFT  
BUILDING AREA 4 - 27.67'H X 8'W = 221.36 SQFT  
TOTAL WALL AREA = 1,876.41 SQFT

### SIGNAGE CALCULATION

SIGN SQFT ALLOWANCE = 5% OF TOTAL WALL AREA  
5% OF 1,876.41 = 93.82 SQFT  
  
BLADE SIGN = 78.2 SQFT  
WALL SIGN = 14.87 SQFT  
TOTAL SIGNAGE = 93.07 SQFT



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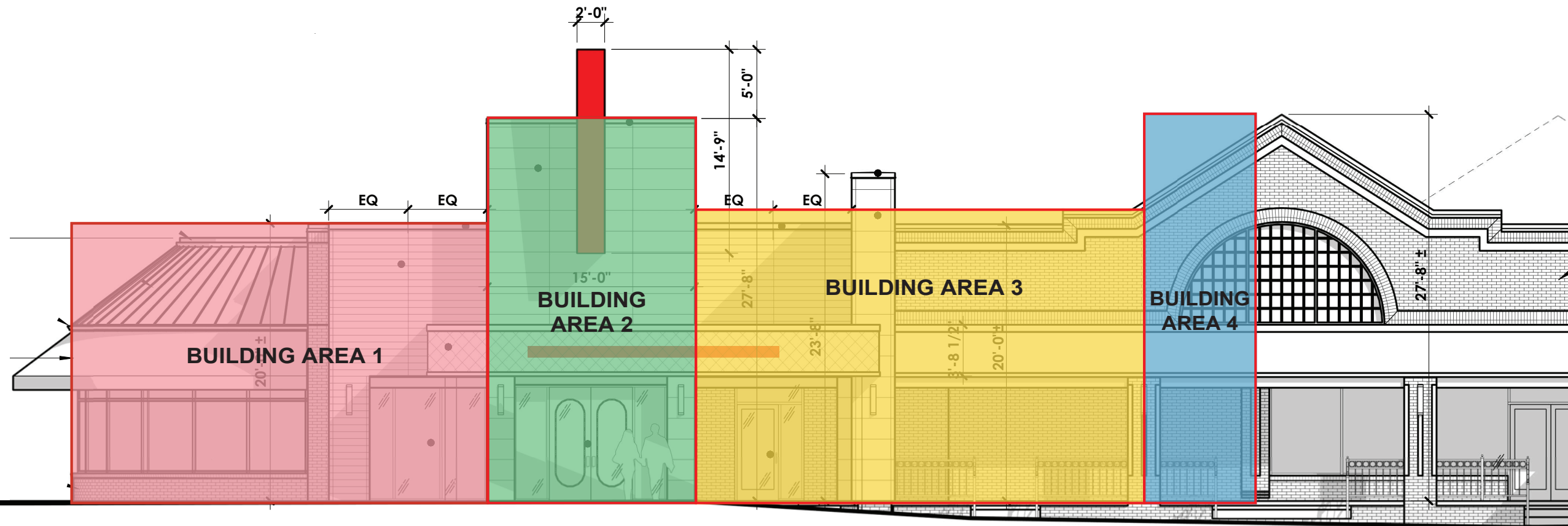
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1 west elevation

## Project Narrative

As part of the recent approvals from the city for a building remodel and addition, we are requesting to make some minor modifications to the overall sign layout on the Dierbergs building to complement the remodel/addition. We are proposing to relocate 4 signs within the designated area of the attached elevation. Overall, the total square footage of the proposed sign area has slightly decreased. We remain in compliance with the 5% allowance as allowed per code, however, we hereby request to use the 5% for various tenant signs within the building as shown on the attached elevation in the same manner as the current signage. The proposed updates and revisions have been created to enhance the new building additions and further complement the interior location of the Florist and Pharmacy departments. We would further like to note the below items:

- a. All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.
- b. All signage within the development shall be in conformance with the Comprehensive Sign Package.
- c. Illumination shall conform to Section 31-04-03, Lighting standards, of the UDC.
- d. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.





ZIGLIN SIGNS

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FAX: 636.390.8456

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Washington, MO 63090

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Customer: Dierbergs  
Job/Est. #: 21918  
Contact: Mark Martin  
Salesperson: GN  
Project: Market Place  
Drawn By: EA  
File Number: 25938  
Date: 09-27-2017

Signature Approval

Signed approval of all drawings is required before production begins.

Date of Approval

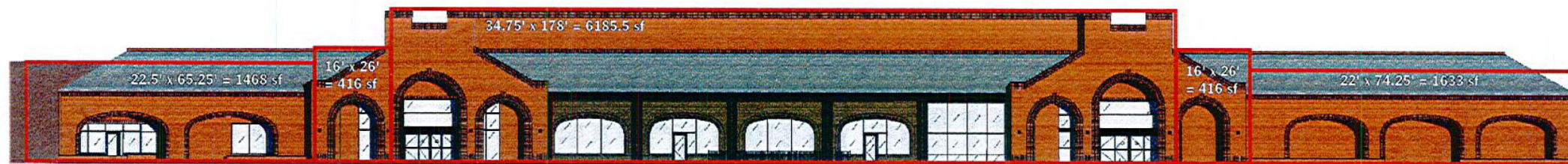
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Rev 2:  
Rev 3:  
Rev 4:  
Drawing #:







**PROPOSED WEST ELEVATION**

SCALE: NTS

**1,468 + 416 + 6,185.5 + 416 + 1,633 = 10,118.5 sf of total building area.  
 10,118.5 x 5% = 506 sf of sign area allowed.**

**\* The above elevation to be affected by the Comprehensive Sign Package.  
 All other areas to conform to the UDC.**

  
**ZIGLIN SIGNS**

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 FAX: 636.390.8456

540 Vossbrink Dr.  
 Washington, MO 63090

www.ziglinsigns.com

---

Customer: Dierberg  
 Job/Est. #: 21918  
 Contact: Mark Martin  
 Salesperson: GN  
 Project: Market Place  
 Drawn By: EA  
 File Number: 25938  
 Date: 09-27-2017

Signature Approval

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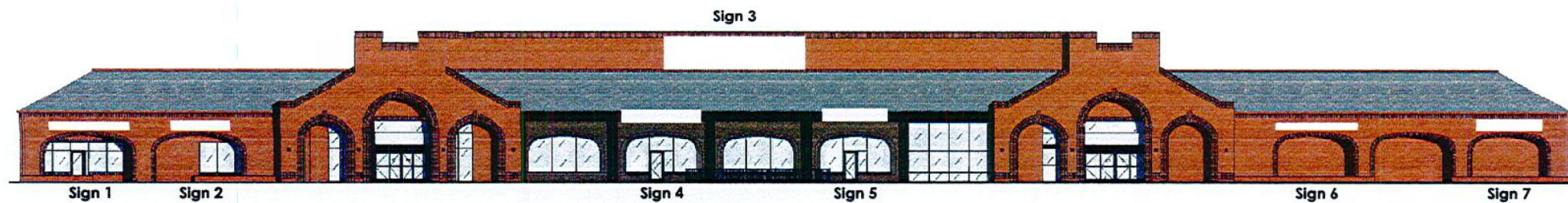
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**TRI-STATE SIGN ASSOCIATION**





**PROPOSED WEST ELEVATION**

SCALE: NTS

DIERBERGS MARKETPLACE  
CHESTERFIELD, MISSOURI

- Sign 1: 212"w X 26"h = 38.25sq'
- Sign 2: 156"w X 30"h = 32.6sq'
- Sign 3: 376"w X 92"h = 241sq'
- Sign 4: 212"w X 32"h = 47.25sq'
- Sign 5: 174"w X 32"h = 38.8sq'
- Sign 6: 220"w X 21.9"h = 33.5sq'
- Sign 7: 176"w X 34"h = 42sq'

**Total: 473.4sq'**

- \* Size and dimension of signs may change
- \* The total of all signs are not to exceed 506sq'
- \* Any single sign is not to exceed 300sq'
- \* The above elevation to be affected by the Comprehensive Sign Package.
- All other areas to conform to the UDC.



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