

Memorandum Department of Planning

To: Planning and Public Works Committee

From: Shilpi Bharti, Planner

Date: May 4, 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 were approved for the Outlot building for the proposed Billy G's restaurant. At that time, the blade sign was approved as an architectural 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.

On April 20, 2023, the project was reviewed by the Planning and Public Works Committee. The committee discussed the location of the proposed blade sign and recommended to have the blade sign below or align with the roof line. The applicant at that time requested to hold. The applicant has now submitted a revised plan where the blade sign is below the roof line as shown in Figure 2.



Figure 2: Revised sign areas



Figure 3: Subject Site Aerial

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

Planning Commission Staff Report

Project type:	Sign Package
Meeting Date:	March 13, 2023
From:	Shilpi Bharti, Planner <i>SB</i>
Location:	1772 Clarkson Road
Description:	<u>Dierbergs The Market Place (Billy G's), Sign Package:</u> 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

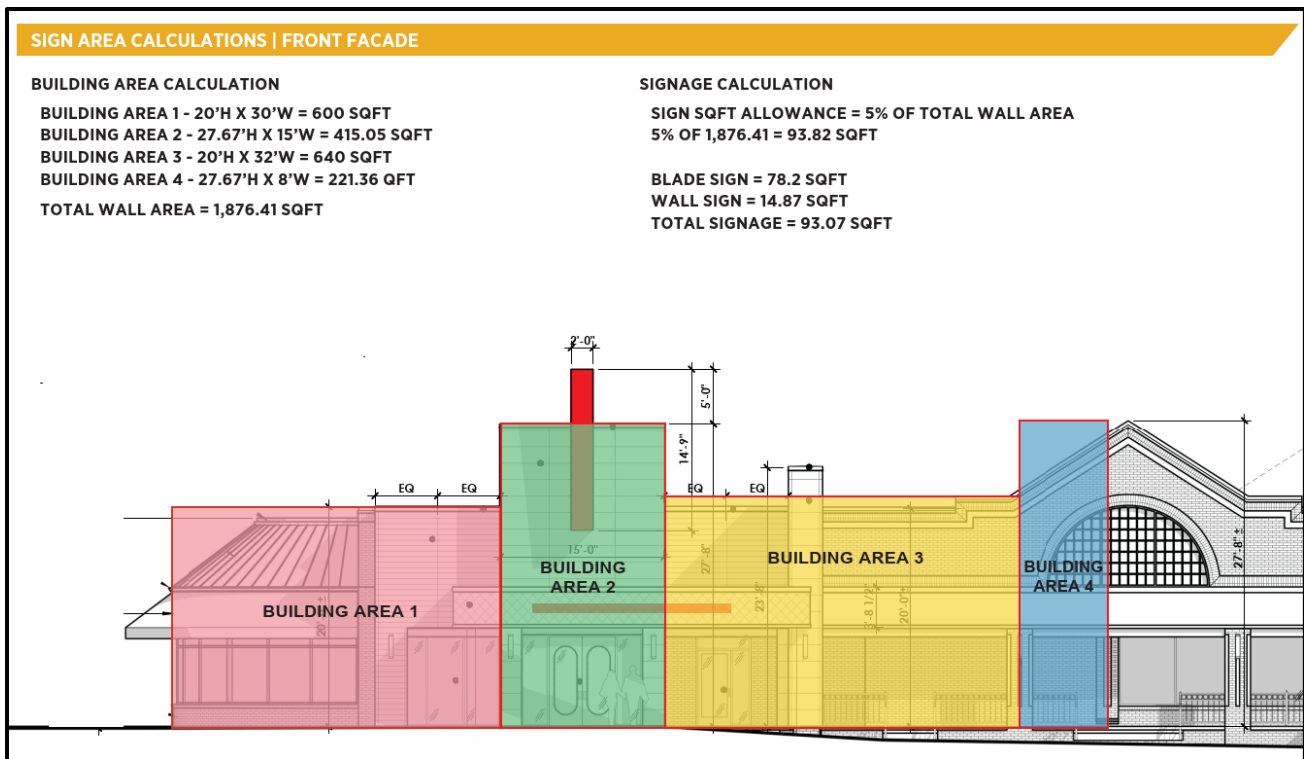


Figure 4: Sign Request

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.

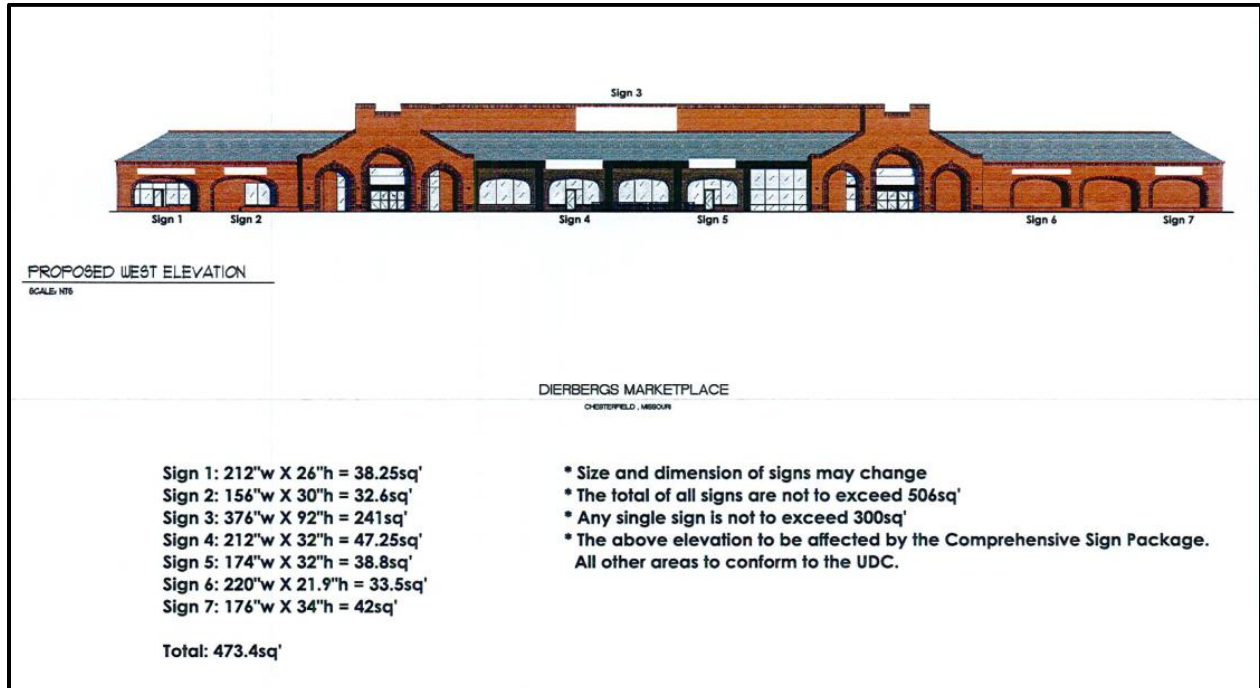


Exhibit A

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.

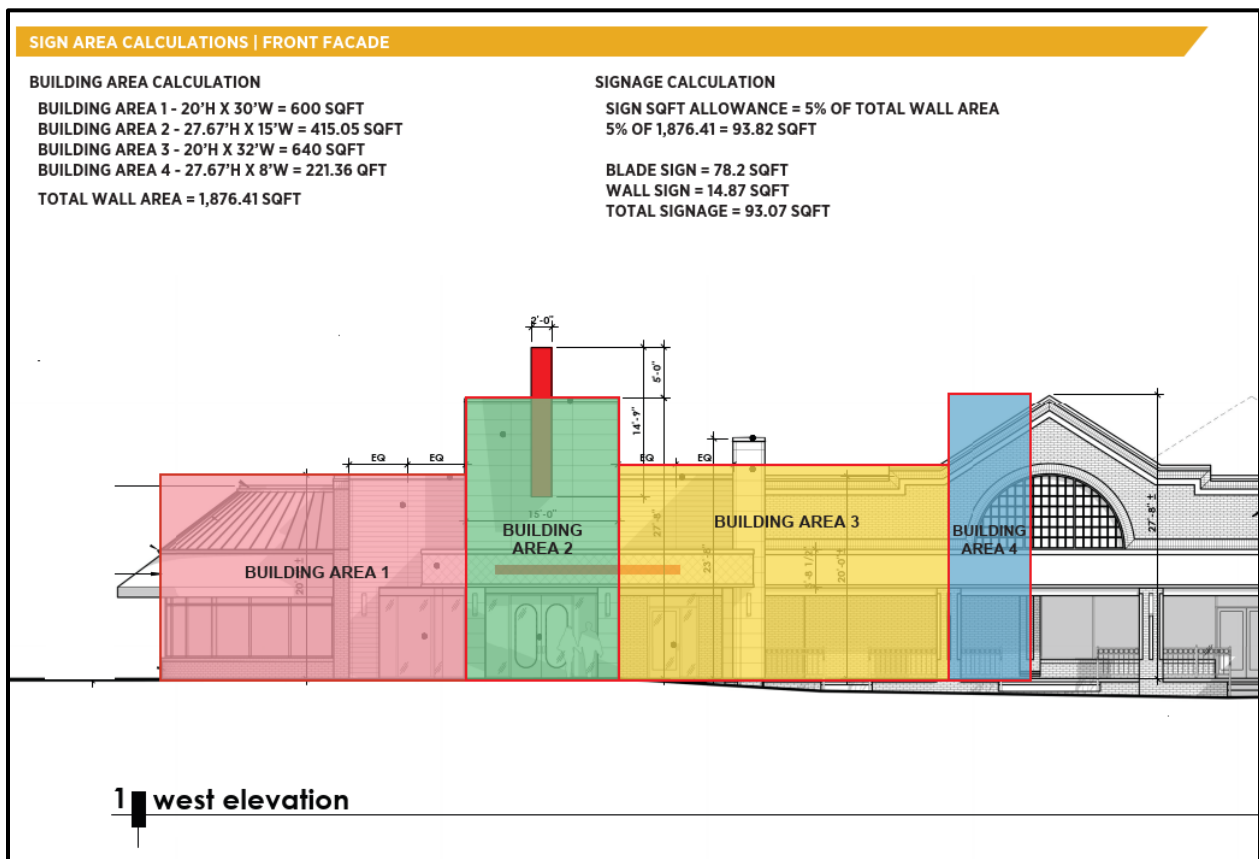


Exhibit B

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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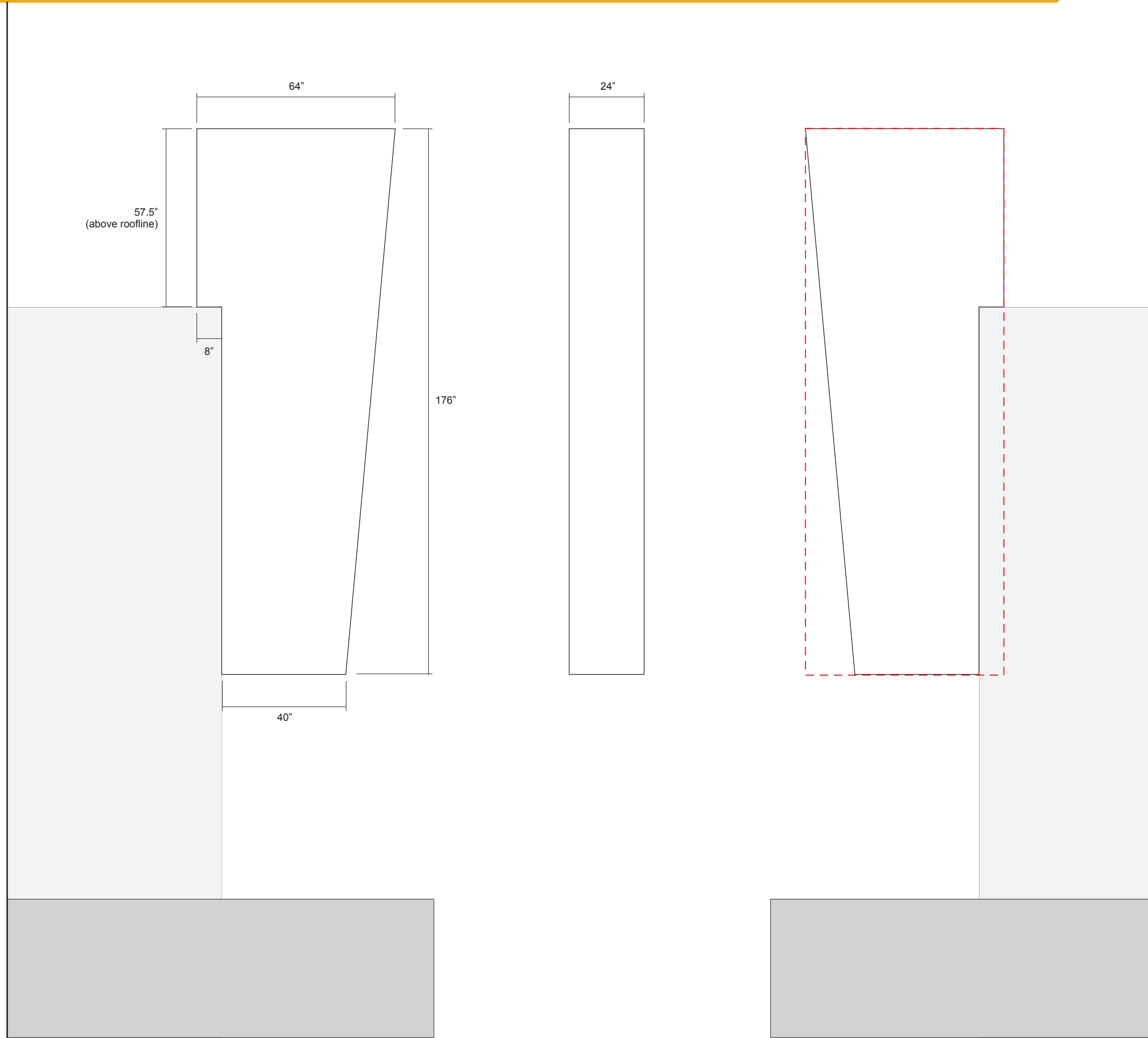
PRODUCTION CANNOT BEGIN UNTIL WE RECEIVE PROOF APPROVAL VIA EMAIL

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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Andy Barnes

PROOF DATE
10/27/22

REVISION DATE
02/17/23, 3/2/23

SALES REP
Andy Hrdlicka

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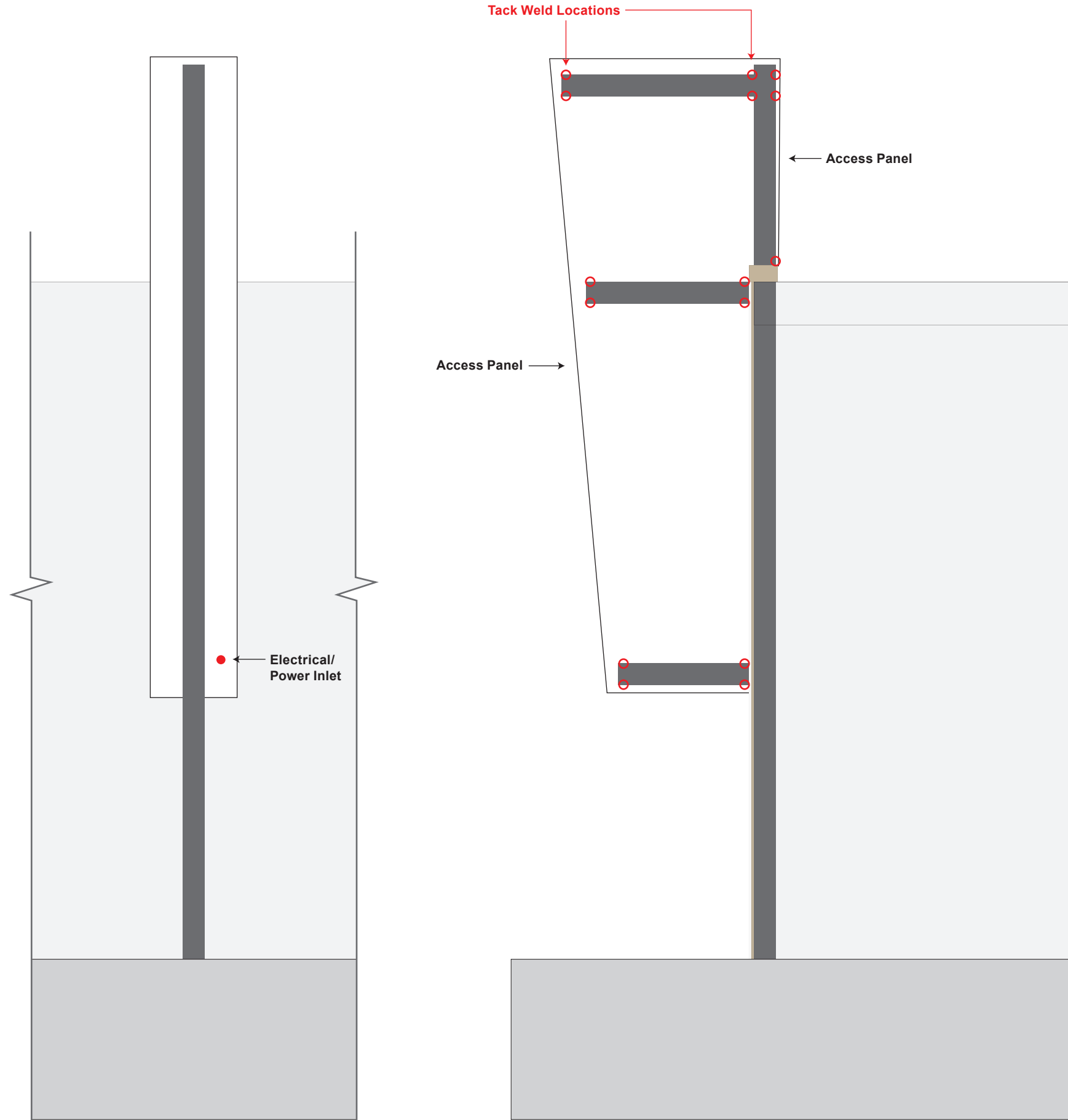
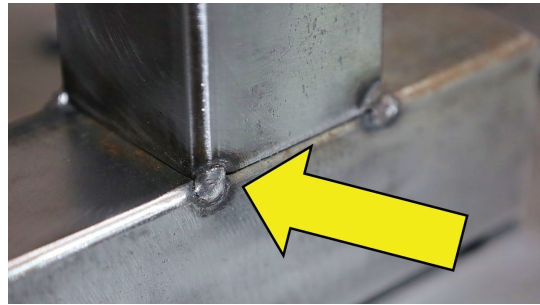
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SIGN 1 | PROJECTING BLADE SIGN | OVERALL SIZE: 176”H X 64”W X 24”D | QTY: 1 | 78.2 SQFT

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
Phone: 618.281.2639
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Andy Hrdlicka

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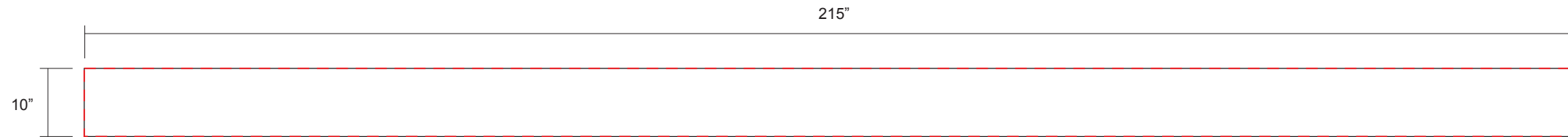
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14.87 SQFT



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Artisan Construction Mgmt

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



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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

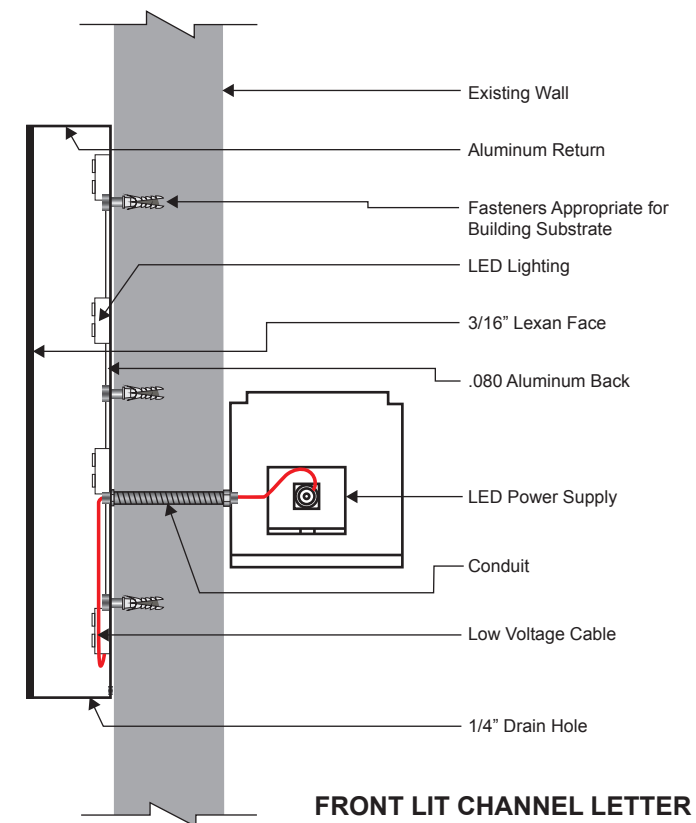


Hardware:
HILTI KWIK BOLT 3
EXPANSION ANCHOR
CARBON STEEL

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

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

CONSTRUCTION DETAILS



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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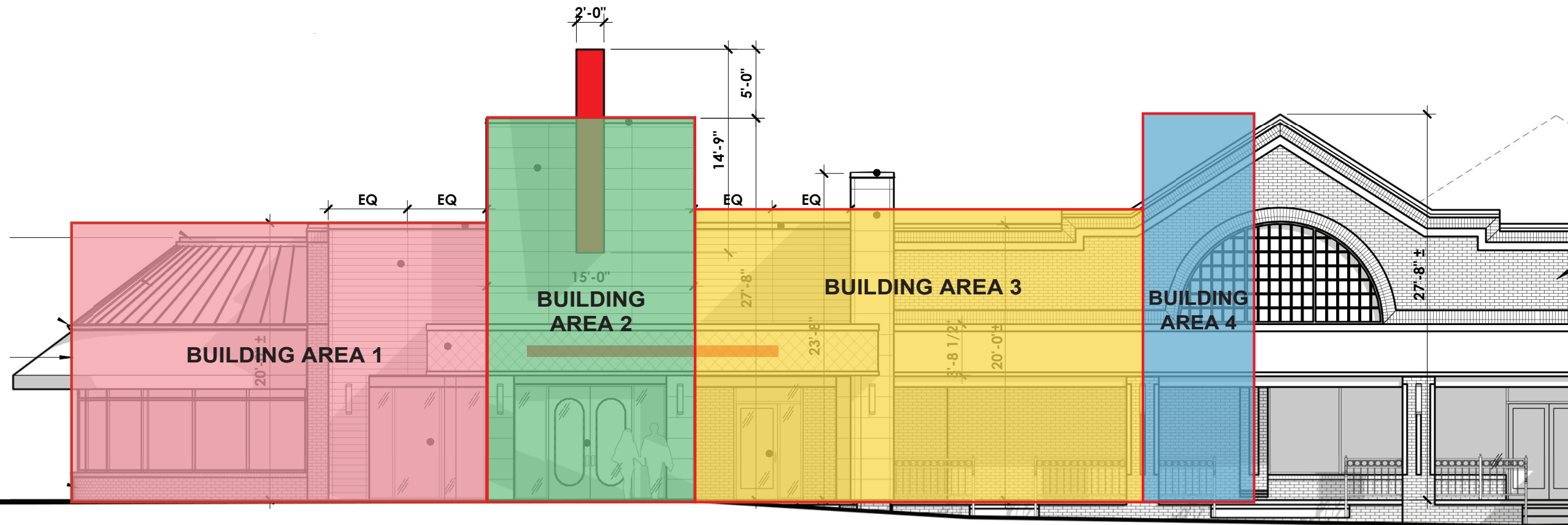
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1 west elevation

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

www.ziglinsigns.com

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

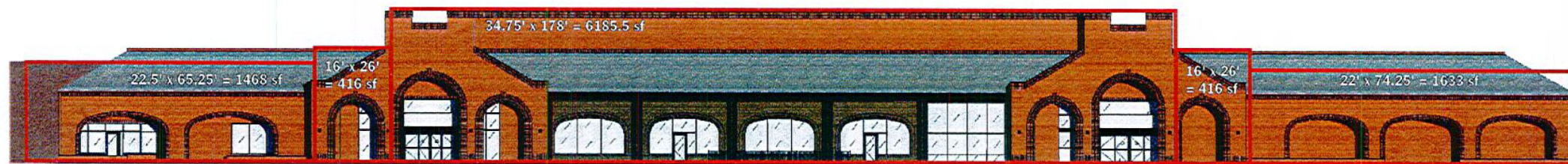
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PROPOSED WEST ELEVATION

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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 Washington, MO 63090

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

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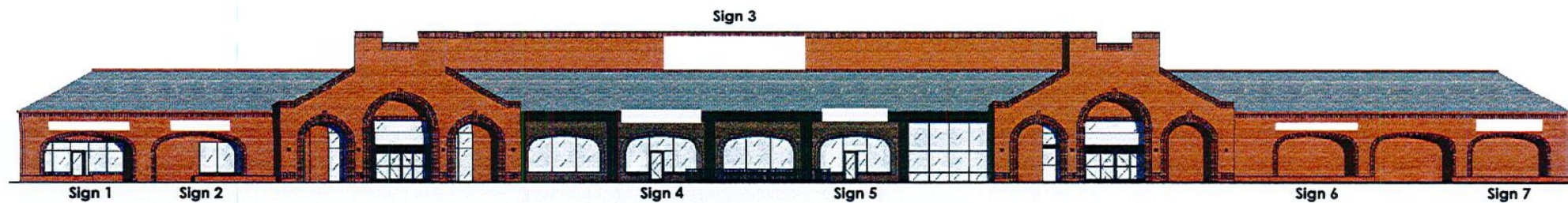
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TRI-STATE SIGN ASSOCIATION



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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