

Memorandum

Department of Planning



To: Planning and Public Works Committee

From: Annisa Kumerow, Planner **AK**

Date: April 23, 2020

RE: **Chesterfield Presbyterian Church Sign Package:** 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). (Ward 3)

Summary

Chesterfield Presbyterian Church, in partnership with Landmark Sign USA, is requesting 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.

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.




Figure 1: Subject Site Aerial

Planning Commission recommended approval of the request on April 13, 2020 by a vote of 9-0. Power of Review was called in accordance with Section 31-02-20 of the Unified Development Code on April 15, 2020.

Attached to this report please find a copy of the Planning Commission Staff Report and the Sign Package. Additionally, staff has attached minutes from discussions about recent EMC proposals for Edison Express (Monarch Center), Midwest Bank (Chesterfield Village Mall), Brite Worx, and The District.

Attachments: Planning Commission Staff Report
Chesterfield Presbyterian Sign Package
Planning Commission Meeting Minutes 11-14-2016 (Edison Express)
Edison Express Approved Sign Package
Planning Commission Meeting Minutes 10-09-17 (Chesterfield Village Mall)
Planning Commission Meeting Minutes 03-25-19 (Brite Worx)
Planning Commission Meeting Minutes 10-16-19 (The District)

Planning Commission Staff Report

Project Type:	Sign Package
Meeting Date:	March 23, 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.

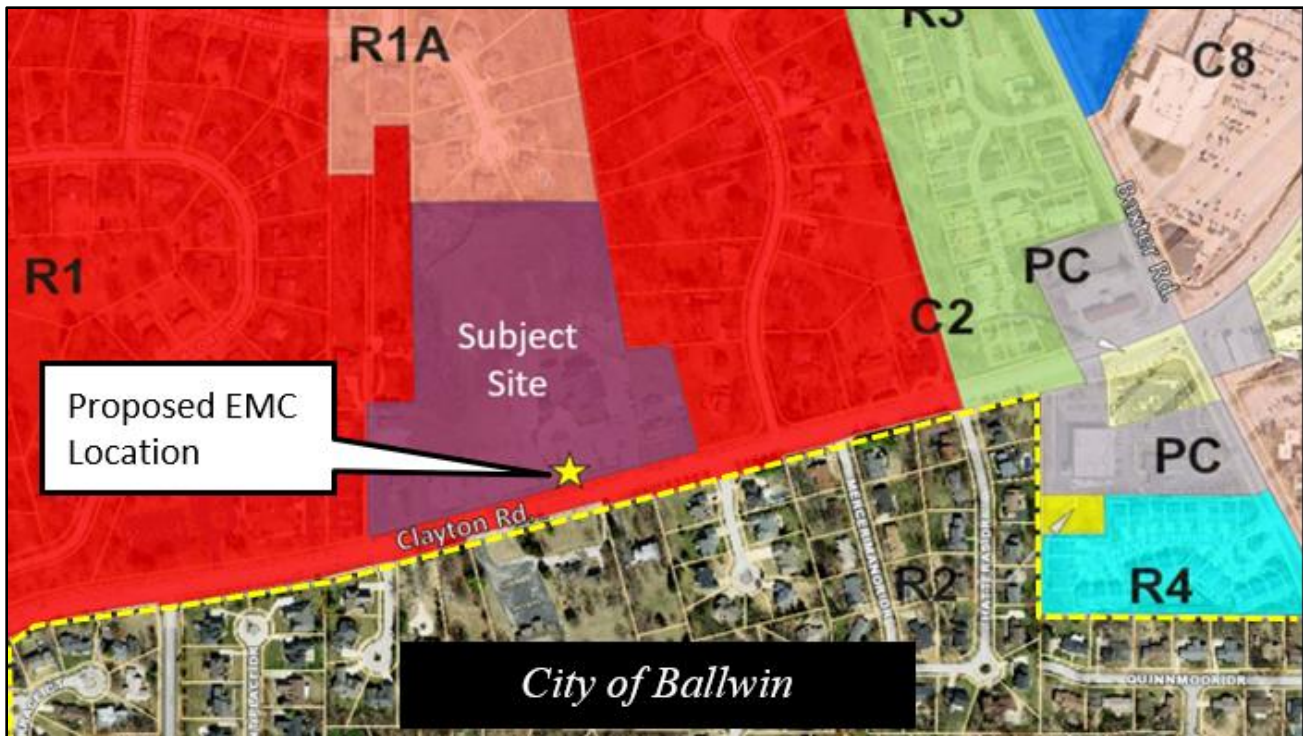


Figure 2: Zoning Map

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

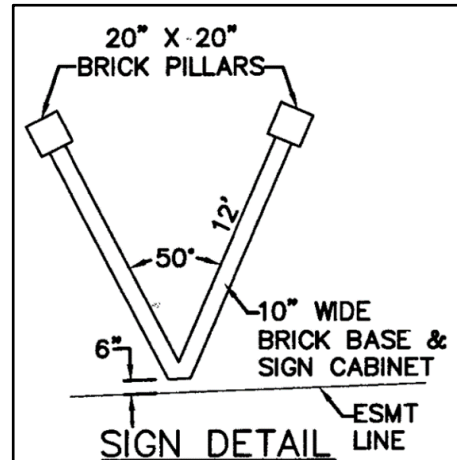


Figure 7: Existing Free-standing Sign Detail

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)

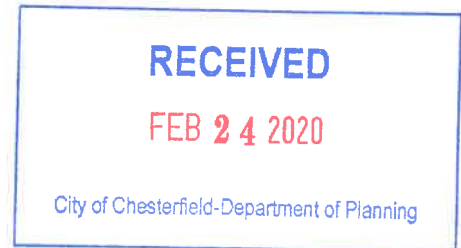
Attachments: Sign Package Submittal



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"





VII. SITE PLANS, BUILDING ELEVATIONS AND PLATS

- A. **Arbors at Wilmas Farm (Record Plat 1)**: A Record Plat for a 39.88 acre tract of land zoned "PUD" Planned Unit Development District located on the south side of Wild Horse Creek Road west of its intersection of Long Road and east of its intersection with Arbor Grove Court.

Commissioner Hansen, representing the Site Plan Committee, made a motion recommending approval of the Record Plat for **Arbors at Wilmas Farm (Record Plat 1)**. The motion was seconded by **Commissioner Wuennenberg** and **passed** by a voice vote of 9 to 0.

- B. **Arbors at Wilmas Farm (Record Plat 2)**: A Record Plat for a 10.64 acre tract of land zoned "PUD" Planned Unit Development District located on the south side of Wild Horse Creek Road west of its intersection of Long Road and east of its intersection with Arbor Grove Court.

Commissioner Hansen, representing the Site Plan Committee, made a motion recommending approval of the Record Plat for **Arbors at Wilmas Farm (Record Plat 2)**. The motion was seconded by **Commissioner Midgley** and **passed** by a voice vote of 9 to 0.

- C. **Hampton Inn Chesterfield Lodging (AAE)**: Amended Architectural Elevations and Architect's Statement of Design for a 1.92 acre tract of land zoned "C-8" Planned Commercial District located on the north side of Swingley Ridge Rd., west of Nardin Dr.

Commissioner Hansen, representing the Site Plan Committee, made a motion recommending approval of the Amended Architectural Elevations, as presented, for **Hampton Inn Chesterfield Lodging**. The motion was seconded by **Commissioner Midgley** and **passed** by a voice vote of 9 to 0.

- D. **Harmony Seven (Record Plat)**: A Record Plat for a 2.75 acre tract of land zoned "R2" Residential District located on the south side of Olive Boulevard and west of its intersection with Stablestone Drive.

Commissioner Hansen, representing the Site Plan Committee, made a motion recommending approval of the Record Plat for **Harmony Seven**. The motion was seconded by **Commissioner Geckeler** and **passed** by a voice vote of 9 to 0.

- E. **Monarch Center, Sign Package**: A request for a Sign Package to establish sign criteria for the Monarch Center development located north of Edison Avenue and east of Long Road.

Commissioner Hansen, representing the Site Plan Committee, made a motion to postpone the vote on the monument signs until a later date. The motion was seconded by **Commissioner Wuennenberg** and **passed** by a voice vote of 9 to 0.

Commissioner Hansen, representing the Site Plan Committee, made a motion to approve the LED gas grades with three LED changeable copy areas, each 1.6 square feet in area, prohibiting rolling, scrolling, flashing, animated or otherwise intermittently-lit characters. The motion was seconded by Commissioner Lueking and **passed** by a voice vote of 9 to 0.

Commissioner Hansen, representing the Site Plan Committee, made a motion to approve three free-standing drive-thru menu boards, as presented, with two menu boards at 26.7 square feet each, and one menu board at 12 square feet. The motion was seconded by Commissioner Wuennenberg and **passed** by a voice vote of 9 to 0.

Commissioner Hansen, representing the Site Plan Committee, made a motion to approve four double-faced directional signs, as presented, with three signs at 3'6" in height and 6 square feet in area; and one sign at 5'6" in height and 12 square feet in area. The motion was seconded by Commissioner Midgley and **passed** by a voice vote of 8 to 1 with Commissioner Lueking voting "no".

VIII. UNFINISHED BUSINESS - None

IX. NEW BUSINESS - None

X. COMMITTEE REPORTS - None

XI. ADJOURNMENT

The meeting adjourned at 8:02 p.m.

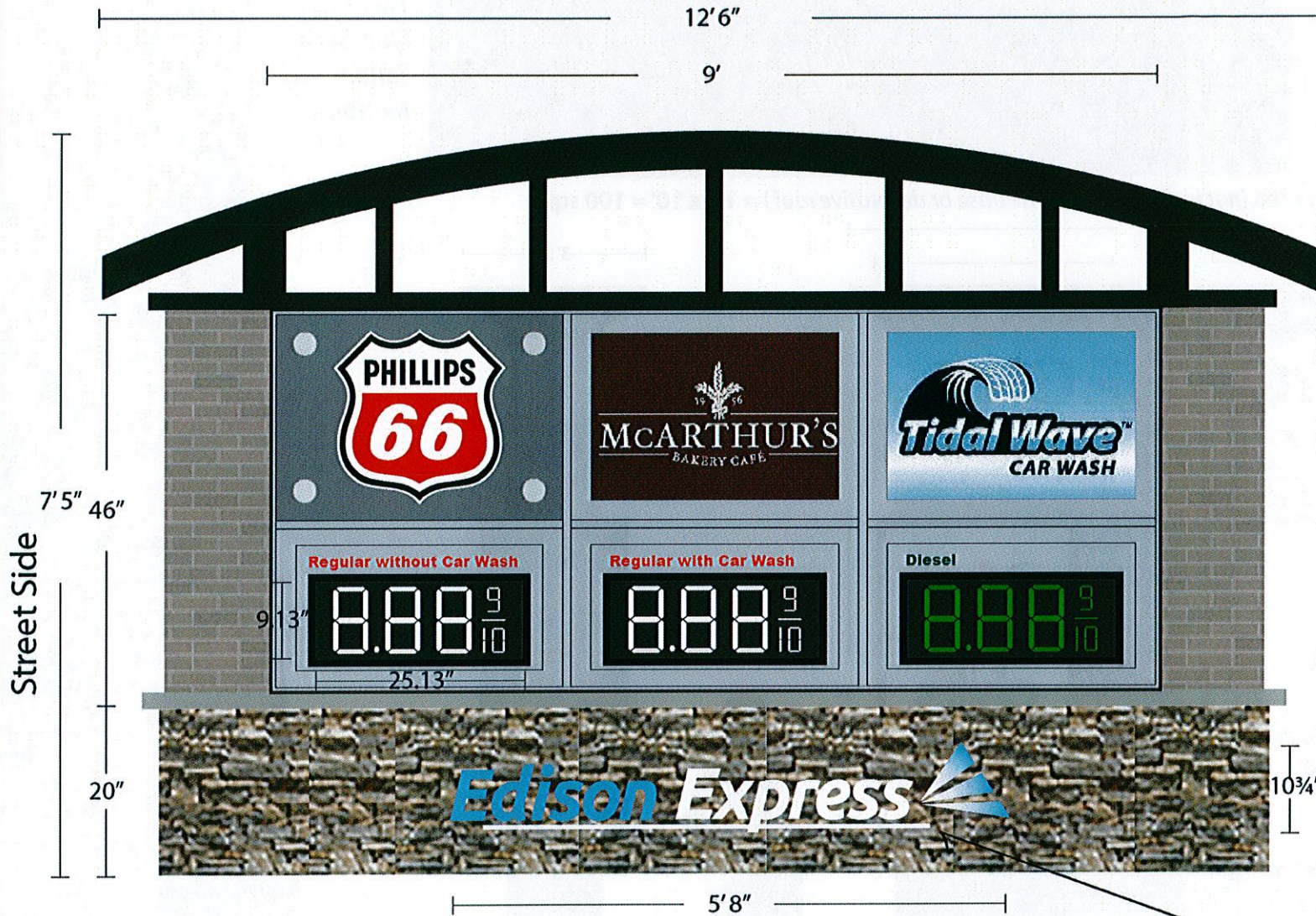
Steve Wuennenberg, Secretary

MONARCH CENTER DEVIATIONS MATRIX

Site Map Numbers	UDC 31-04-05	Summary
Site Map #1 Monarch Center Monument Sign West Entrance Identification/Tenant Sign 143 sq. ft. (100 sq.ft. w/o base and roof) 13' tall	F-2-b-2-a-2	The UDC Code states that <i>"The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet..."</i> We are requesting to deviate from this limit by 7 feet in height and 43 square feet in sign area. This center will have up to 15+ tenants. Monarch Center requires a tenant sign that can be easily read by local traffic and to clearly display these tenants. The UDC code regulations are not sufficient to achieve this goal at this particular location. The sign was designed with the appropriate proportions to accomplish identifying these businesses and the overall development. It complements the building with matching stone base and dryvit on the background of the sign. The stone base and decorative roof are included in the calculation of this sign.
Site Map #2 Edison Express Monument Sign 93 sq. ft. 7' 5" tall	F-2-b-2-a-2 F-2-c F-5-g	The UDC Code states that <i>"A service station shall be permitted one (1) separate price sign attached to the same structure of any one (1) permitted freestanding business sign"</i> (F-2-c) We are asking for a height of five inches over the regulations and 43 square feet over the required sign area. This sign is in addition to two main tenant monument signs. This is further in the lot and will direct and identify the Edison Express station along with its own specific tenants. This sign is there to help direct traffic to their desired destination. The stone base and decorative roof are included in the calculation of this sign. According to the UDC, <i>"No flashing, intermittent, or moving light or lights shall be allowed."</i> (F-5-g) We are asking for LED illuminated gas grades for ease of changing gas prices from inside the station, to improve clarity and create higher visibility. These signs do not flash nor are they intermittent or moving. They are identical to lighted changeable copy letters/numbers, except one is changed manually outdoors and one is changed by a push of a button indoors. There are more worker injury issues with manual changeable copy, especially in inclement weather, than with LED price signs.
Site Map #3 Monarch Center Monument Sign South Entrance Identification/Tenant Sign 143 sq. ft. (100 sq.ft. w/o base and roof) 13' tall	F-2-b-2-a-2	This sign is identical to Site Map #1. The UDC Code states that <i>"The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet..."</i> We are requesting to deviate from this limit by 7 feet in height and 43 square feet in sign area. This center will have up to 15+ tenants. Monarch Center requires a tenant sign that can be easily read by local traffic and to clearly display these tenants. The UDC code regulations are not sufficient to achieve this goal at this particular location. The sign was designed with the appropriate proportions to accomplish identifying these businesses and the overall development. It complements the building with matching stone base and dryvit on the background of the sign. The stone base and decorative roof are included in the calculation of this sign.

*The digital visible opening of each LED price panel is 9.13" high x 25.13" wide. Each number is 8" high.

Site Map #2
(FH Alt)



**Two-sided
Illuminated
Monument Tenant Sign**

- Extruded aluminum roof construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- LED Gas price signs (8" High LED numbers)
- Non-illuminated flat cut acrylic letters
- Brick & Stone base
- UL Listed with lockable disconnect switch

Qty (1)

Non-illuminated

This print and design is exclusive property of Bill Yount Signs & Electric. Any unauthorized use or duplication will result in a 20% charge per occurrence per the value of the display.

Monarch Center Sign Package

BILL YOUNT **SIGNS**
AND ELECTRIC

2002 Woodson Rd., St. Louis, MO 63114
(314) 423-2933 ph (314) 423-8056 fax
www.BillYountSigns.com

VI. PUBLIC COMMENT

~~Mr. Matt Surdyke, Petitioner for **P.Z. 07-2017 Chesterfield Valley Motor Sports** 17501 N. Outer 40 Road, Chesterfield, MO.~~

~~Mr. Surdyke stated that the request is for: (1) an outdoor storage area for overnight storage within a privacy-fenced area on the back side of the site; and (2) the ability to display their products within the requested display areas without a limitation on the number of vehicles to be displayed. Mr. Surdyke noted that the vehicles have varying sizes and styles, so he is requesting that the current restriction of allowing only 6 display vehicles be removed.~~

The following individuals were present representing the Petitioner for **500 Chesterfield Center (Midwest BankCentre) Sign Package**:

1. Mr. David Asmus, Legal Counsel for the Petitioner, 120 S. Central Avenue, #700, Clayton, MO.
2. Mr. Bill Behrens, Warren Sign Company
3. Mr. Mike Flavin, Regional President of Midwest BankCentre, 273 Pennington Lane, Chesterfield, MO.

It was agreed that the Petitioners would be given an opportunity to address the Commission during the *Site Plan* portion of the meeting.

~~Mr. Drew Bextermueller, Director of Real Estate, Dierbergs Market, representing the Petitioner for **Dierbergs the Market Place Sign Package**, 16690 Swingley Ridge, Chesterfield, MO.~~

~~Mr. Bextermueller stated that Dierbergs is requesting to relocate the signs for the Florist and Pharmacy departments to coincide with the remodel of the store's interior – no new signage is being requested.~~

VII. SITE PLANS, BUILDING ELEVATIONS AND PLATS

- A. **500 Chesterfield Center (Midwest BankCentre) Sign Package**: A request for a Sign Package to establish sign criteria for the Midwest BankCentre for a 2.25 acre tract of land located southwest of the intersection of I-64/US 40 and Clarkson Road, on the northeast quadrant of Chesterfield Center, and south of South Outer 40 Road (18S140365).

Commissioner Midgley, representing the Site Plan Committee, made a motion to approve identification signage over the door, as presented. The motion was seconded by Commissioner Wuennenberg and **passed by a voice vote of 7 to 0.**

Commissioner Midgley then reported that the Site Plan Committee denied the requested monument sign with electronic message center by a vote of 3 to 1, but agreed to allow the Petitioner to make a presentation during the Planning Commission meeting.

Mr. Bill Behrens of Warren Sign Company gave a PowerPoint Presentation providing the following information:

- The current monument sign includes the tenant name on the top portion of the sign with the middle portion of the sign having a Dow Jones display, along with the time and temperature.
- The site-governing ordinance allows *manual* changeable message center signs. Such signs are now considered outdated and unsafe when trying to manually change the message.
- They are proposing to replace the top portion of the sign with a message center screen to show the Midwest BankCentre name. The sign would also include static informational messages regarding the bank's location and other useful information. Sachs Properties, the owner of the building, is reserving the bottom half of the sign for an additional building tenant.
- The message center sign is not considered a *flashing sign* as it is not designed to attract attention.
- The proposed message center sign is considered a *changing sign*, which would include a static message for a specific period of time before instantaneously changing to the next static message – there would not be any flashing, blinking or animations.
- Electronic message center signs do not adversely impact driver safety per a 2015 study performed by Texas A&M University.
- Manual-changing message center signs employ old technology, are unattractive, dangerous to workers, burdensome to change, and subject to wind damage and vandalism.
- Electronic message centers use new technology, are attractive, safe, and easily updated.

In an effort to address concerns about electronic message centers, Mr. Behrens provided the following list of recommended restrictions which could be included as part of the sign package for their requested EMC:

- Duration of Image Display. Each image displayed shall have a minimum duration of seven (7) seconds.
- 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.
- Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.
- Malfunction and Non-Compliance. The electronic message center shall be designed and equipped to freeze the device in one position if a malfunction occurs. The electronic message center shall be equipped with a means to immediately discontinue the display if it malfunctions.
- Intensity of light. The maximum luminance produced by the sign shall not exceed three-tenths (0.3) foot-candles greater than the ambient light level. The light level produced by the sign shall be measured at the property line nearest an adjacent dwelling. Automatic dimming capability shall adjust the sign's illumination to the ambient light at all times of the day or night.

Discussion

Responding to questions, Mr. Behrens clarified the following:

- There would not be any charges associated with advertising community events on the electronic message center (EMC).

- It is not anticipated that the bottom portion of the sign, reserved for a future tenant, would include rotating signage. Mr. Behrens suggested that such a restriction could be included as part of the sign package.

During discussion, the Commission agreed that the new technology for message centers is preferable but noted that the current City code prohibits EMCs. Consequently, Chair Hansen suggested that the Petitioner install a temporary static monument sign within the requirements of the existing sign package giving the Commission time to review and update the City code regarding electronic message centers.

Commissioner Harris noted that Parkway High School has an electronic message center, which is much easier to read than the old sign board at the middle school. She then inquired as to how the high school was approved for an EMC. Senior Planner Jessica Henry stated that, at the time, it was the City's determination that the school district is a jurisdictional authority and as such, the City could not regulate its signage.

Mr. Behrens suggested that the Commission approve the requested monument sign permitting Midwest BankCentre to display only two things: (1) the bank name; and (2) time and temperature. This would allow the bank to install their sign now with the necessary technology to provide future electronic messages in accordance with any updates to the City code. Mr. Asmus added that the City could also include the restrictions which were outlined earlier to the approval of the monument sign.

Commissioner Lueking clarified that Mr. Behrens' suggestion is for a monument sign with two screens on a message center, which she again pointed out is currently against City code and, if approved, would be precedent-setting.

Discussion continued regarding how to best assist Midwest BankCentre's need for signage within the confines of the City code. While acknowledging that the recommended restrictions provided by the Petitioner are appreciated, the Commission expressed concern that there may be other issues and details that aren't being addressed.

Ms. Henry offered her opinion that it is not advisable to approve conditions on the assumption that such restrictions would ultimately be included in the Unified Development Code. Staff is seeing these restrictions for the first time and has not been able to conduct its own independent research. In addition, the City Attorney has not yet seen these restrictions. She expressed her concern about accepting a set of restrictions proposed by a proponent vs. an independent review. Ms. Henry also noted that the requested sign is larger and taller than what is permitted at the base code allowance of 50 sq. ft. and 6 ft. in height. Commissioner Wuennenberg thanked Ms. Henry for her input on this matter.

Further discussion continued as to what options were available to the Commission for approving a monument sign for the site. Ms. Henry advised that the Commission could entertain a motion to approve a standard monument sign with the dimensions as shown in the sign package.

Commissioner Wuennenberg made a motion to approve a monument sign of size and shape as requested, with signage panels to comply with the regulations of the Unified Development Code. The motion was seconded by Commissioner Midgley.

Discussion on the Motion

Commissioner Harris asked how the issue of electronic message centers will be brought to Council's attention for review so that this matter does not become a repeated process every time someone wants a modern sign. Ms. Henry replied that City Council has already directed Staff to open Article 4 of the Unified Development Code, which includes signage regulations. It is anticipated that the signage code will be re-written in 2018.

A voice vote was then taken on the above motion to approve, which passed by a vote of 7 to 0.

- ~~**B. Dierbergs the Market Place Sign Package:** A request for a Sign Package for the Dierbergs the Market Place development for an 11.35 acre tract of land located east of Clarkson Road and north of Baxter Road.~~

~~**Commissioner Midgley, representing the Site Plan Committee, made a motion recommending approval of the Sign Package for Dierbergs the Market Place.** The motion was seconded by Commissioner Marino and **passed by a voice vote of 7 to 0.**~~

~~VIII. UNFINISHED BUSINESS~~

- ~~**A. P.Z. 07-2017 Chesterfield Valley Motor Sports (17501 N Outer 40 Rd):** A request for an amendment to an existing "C8" Planned Commercial District for a 3.0 acre tract of land located north of North Outer 40 Rd west of its intersection with Boone's Crossing (17U510051).~~

~~Project Planner Cecilia Dvorak stated that the Applicant's request is to remove the current restriction of a maximum of six vehicles for the outdoor display area to the southwest of the existing building. The Applicant is also requesting to expand the outdoor storage area to the northeast of the building by approximately 55 feet, as shown on the Preliminary Plan. A Public Hearing was held for this petition in April, 2017. At that time, four issues were raised to which the Applicant has provided the following response:~~

- ~~**1. Location of the display areas in front of the 50-foot building line and parking setback:** The Petitioner has removed one of the display areas and adjusted another to insure that none of the display areas are within the building or parking setbacks.~~
- ~~**2. Need for a sight barrier of the storage area from the Levee Trail:** The Petitioner has agreed to use a wood slat fence as opposed to the existing chain link fence to ensure that there is a sight barrier between the Levee Trail and the proposed storage area.~~
- ~~**3. Concern for the type of display proposed, including the number of vehicles and/or total square footage of display requested and type of items requested to be displayed:** The Petitioner's request is to limit the area of display as opposed to the number of vehicles to be displayed. The areas of display shown on the plan are about 2,500 square feet in the grass area and 2,000 square feet for the wrap-around deck display area, totaling about 4,500 square feet.~~

~~2. **Christopher Roth**, Real Estate Manager-Midwest Region, Banfield Pet Hospital, 2175 NW Irving Street, Portland, OR~~

~~Mr. Roth stated that Banfield is a general practice veterinary clinic specializing in preventative care, small procedures, nutrition, and diet services. Major procedures are done through partnerships with local vets. The site will not have any overnight boarding or outside facilities.~~

~~**SPEAKERS IN FAVOR: None**~~

~~**SPEAKERS IN OPPOSITION: None**~~

~~**SPEAKERS – NEUTRAL: None**~~

~~Commissioner Midgley read the Closing Comments for the Public Hearings.~~

V. APPROVAL OF MEETING SUMMARY

~~**Commissioner Wuennenberg made a motion to approve the Meeting Summary of the March 11, 2019 Planning Commission Meeting. The motion was seconded by Commissioner Tilman and passed by a voice vote of 7 to 0.**~~

VI. PUBLIC COMMENT

A. Mobil on the Run at Clayton and Baxter (Brite Worx) Sign Package

1. **Garrett Newhouse**, Ziglin Sign Company, 540 Vossbrink, Washington, MO – speaking on behalf of the Petitioner.

Mr. Newhouse reviewed the proposed sign package:

- **North and South Elevations** – They propose 2 signs on each elevation totaling 75.75 sq. ft. to keep it in line with the standard branding of the Brite Worx Car Wash, and being under the square footage allowed for 1 sign.
- **Canopy Sign** – They propose a *car wash entrance* sign at the top of the canopy directing patrons to the car wash. Below the entrance sign would be 3 *lane signs* for a cashier lane and members lanes.
- **Monument Signs with Electronic Message Centers** – They propose 2 monument signs with *electronic message centers (EMC)*. The monument signs would be reduced 40% in brightness; would have a 15-minute hold time to rotate 2 messages; would have no animations; and would only be 32 sq. ft. instead of the allowed 42 sq. ft.
- **Monument Signs without Electronic Message Centers** – If EMC signs are not approved, they propose two 42 sq. ft. monument signs.

2. Dean Berger, 457 Baxton Way, Chesterfield, MO – speaking from a Neutral viewpoint.

Mr. Berger stated that his home faces the western boundary of the subject car wash. After a review of the sign package, he does not have any issue with the proposed two smaller signs on the building vs. one larger sign. He noted that the developer has included a plan showing the sight lines from different residential lots, which indicates that those homeowners will not see the signage on the buildings.

Mr. Berger then expressed concern about the lighting of the monument signs as he believes that the signs and their lighting will be seen from the residents' homes. He also asked for clarification as to the hours of when the monument signs would be lit noting that conflicting information has been provided – either from dusk to 10 pm, or from dusk to dawn. He pointed out that the lights associated with the car wash are to be turned off at 8:30 pm and questioned why the monument signs would be lit for a longer period of time.

VII. SITE PLANS, BUILDING ELEVATIONS AND PLATS

- A. **Mobil on the Run at Clayton and Baxter (Brite Worx) Sign Package:** A request for a Sign Package for a 1.72 acre tract of land zoned "PC" Planned Commercial District located on the western corner of the intersection of Clayton Rd. and Baxter Rd.

Discussion ensued regarding the standards used for Electronic Message Centers (EMC) with respect to brightness. Mr. Newhouse explained that the EMC signs come at a 10,000 nit brightness and they are proposing to reduce the brightness level to 6,000 nits. It was noted that the City is in the process of establishing standards for Electronic Message Centers and since those standards have not yet been established, the EMCs will not be recommended for approval at this time.

Mr. Newhouse then provided the following information about the proposed Sign Package:

- **North and South Elevations** – They feel that having two smaller signs, totaling 75.75 sq. ft. on each elevation, is a better design than the one larger 121 sq. ft. sign allowed.
- **Canopy Signs** – They are requesting one sign at the top of the canopy stating **Car Wash Entrance** to help funnel traffic to the car wash as opposed to the vacuum area. The canopy would also include signage below the **Car Wash Entrance** sign designating 3 different traffic lanes – 1 cash only and 2 members lanes.

It was also clarified that there is no signage directing traffic to the vacuums, which are available to the public at no charge.

Commissioner Wuennenberg, representing the Site Plan Committee, made a motion recommending approval of the Sign Package for **Mobil on the Run at Clayton and Baxter (Brite Worx)**, as follows:

- North and South Elevations: One sign each per wall, 5% total size
- East Elevation: One sign as proposed
- Canopy: Three signs for lane delineations
- Monument Signs: As proposed without Electronic Message Center
- Directional Signs: Two signs as proposed

The motion was seconded by Commissioner Tilman.

Amendment #1 – Canopy Sign

Commissioner Tilman made a motion to amend the motion to approve the Canopy sign, as proposed. It was clarified that the canopy would include a *Car Wash Entrance* sign at the top of the canopy, with 3 lane delineation signs below. The motion was seconded by Commissioner Midgley and **passed** by a voice vote of 7 to 0.

Amendment #2 – North and South Elevations

Commissioner Rosenauer made a motion to amend the motion to approve the two signs for the North and South Elevations, as proposed. It was clarified that the two signs would have a square foot limitation of 75.75 sq. ft., which is 60% less than what is authorized by the ordinance. **The motion died due to the lack of a second.**

Amendment #3 – Monument Signs

It was noted that if the Electronic Message Centers were not approved, the Applicant is requesting that the monument signs be approved for the allowed square footage of 42 sq. ft. Mr. Newhouse also clarified that the monument sign would be six feet tall and would have a full stone background. The sign would be placed on the stone and would be 42 sq. ft.

Commissioner Marino made a motion to amend the motion that the two monument signs be permitted to be within the sign parameters permitted by the Unified Development Code. The motion was seconded by Commissioner Tilman.

During discussion, it was clarified that standards regulating Electronic Message Centers are being worked on at this time. Knowing that, Commissioner Tilman asked the Applicant if this information has any impact on how they want to proceed with the monument signs. Mr. Mark Jordan of Wallis Companies replied that their preference is to install EMCs at this time with one static message of the Brite Worx logo; but if they aren't permitted to install the EMCs, the preference is to install the larger, 42 sq. ft. monument signs. These signs could be modified at a later date if EMCs are allowed in the future.

The above motion **passed** by a voice vote of 5 to 2 with Commissioners Rosenauer and Wuennenberg voting "no".

Mr. Wyse then summarized the motion and amendments, as follows:

To approve the Sign Package for Brite Worx, as noted below:

- **Wall signage on the north and south elevations to be limited to one sign per façade with a maximum sign area of 5% per facade;**
- **Wall signage on the eastern façade, as proposed;**
- **Canopy signage, as proposed;**
- **Monument signs without electronic message centers with size to be as allowed under the Unified Development Code; and**
- **Directional signage, as proposed;**

Discussion

Councilmember Hurt asked for clarification with respect to the hours lighting is permitted on the site, and whether signage lighting is permitted different hours. Planner Mike Knight responded that the hours for signage lighting was considered separately from site lighting based on the Applicant's sign package submittal, which is requesting that signage be lit from dusk to 10 pm. He also confirmed that the ordinance states that *non-security lighting shall not be on 30 minutes prior to opening or past closing*; it was noted that closing is at 8:00 pm. The Applicant confirmed that all proposed signage is lit, except for the two directional signs.

Discussion followed as to whether the sign lighting should be allowed to be on until 10 pm or turned off at 8:30 pm. City Attorney Chris Graville advised that if the Commission wants to change the hours for any of the sign lighting, an amendment would be necessary.

Chair Hansen reminded the Commission that Mr. Berger, a resident of the adjacent neighborhood, indicated that the building signage would not be seen from his neighborhood based on the sight lines submitted by the Applicant. Mr. Jordan of Wallis Companies pointed out that while sight lines were not provided for the monument signs, he did not believe the lighting from the monument sign along Baxter Road will be seen by the residents based on the elevation and six-foot fence along the property line. He also pointed out that the other businesses at this intersection have lights on past 10 pm, but proposed that they would turn off the monument lighting at closing if it is not adequately screened from the residents.

Amendment #4 – Signage Lighting

Commissioner Tilman made a motion to amend the motion that if the monument signs are visible from the property line shared with adjacent residential properties, monument sign lighting will be turned off 30 minutes after closing (8:30 pm). The motion was seconded by Commissioner Marino and **passed by a voice vote of 6 to 1 with Commissioner Wuennenberg voting "no".**

The motion to approve the Sign Package, as amended, passed by a voice vote of 6 to 1 with Commissioner Rosenauer voting "no".

V. APPROVAL OF MEETING SUMMARY

Commissioner Schenberg made a motion to approve the Meeting Summary of the September 23, 2019 Planning Commission Meeting. The motion was seconded by **Commissioner Wuennenberg** and **passed** by a voice vote of 6 to 0. (*Commissioner Midgley abstained.*)

VI. PUBLIC COMMENT

The District – Petitioners:

1. Mr. Mike Doster, member of the Development Team for the Staenberg Group, 16090 Swingley Ridge Road, Chesterfield, MO – available for questions
2. Mr. Mike Chiodini, Chiodini Architects, 1401 South Brentwood Road, St. Louis, MO – available for questions.
3. Mr. Steven Mueller, Chiodini Architects, 1401 S. Brentwood, St. Louis, MO – available for questions
4. Mr. Tim Lowe, Vice-President of Leasing & Development, Staenberg Group, 121 Bellerosa, St. Louis, MO.

Mr. Lowe stated that they envision The District as a new entertainment-type venue. Because entertainment venues have different requirements than traditional retail developments, he asked that such be considered when reviewing the two projects noting that the proposed amended site plan and sign package go hand-in-hand.

P.Z. 12-2019 Burkhardt Place (16626 Old Chesterfield Road)

1. Mr. James Mettrick, Studio Manager of 89th Key Studio, 16626 Old Chesterfield Road, Chesterfield, MO – available for questions.

Commissioner Wuennenberg made a motion to amend the agenda to review item VIII.A. P.Z. 12-2019 Burkhardt Place (16626 Old Chesterfield Road) next. The motion was seconded by Commissioner Marino and **passed** by a voice vote of 7 to 0.

VIII. UNFINISHED BUSINESS

- A. **P.Z. 12-2019 Burkhardt Place (16626 Old Chesterfield Road)**: A request to amend Ordinance 2170 to add coffee shop as a permitted use for 0.22 acres of land within an existing “PC” Planned Commercial District with a “LPA” Overlay located south of Old Chesterfield Road and north of Santa Maria Drive (17T310412).

Planner Annisa Kumerow stated that the petitioner is requesting to add *coffee shop* as a permitted use. The proposed use will be contained within the existing structure and no exterior modifications are proposed with this petition.

A Public Hearing for this request was held on September 23, 2019 and no issues were raised by the Planning Commission.

Chesterfield Outlets (17107 N Outer 40 Road – The District). The motion was seconded by Commissioner Wuennenberg.

Discussion

Landscaping

Commissioner Wuennenberg asked whether any interim landscaping could be added in front of the parking garage in order to enhance the area until the next construction phase begins. He suggested providing trees in planter boxes to soften the look of the garage. Mr. Lowe stated that they are targeting completion of Phase 1 by March 2021, with the goal of having Phases 2 and 3 under construction at that time. He indicated that they could take a look at this suggestion but did not feel there would be a lot of value in putting a few trees in front of the parking garage.

Traffic

For the record, Chair Hansen noted that traffic could become a challenge for the site. Mr. Lowe acknowledged the traffic issue and noted that a traffic report and traffic management plan have been prepared. The plan has a lot of flexibility allowing the possible addition of more entrances and openings to move vehicles around. He explained that because parking for the music venue is both in the deck and on surface parking, it should prevent major traffic jams.

Councilmember Mastorakos stated that she met with both Mr. Lowe and Julie Nolfo, who had prepared the traffic report, to discuss incoming traffic concerns. The developer has indicated that will there will be enough personnel on site directing traffic. It was also noted that there are no parking fees, which will allow traffic to move freely into the site without stopping to get a parking ticket. Councilmember Mastorakos added that she hopes the traffic issue is monitored as time goes on so that traffic does not back up on the interstate while trying to enter the venue.

The vote to approve passed by a voice vote of 7 to 0.

- C. Chesterfield Outlets (The District) Sign Package:** A request for a Sign Package to establish sign criteria for the Chesterfield Outlets Subdivision, a 48.2 acre tract of land zoned “PC” Planned Commercial District located north of North Outer 40 Road and east of Boone’s Crossing.

Because the Site Plan Committee was unable to complete its discussion on the Electronic Message Center component of the proposed Sign Package, Mr. Lowe was asked to finish his presentation.

Mr. Lowe stated that the purpose of the Electronic Message Center is twofold: (1) to allow the music venue to advertise its events; and (2) to advertise other tenants on the property with each tenant getting a turn on the rotation in lieu of having pylon and wall signage. The only tenants that will be allowed signage are tenants that have doors facing the interstate.

To address Commissioner Schenberg’s concern raised in the Site Plan Committee meeting, Mr. Lowe confirmed that ***The District*** sign on top of the pavilion will only be the name of the property and nothing more in perpetuity.

Commissioner Schenberg motion to approve the sign package, as presented, with the petitioner’s stipulation that the rooftop pavilion sign, (*The District*) will only be

the name of the property in perpetuity. The motion was seconded by Commissioner Marino.

Discussion

Commissioner Marino referred to the dialogue in the previous Site Plan Committee meeting regarding whether the Electronic Message Center (EMC) could be used for public announcements vs. using it only for The District. He then expressed his preference that the EMC should never be allowed to be blank. Chair Hansen noted a desire to retain the option of allowing the City to utilize the EMC to communicate with its residents.

Commissioner Midgley noted that the EMC is directly across from *The District* rooftop signage and asked whether it would be better to move the EMC further west or east. Mr. Lowe responded that the two signs serve different purposes – the rooftop signage is considered a project ID sign giving the development character, while the EMC provides information for motorists traveling along the interstate.

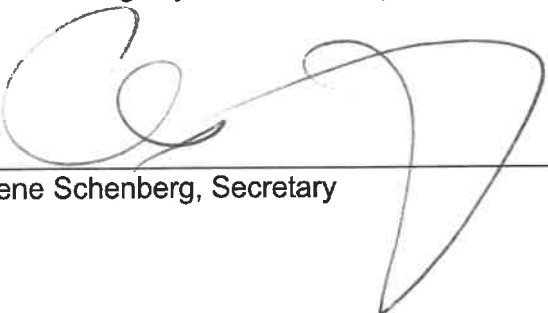
The vote to approve passed by a voice vote of 7 to 0.

IX. NEW BUSINESS - None

X. COMMITTEE REPORTS - None

XI. ADJOURNMENT

The meeting adjourned at 7:50 p.m.



Gene Schenberg, Secretary