

Memorandum

Department of Planning



To: Planning and Public Works Committee

From: Chris Dietz, Planner 

Date: May 5, 2022

RE: **P.Z. 02-2022 River Crossings (Holman Motorcars St. Louis):** A request to amend development criteria within a site-specific ordinance for a 15.841-acre tract of land zoned "PC" Planned Commercial District located northeast of the intersection of Chesterfield Airport Road and Public Works Drive (17U24066; 17U240077; 17U240088; 17U52006; 17U520072; 17U520171; 17U520182; 17U520193).

Summary

Warren Sign Company, on behalf of Holman Motorcars St. Louis, has submitted a request to amend Exhibit 2 of the Attachment A (Sign Criteria) within the governing ordinance of the River Crossings subdivision. While a Sign Package is typically the process that allows flexibility in sign criteria, a Sign Package request would not comply with the current ordinance as signage criteria is already established within it. As such, any changes to sign criteria requires an Ordinance Amendment. While this ordinance amendment affects the entire River Crossings development, the applicant intended this request specifically for the benefit of Lots 7 and 8.

The applicant is seeking to amend Ordinance 2566 to:

1. Increase the size and height limits of Monument Signage allowed along I-64;
2. Increase wall signage quantity and size allowance specifically for Lots 7 and 8 (1 and 9 Arnage Blvd.); and,
3. Remove the total square footage limit for all combined monument signage.

A Public Hearing was held on October 25, 2021 for this petition, during which the City of Chesterfield Planning Commission raised the issue of impact and appropriateness of the requested monument sign.

The applicant provided a response letter to this issue which was discussed in detail at the April 11, 2022 Planning Commission meeting, with Planning Commission voting to approve this petition by a vote of 7-0 with the following amendments:

- 1) Proposed criteria for Building Signage to be amended to apply only to Lots 7 and 8 (9 and 1 Arnage Blvd, respectively).
- 2) Proposed criteria for Highway 40 (I-64) Monument Sign amended to permit a sign that shall not exceed fifty (50) square feet in outline area and six (6) feet in height.

If approved, these criteria would apply to the entire development, not only the user or buildings of Lots 7 and 8.

Attached to this report, please find a copy of the April 11, 2022 Staff Report, Issues Response Letter and Proposed Exhibit 2 of the Attachment A (Sign Criteria).

Attachments: April 11, 2022 Staff Report
Issues Response Letter
Proposed Exhibit 2 (Sign Criteria)

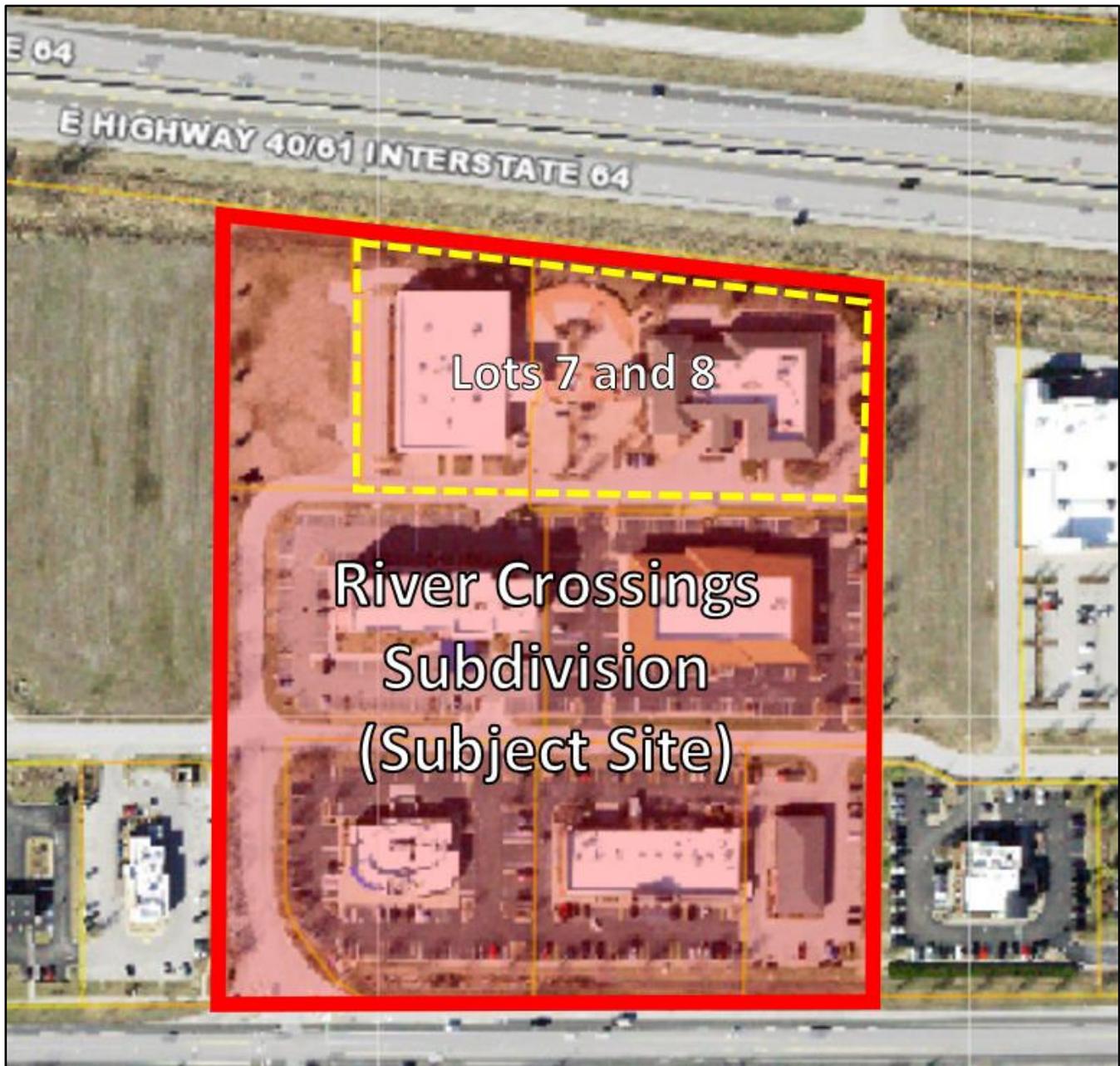


Figure 1: Subject Site Aerial



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Planning Commission Staff Report

Meeting Date: April 11, 2022
From: Chris Dietz, Planner
Location: River Crossings Subdivision

Description: P.Z. 02-2022: River Crossings (Holman Motorcars St. Louis): A request to amend development criteria within a site-specific ordinance for a 15.841-acre tract of land zoned “PC” Planned Commercial District located northeast of the intersection of Chesterfield Airport Road and Public Works Drive (17U24066; 17U240077; 17U240088; 17U52006; 17U520072; 17U520171; 17U520182; 17U520193).

PROPOSAL SUMMARY

Warren Sign Company, on behalf of Holman Motorcars St. Louis, has submitted a request to amend sign criteria within the governing ordinance of the River Crossings subdivision. While a Sign Package is typically the process that allows flexibility in sign criteria, a Sign Package request would not comply with the current ordinance as signage criteria is already established within it. As such, any changes to sign criteria requires an Ordinance Amendment.

The applicant is seeking to amend Ordinance 2566 to:

1. Increase the size and height limits of Monument Signage allowed along I-64;
2. Increase wall signage quantity and size allowance specifically for Lots 7 and 8 (1 and 9 Arnage Blvd.); and,
3. Remove the total square footage limit for all combined monument signage.



Figure 1: Subject Site

This ordinance amendment affects the entire River Crossings development, but is intended specifically for Lots 7 and 8. A Public Hearing for this petition was held on March 14, 2022.

HISTORY OF SUBJECT SITE

- 2001—Site was rezoned from “C-8” Planned Commercial District to “PC” Planned Commercial District by the City of Chesterfield. A sign package was approved and embedded within the resulting ordinance (Ord. 1772) under the Sign Criteria attachment.
- 2002—Ordinance 1871 was passed to update the Sign Criteria, namely, to include criteria for project identification signs as well as modifications to all freestanding sign criteria within the development. A Site Development Section Plan for Lot 7 (Lamborghini of St. Louis) was also approved.
- 2007—Ordinance 2385 was passed to allow for changes to parking and structure setbacks, and to allow an increase in the number of lots. An Amended Site Development Section Plan was also approved for Lots 7 and 8.
- 2009—Open Space, maximum building area and building height requirements were amended for this development via Ordinance 2566, which remains the governing ordinance today.

LAND USE AND ZONING

The land use and zoning for the properties surrounding the subject site are as follows:

Direction	Zoning	Land Use
North	I-64 / “PI” Planned Industrial District	Retail / Storage Facility
South	“PC” Planned Commercial District	Hotel / Office
East	“C-8” Planned Commercial District	Retail
West	“PC” Planned Commercial District	Vacant / Undeveloped

Table 1: Zoning and Land Use

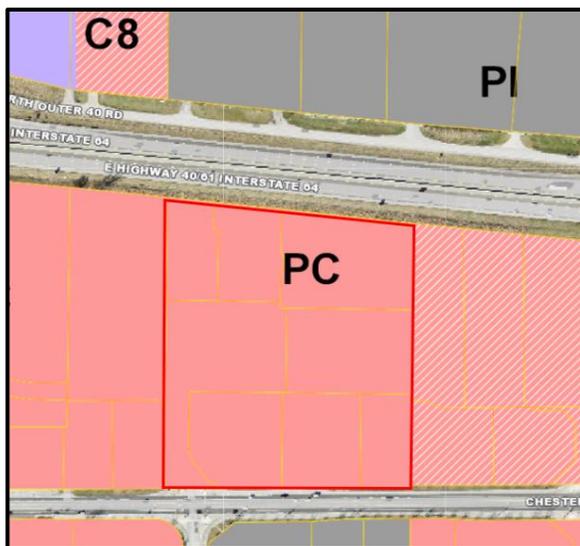


Figure 2: Zoning Map



Figure 3: Land Use Map

COMPREHENSIVE PLAN

The City’s Comprehensive Plan designates this site as within the Regional Commercial character area. This area serves regional and commercial needs, with emphasis on retail, dining, entertainment, hotel and leisure components and draws visitors from Chesterfield as well as surrounding areas.

STAFF ANALYSIS

The applicant is requesting changes in three (3) areas of Ordinance 2566’s Sign Criteria:

1. Highway 40 (I-64) Monument Signage
2. Building (Wall) Signage, and
3. Special Note (Limitation on total area of freestanding signage)

Most of these changes primarily impact Lots 7 and 8 of the development, along I-64. Each of these areas will be discussed further in the sections below:

1. Highway 40 (I-64) Monument Signage

The current criteria allow for one (1) monument sign, not to exceed, a height of six (6) feet and an area of 50 sq. ft. The proposed language would instead allow for one (1) monument sign to be up to 100 sq. ft. and twenty (20) feet in height. Said sign would still be allowed along I-64.

	Existing	Proposed
Quantity	1	1
Area (Sq. ft.)	50	100
Height (Ft.)	6	20

Table 2: I-64 Monument Criteria

2. Building (Wall) Signage

Current ordinance language states that any tenant, or sole building occupant shall be permitted one (1) wall sign on any two (2) exterior walls, with each sign not to exceed 5% of the wall area on which it is attached up to 300 sq. ft.

This language would change to allow two (2) signs on the north and south elevations of buildings on Lots 7 and 8, with a combined area not to exceed 5%. In addition, the applicant is requesting an additional two (2) wall signs on the east elevation of Lot 7 and two (2) additional wall signs on the west elevation of Lot 8. These additional signs would have a combined maximum area not to exceed 8% of wall area. Finally, the applicant is also seeking additional logo signage at the service entrance at Lot 8 (1 Arnage Blvd). This proposed signage would be in addition to those allowed in the current language.

	Existing	Proposed
Max. Quantity (per tenant space)	2	6 + logos on Lot 8
Max. Sign Area (percent of elevation)	5%	North and South: 5%; East/West: 8%

Table 3: I-64 Building (Wall) Sign Criteria

3. Special Note

The last paragraph of the current Sign Criteria of the ordinance requires the combined square footage of all monument signs and project identification sign to not exceed 350 sq. ft. The applicant is seeking to remove this requirement entirely. If removed, the total area allowed would be 400 sq. ft., based on the proposed criteria for the I-64 monument sign.

SIGN PLAN

As required with all ordinance amendments for planned districts, the applicant has provided a plan to accommodate their request. This sign plan is not the standard Preliminary Development Plan, since the request is to amend sign criteria. It does, however, show the location of a proposed freestanding sign along I-64, along with approximate locations of wall signage on Lots 7 and 8.

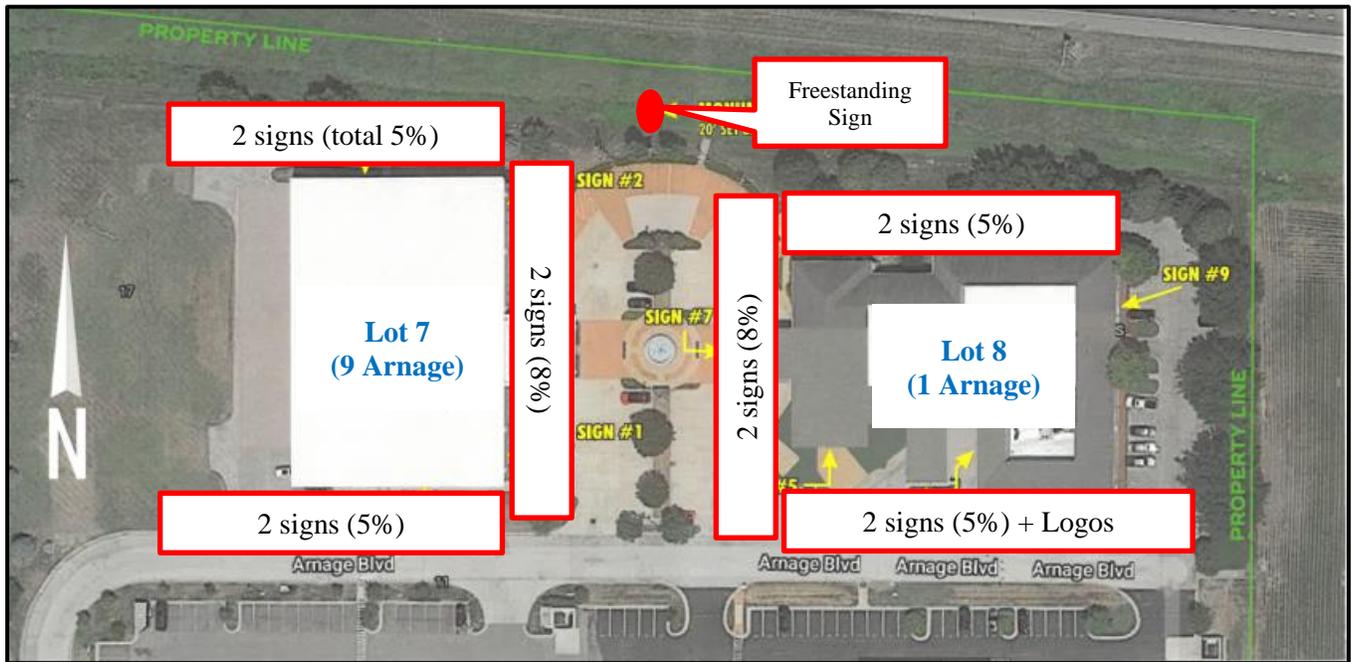


Figure 4: Sign Plan

PUBLIC HEARING

A Public Hearing for this request was held on March 14, 2022 at which the Planning Commission raised several issues. Since the Public Hearing, the applicant has updated their proposal, provided a re-submission to the City of Chesterfield and provided a formal response to each issue raised at the Public Hearing. A full copy of the applicant's response has been included in the Planning Commission packet.

ISSUE RAISED

Following is the one item discussed at the Public Hearing which was formally addressed in writing by the applicant. Below is the identified issue followed by the applicant's response summarized in *italics*.

Issue 1.

Concerns were raised including but not limited to the impact and appropriateness of the requested monument sign. Provide a response addressing this concern.

Response: The proposed sign fronting I-64 needs a height and size appropriate for Interstate traffic. Obviously, all other free-standing signs on the I-64 corridor are much larger and taller. We are requesting the sign facing I-64 to match the Chesterfield Airport Road entrance side (100sf) which has a minimal setback and lower speed limit. The 20' height is necessary so it can be viewed from I-64. This is the only signage Holman has that will be visible to I-64.

REQUEST

Staff has completed review of this petition and has no further comments or outstanding issues on the petition request before the Commission. Upon receiving recommendation on this petition from the Planning Commission, this zoning request will be forwarded to both the Planning and Public Works Committee and City Council for review.

Attachments: Response letter
 Project Narrative
 Sign Plan Packet



WARREN SIGN

March 28, 2022

Shilpi Bharti
City of Chesterfield
690 Chesterfield Pkwy W
Chesterfield, MO 63017

Dear Shilpi,

Here are the responses to your letter dated March 21, 2022, regarding the River Crossings ordinance amendment.

The proposed sign fronting I-64 needs a height and size appropriate for Interstate traffic. Obviously, all other free-standing signs on the I-64 corridor are much larger and taller. We are requesting the sign facing I-64 to match the Chesterfield Airport Road entrance side (100sf) which has a minimal setback and lower speed limit. The 20' height is necessary so it can be viewed from I-64. This is the only signage Holman has that will be visible to I-64.

Sincerely,

Bill Behrens bbehrens@warrensign.com

River Crossings Development

Sign Criteria

May 2022

Project ID – Directory Sign

There shall be one (1) Project Identification Sign at the development entrance on Chesterfield Airport Road. The sign shall not exceed six (6) feet in height and 50 sq. ft. of graphic area per face. The graphic area shall incorporate tenant identification as required. This internally illuminated sign shall be designed to the development standard and consistent in materials, construction, and design.

Highway 40 (I-64) Monument

There shall be one (1) monument sign permitted along Highway 40 (Interstate 64). This sign shall not exceed 50 square-feet in outline area and six (6) feet in height.

Tenant Monuments

There shall be four (4) monument signs. Two (2) signs shall be located on Chesterfield Airport Road and two (2) signs shall be located on the southern interior drive. Each sign shall not exceed fifty (50) square-feet in outline area and six (6) feet in height.

Building Signage

Lots 1-6

- Any tenant, or sole building occupant shall be permitted one (1) wall sign on any two (2) exterior walls. The wall sign shall not exceed 5% of the wall area on which it is attached. No business sign shall exceed 300 sq. ft.

Lots 7

- **North Elevation**—Maximum of two (2) signs with each sign not to exceed 5% of the area of that elevation.
- **South Elevation**—Maximum of two (2) signs with each sign not to exceed 5% of the area of that elevation.
- **West Elevation**—Maximum of two (2) signs with each sign not to exceed 5% of the area of that elevation.
- **East Elevation**— Two (2) signs per elevation, whose cumulative area is not to exceed 8% of that elevation.

Lot 8

- **North Elevation**—Maximum of two (2) signs with each sign not to exceed 5% of the area of that elevation.
- **South Elevation**—Maximum of two (2) signs with each sign not to exceed 5% of the area of that elevation.
- **East Elevation**—Maximum of two (2) signs with each sign not to exceed 5% of the area of that elevation.

- **West Elevation**— Two (2) signs per elevation, whose cumulative area is not to exceed 8% of that elevation. Additionally, five (5) logo signs will be permitted at the vehicle service entrance. The areas of each of these signs shall count toward the 8% maximum area requirement for this elevation.

Directional Signs

Shall not exceed ten (10) sq. ft. per face and not more than six (6) feet above grade. They shall be designed to the development standard and consistent materials, construction and design.

Utility Signs

Pole mounted signs shall be used to identify restricted / handicapped parking, traffic flow, etc. These shall be designed to the development standard and consistent in materials, construction and design.