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Planning Commission Staff Report

Project Type: Sign Request

Meeting Date: May 8, 2017

From: Cecilia Hernandez

Project Planner

Location: South of Olive Blvd, west of its intersection with Woods Mill Rd.

Applicant: Caplaco Seven, Inc. and Dierbergs Four Seasons, Inc.

Description: Four Seasons Plaza, Sign Request (2017): A request for two signs to exceed six

(6) feet in height and fifty (50) square feet in outline area for a 16.3 acre tract of land located on the south side of Olive Blvd, west of its intersection with Woods

Mill Rd.

PROPOSAL SUMMARY

Caplaco Seven, Inc. and Dierbergs Four Seasons, Inc. have submitted a request for two (2) freestanding monument signs at the Four Seasons Plaza, both to exceed six (6) feet in height and exceed fifty (50) square feet in outline area. The Department of Planning and Development Services has reviewed the request and submits the following report.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

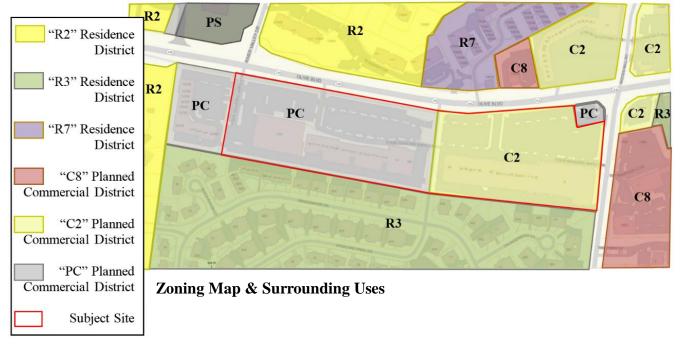
Lot 1 of this development was zoned "C2" Shopping District by St. Louis County in 1965 prior to the City's incorporation, and Lot 2 was zoned "PC" Planned Commercial District in June 2015 via Ordinance #2855.

Since the City's incorporation, two sign requests have been approved for this development. In 1996 a request was approved for a 12' high sign with 40 square feet in outline area. Subsequently, in 2009 a request was approved for a replacement sign of 12' in height with 48 square feet in outline area. Today, another replacement sign (sign A) is proposed for 20' in height with 100 square feet in outline area.

Surrounding Land Use and Zoning

Direction	Land Use	Zoning				
North	Multi-Family Residential and Commercial	"R2" Residence District (15,000 sq. ft.),				
	Uses	"R7" Residence District (1,750 sq. ft.),				
		"C8" Planned Commercial District, and				
		"C2" Shopping District				
South	Residential	"R3" Residence District (10,000 sq. ft.)				
East	Mixed Commercial	"C8" Planned Commercial District and				
		"C2" Shopping District				
West	Commercial	"PC" Planned Commercial District				

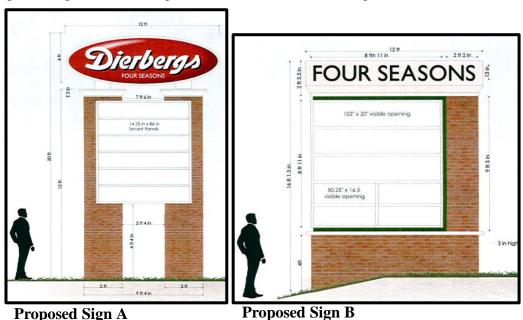
The land use and zoning for the properties surrounding this parcel are as follows and are depicted on the map below:



STAFF ANALYSIS

The request is for two freestanding monument signs to exceed six (6) feet in height and fifty (50) square feet in outline area. Proposed sign A below is twenty (20) feet in height and one hundred (100) square feet in outline area. Proposed sign B below is fifteen (15) feet and 1.5 inches in height and one hundred (100) square feet in outline area.

The signs would be located along Olive Blvd. Renderings of the proposed signs are provided below. Regulations pertaining to freestanding business and identification signs are found in Section 31-04-05 of



the Unified Development Code (UDC). The following bullets identify the various regulations that the UDC has regarding sign requests, with the input from Staff following:

• Section 31-04-05F.2.(b)(2)[a][2] of the UDC permits a maximum of one hundred (100) square feet in outline area and twenty (20) feet in height subject to Planning Commission approval.

Both of the requested signs fall within the above parameters and Planning Commission is the review authority.

Section 31-04-05C.3 of the UDC requests that the applicant write a statement which explains the reasoning behind their request, including why the sign is being requested, and what measures are being taken to ensure the sign is well integrated into the site and that the aesthetic quality is maintained.

The applicant has submitted their narrative addressing each of the items identified by code and is attached to this report. Within the narrative, the applicant explains that due to the road's high traffic volumes in a busy and competitive commercial area, they feel they require signs which are larger than that allowed by administrative approval, and larger than what was previously approved.

The request for larger and taller signage is consistent with other requests along this area of Olive Blvd. The map on the following page identifies 13 monument signs in this area which have been permitted to have over six (6) feet in height and/or over fifty (50) square feet in outline area. Because this area has a number of signs of larger and taller porportions, the legend identifies the time at which the signs were approved, and the color variation identifies the size and/or height request which is above the allowable size permitted through Staff approval.

It should also be noted that prior to the City's incorporation, St. Louis County permitted signs up to thirty (30) feet high and one hundred (100) square feet in area in commercial zoning districts, and many of the signs present today are larger than what is currently permissible.

 Section 31-04-05F.2(b)(8) of the UDC requires that all permanent freestanding signs have landscaping.

The proposed landscaping is included in the sign package and includes a wide variety of trees and shrubs.

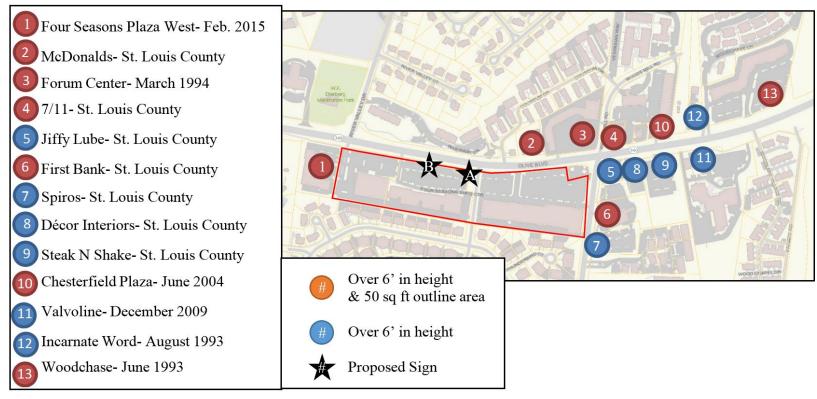
 Section 31-02-09C.1(j) of the UDC requires that freestanding monument signs be depicted on site plans.

The locations of the proposed signs before you today are shown on the existing and approved site plan because they are proposed to replace existing signs.

 Section 31-04-05F.2(a)(1) of the UDC allows one (1) freestanding sign facing each roadway on which a lot has frontage.

Per the UDC, this development is permitted to have four (4) monument signs total because it has three lots, one of which has two frontages. The applicant is only requesting that these two (2) signs be permitted to exceed six (6) feet in height and fifty (50) square feet in outline area. Should the applicant wish to add additional monument signs, they would be required to submit an Amended Site Development Plan and any requests for larger than fifty (50) square feet or taller than six (6) feet in height would require review by Planning Commission.

Four Seasons Plaza
Sign Request (2017)
Planning Commission
May 8, 2017



Freestanding Monument Signs in Surrounding Area

RECOMMENDATION

The Sign Request is for two freestanding monument signs exceeding fifty (50) square feet in outline area and six (6) feet in height. Sign A is twenty (20) feet in height and one hundred (100) square feet in outline area, and sign B is fifteen (15) feet and one and a half (1.5) inches in height and one hundred (100) square feet in outline area. Staff has reviewed the Sign Request and found the proposal to be consistent with other approved freestanding monument signs in the area. Staff recommends approval of the proposed Sign Request for Four Seasons Plaza.

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 Request for the Four Seasons Plaza development."
- 2) "I move to approve the Sign Request for the Four Seasons Plaza development......" (Conditions may be added, eliminated, altered or modified)

Attachments: Applicant's Narrative Statement

Applicant's Freestanding Sign Proposal

cc: Justin Wyse, Director of Planning and Development Services



NARRATIVE STATEMENT

The Four Seasons Shopping Center commercial/retail development is located at Olive Boulevard and Woods Mill Road in the Retail Community and consists of 184,778 square feet of commercial/retail space. The development was zoned and constructed prior to the incorporation of the City of Chesterfield. Two (2) freestanding business signs are the subject of this request: (1) Sign A – located on Lot 1 along Olive Boulevard, and (2) Sign B – located on Lot 2 along Olive Boulevard.

Freestanding business signs already exist in the subject location. The proposed freestanding business signs will be updated in terms of design, size and structure, utilizing materials which are similar in appearance to those used in the development. The height and outline area are recommended so that tenant names and the access points along heavily traveled, multilane Olive Boulevard will be readily and safely visible to a driver in time to make a turning decision.



Freestanding Sign Proposal at Four Seasons

Provided by



540 Vossbrink Dr. • Washington, MO 63090 636.390.8455 • 636.390.8456 fax garrettn@ziglinsigns.com RECEIVED

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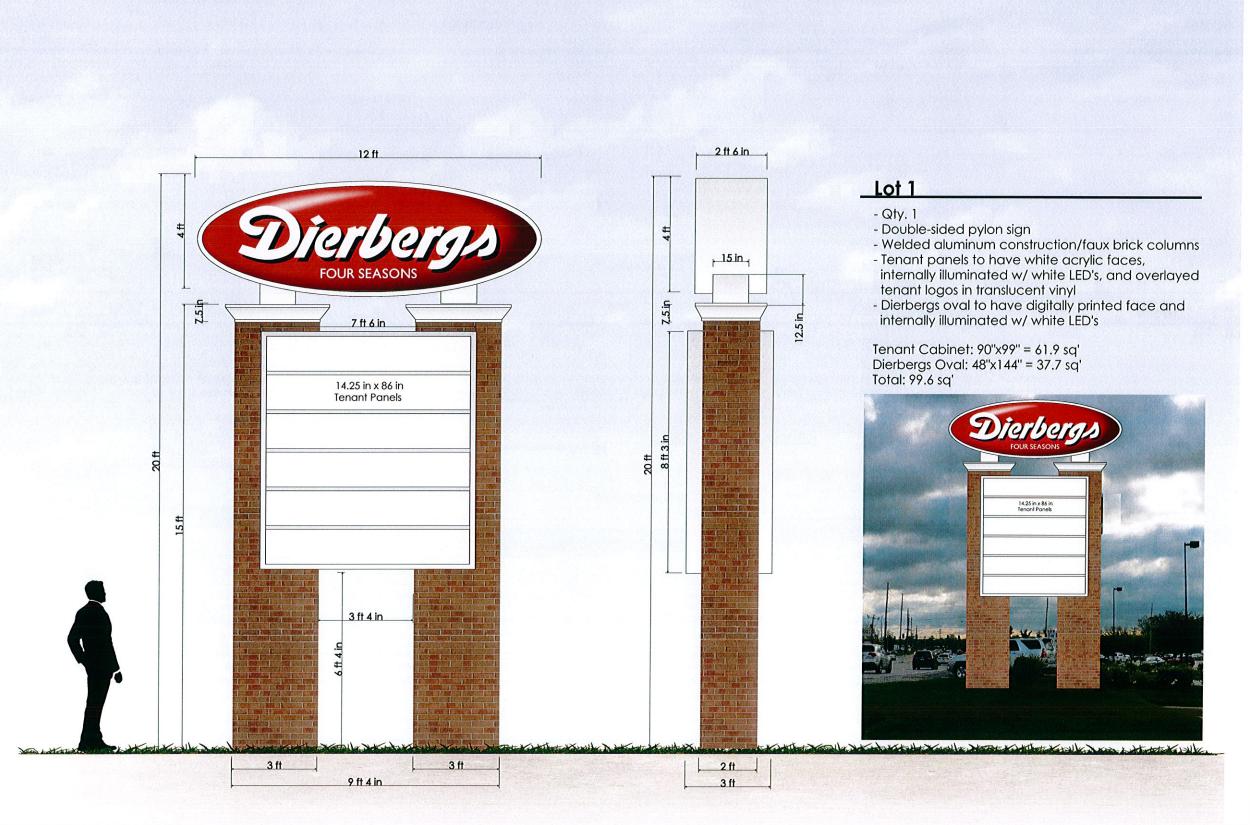
City of Chesterfield

Deportment of Public Services

WRITTEN STATEMENT

This Written Statement is being provided per Section 04-05 (C) (3) of the Unified Development Code, and is in support of the Application for approval of two (2) freestanding business signs.

- a) The underlying business, directional, or informational purpose of such a sign.
 - The purpose of the signs is the same as the existing free standing business signs in the same locations. The proposed signs would replace the existing signs. The signs are intended to identify the tenants of a large commercial/retail center of approximately 148,645 square feet and safely direct customers to their locations.
- b) Why such a sign should exceed the maximum height and/or outline area specification for a particular sign in order to accomplish the underlying purpose as stated in item a) above.
 - The proposed signs would be a better, updated design with updated structure and will utilize materials which are similar in appearance with those used in the center.
- c) What the proponent of such a sign believes the adverse impact may be upon the underlying business, directional, or informational purpose of such a sign if the proponent is compelled to reduce the height and/or outline area of such a sign to within the maximum height and/or outline area specification for any one (1) sign and the factual basis supporting such belief.
 - The proposed signs would replace existing signs that have been in these locations for years. They have been an important element to attracting and directing customers to the tenants for a long time, and tenants rely upon them to be successful. The center is located in a busy, competitive commercial/retail area along a heavily travelled highway where the size is necessary to accomplish the purpose.
- d) The approximate distance the proposed sign will be from other existing or planned structures visible or planned to be visible within a radius of one thousand feet (1,000') from said sign, identifying such structures with sufficient particularity to enable the Planning Commission to determine whether there is a reasonable likelihood of an adverse public health, convenience, welfare and/or safety impact within the one thousand foot (1,000') radius area while maintaining the high aesthetic quality of said area.
 - The proposed signs would replace existing signs in an existing center. No new buildings are proposed are part of this development. Please refer to the approved site plan and site improvement plans for this center.
- e) What steps, if any, the proponent has taken to integrate the design with the surrounding environment including, but not limited to, use of colors and materials, size and character of typeface(s), regularity of overall shape, type of illumination, orientation and situation of such a sign in order to minimize the amount of visual clutter, and to avoid the distraction to pedestrians and motorists beyond that necessary to convey the underlying business, information, or directional purpose of said sign.
 - The proposed signs would replace existing signs that have been in these locations for years. The proposed signs will be a better, updated design with updated structure and will utilize materials which are similar in appearance to those used in the center. For details, please refer to the information submitted with the Application.
- f) If no steps (referred in item e) above) have been taken, provide information as to why such steps should not be required of the Applicant.
 - Not applicable.
- g) Any other information, such as length of frontage, special speed limit or topographic considerations, that the proponent deems pertinent to the approval of such a sign request.
 - The most pertinent facts that support approval of the proposed signs are: (1) the proposed signs would replace existing freestanding business signs in the same locations; (2) the existing signs have been in these locations for years; and (3) the proposed signs are a better designs and an upgrade over the existing structures and materials, and include attractive landscaping at their bases.



Note: Landscape plan on separate drawing attached hereto



Rev 3:

Rev 4:

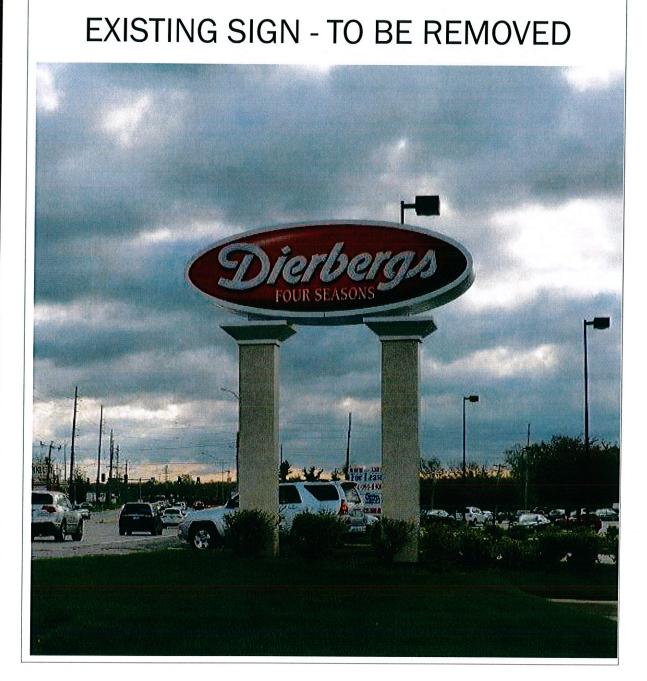
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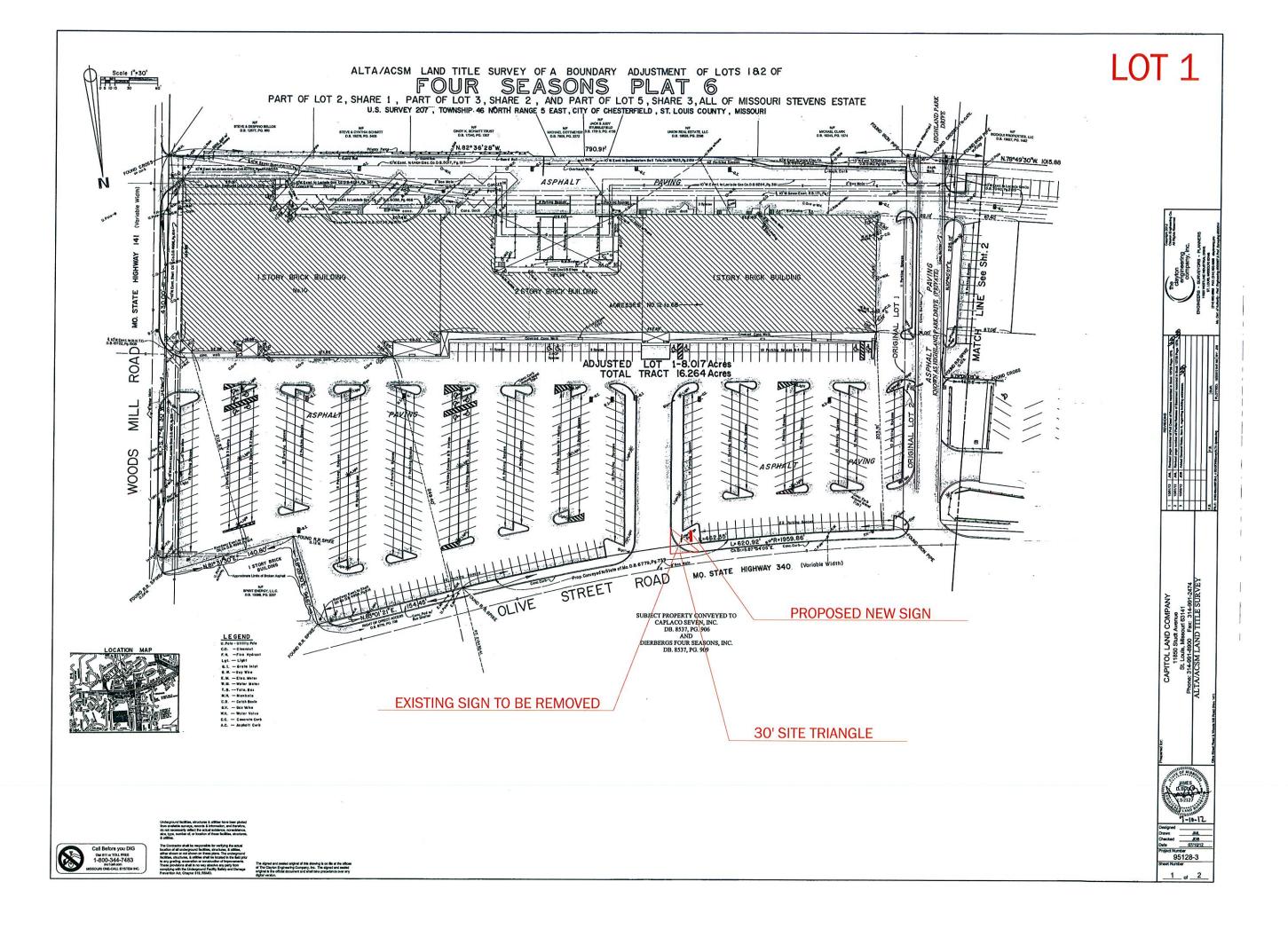






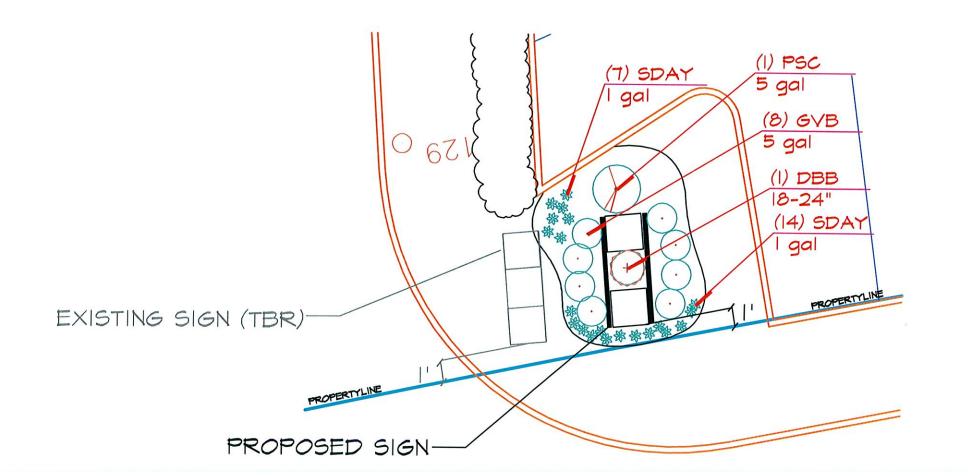
PHONE: 636.390.8455 FAX: 636.390.8456 540 Vossbrink Dr. Washington, MO 63090 www.ziglinsigns.com Capitol Land Job/Est. #: Contact: Dan Capps Salesperson: Project: Lot 1 Drawn By: File Number: 21679 Date: 07-11-2016 Signature Approval Date of Approval Revisions Rev 1:1/5/17 Rev 2: Rev 3: Rev 4: Drawing #:

Note: Landscape plan on separate drawing attached hereto



PLANT SCHEDULE PHASE-1

SHRUBS GVB	COMMON NAME Green Velvet Boxwood	<u>SIZE</u> 5 gal	<u>QTY</u> 8
DBB	Dwf. Burning Bush	18-24"	1
SDAY	Stella de Oro Daylily	l gal	21
PSC	Purple Sand Cherry	5 gal	1





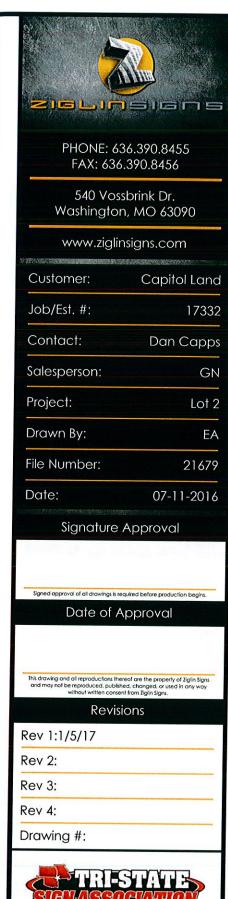


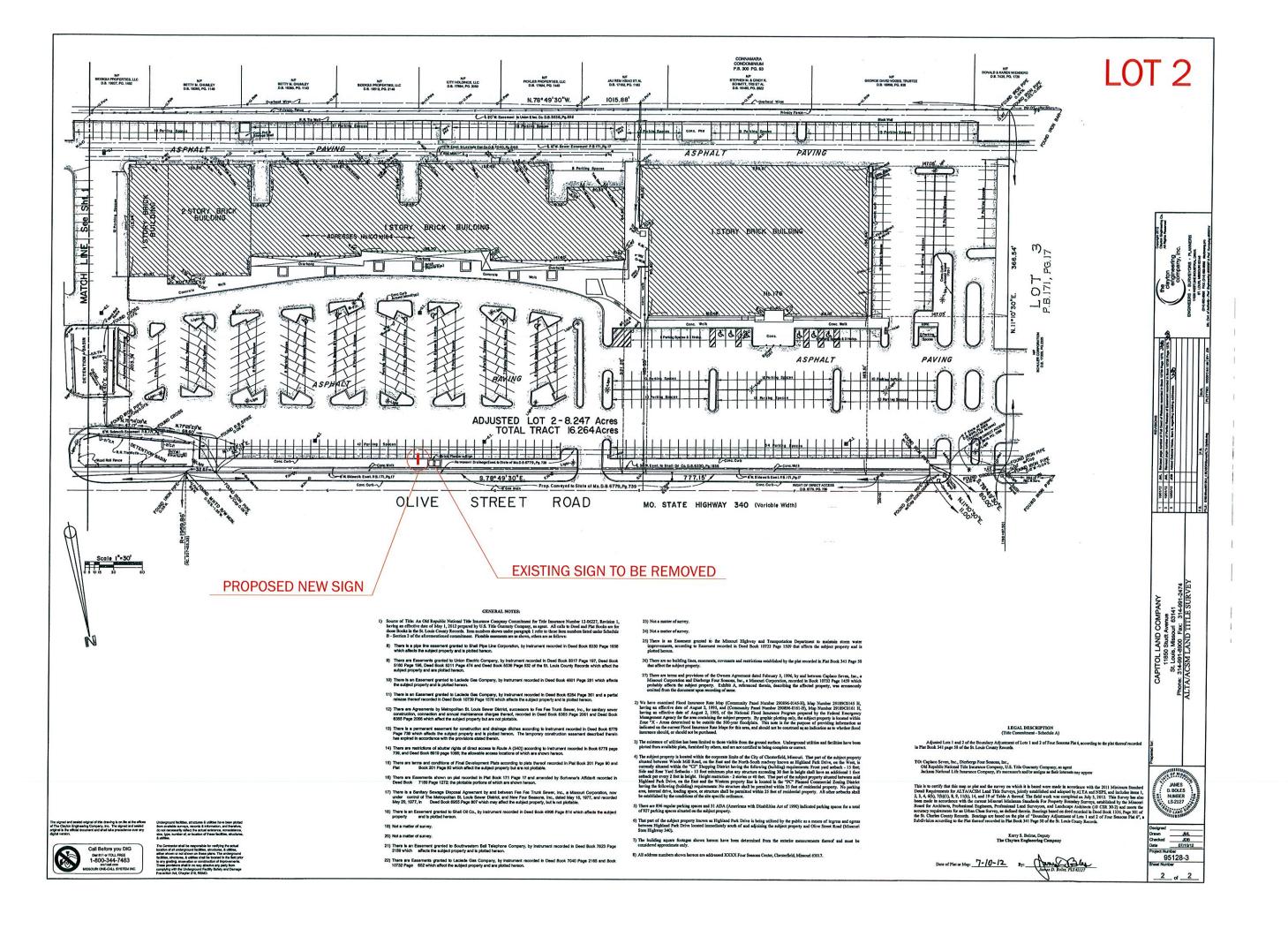
Four Seasons-Lot 1





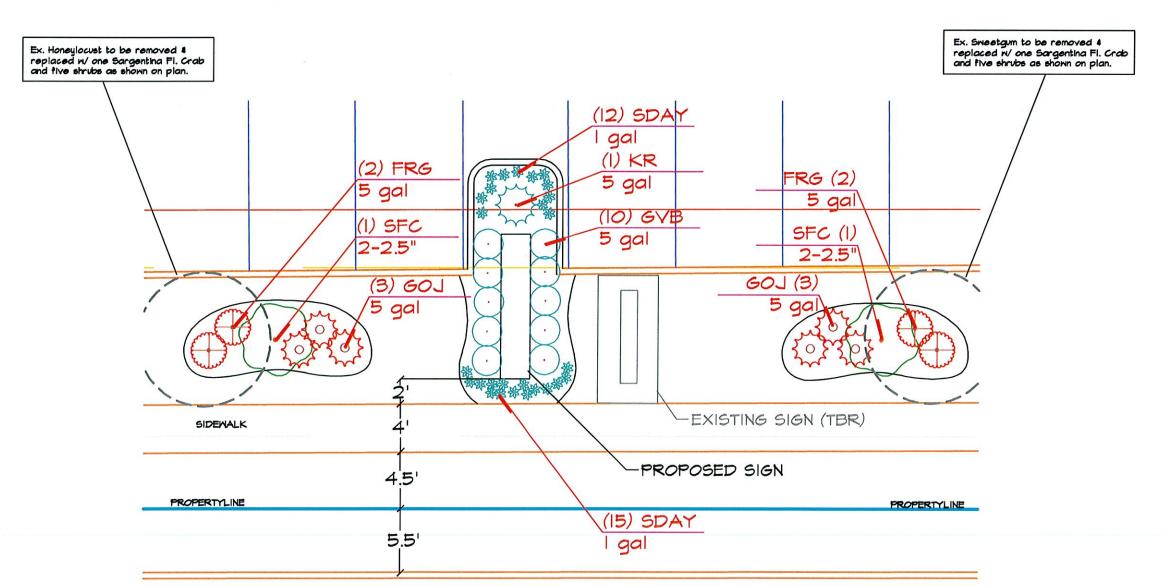
Note: Landscape plan on separate drawing attached hereto





PLANT SCHEDULE PHASE-2

TREES SFC	<u>COMMON NAME</u> Sargentina Fl. Crab	<u>CONT</u> 2-2.5"	<u>QTY</u> 2
SHRUBS GVB	COMMON NAME Green Velvet Boxwood	SIZE 5 gal	<u>QTY</u> 10
FRG	Foerster's Reed Grass	5 gal	4
SDAY	Stella de Oro Daylily	l gal	27
601	Grey Owl Juniper	5 gal	6
KR	Knock Out Rose	5 aal	1







Four Seasons-Lot 2



PARKING CALCULATIONS - LOT 2

Space	Business/Tenent Name	Use	SQFT	Classification	Reg'd Parking	Parking Allocation			
	St. Louis Bread Company	Restaurant		Restaurant, Fast Casual	15/1000	71.16			
	Vacant	Retail	2,181	Retail Sales Establishment, Neighborhood	4/1000	8.724			
	Elevator (New)	Common Area	261	Elevator/Common Area	0/1000	0			
	3 Vacant	Retail	1,184	Retail Sales Establishment, Neighborhood	4/1000	4.736			
	9 Medicine Shoppe	General Office	4,040	Drugstore and Pharmacy	4/1000	16.16			
) Vacant	Retail	1,423	Retail Sales Establishment, Neighborhood	4/1000	5.692			
	Arch City Vapors	E-Cigarette Store	1,100	Retail Sales Establishment, Neighborhood	4/1000	4.4			
	2 Chesterfield MMA Fitness Center	MMA Fitness Center	2,375	Recreational Facility	3.3/1000	7.8375			
43	3 Vacant	Retail	450	Retail Sales Establishment, Neighborhood	4/1000	1.8			
	Picture Perfect	Framing Shop	1,750	Retail Sales Establishment, Neighborhood	4/1000	7			
	Pacific Beach	Tanning Salon	2,375	Beauty Salon	5/1000	11,875			
	Vacant	Retail	411	Retail Sales Establishment, Neighborhood	4/1000	1.644			
	Pizza Hut	Delivery/Carry Out	1,400	Retail Sales Establishment, Neighborhood	4/1000	5.6			
	Gateway Cleaners	Cleaners	1,800	Dry Cleaning Establishment	3.3/1000	5,94			
	Vacant	Retail	456	Retail Sales Establishment, Neighborhood	4/1000	1.824			
	Kersting Veterinary Hospital	Veterinary Clinic	3,382	Veterinary Clinic	3.3/1000	11.1606			
	East East Market	Asian Grocer	5,403	Grocery, Community	4/1000	21.612			
	Vivianos	Restaurant	6,000	Restaurant, Sit Down	12/1000	72			
53	Imagine Hair & Nail Center	Hair & Nail Salon	1,200	Barber or Beauty Shop	5/1000	6			
54	Stanley Bunsick, DDS	Dentist	1,500	Office, Dental	4/1000	6			
55	Hunan Empress	Restaurant	3,000	Restaurant, Sit Down	12/1000	36			
	Vacant	General Office	1,545	Office, General	3.5/1000	5.4075			
674.956	Verizon Wireless	General Office		Office, General	3.5/1000	1.4525			
58	Rafael Garcia	General Office	507	Office, General	3.5/1000	1.7745			
59	Vacant	General Office	382	Office, General	3.5/1000	1.337			
60	James Carroll	General Office	651	Office, General	3.5/1000	2.2785			
	ABC Dental Lab	General Office	575	Laboratory, Professional	2.5/1000	1.4375			
62	Speed Cleaning Services	General Office	144	Office, General	3.5/1000	0.504			
63	Allstate Insurance	General Office	568	Office, General	3.5/1000	1.988			
64	Vacant	General Office	495	Office, General	3.5/1000	1.7325			
65	Vacant	General Office	375	Office, General	3.5/1000	1.3125			
66	Vacant	General Office	420	Office, General	3.5/1000	1.47			
67	Vacant	General Office	536	Office, General	3.5/1000	1,876			
	Vacant	General Office	623	Office, General	3.5/1000	2.1805			
69	Vacant	General Office	1,051	Office, General	3.5/1000	3.6785			
70	Brunswick Bowl	Bowling Center - 40 Lanes	36,196	Bowling Center	4 per Lane		495.5946 39	96.4757	39.52432
	Total Parking Spaces Required (From G39)	495.5946	90,918			495.5946			
	20% Parking Reduction	396.47568							
	Total Spaces Provided on Phase 2 Site Plan	436		Includes stalls deleted due to drive-thru.					
	Total Parking Over Requirement (C75+C76)-C74	39.52432							

Area Comparables

13700 Olive Blvd.



13393 Olive Blvd.

