



690 Chesterfield Pkwy W • Chesterfield MO 63017-0760
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Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: May 14, 2018

From: Jessica Henry, AICP *jh*
Senior 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, Lot 2 Sign Package:** A request for a sign package for an 8.29 acre tract of land located on the south side of Olive Boulevard west of its intersection with Woods Mill Road.

PROPOSAL SUMMARY

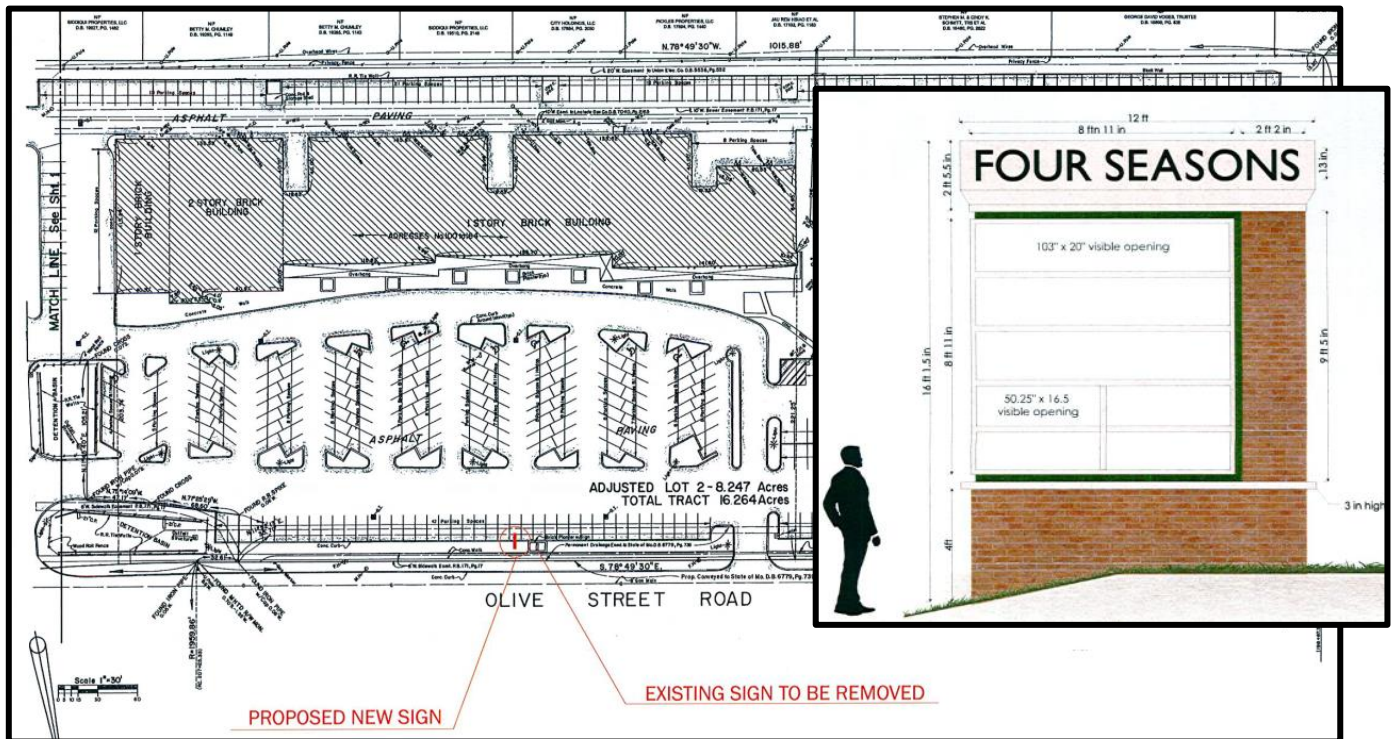
Caplaco Seven, Inc. and Dierbergs Four Seasons, Inc. have submitted a request for a Sign Package for Lot 2 of the Four Seasons Plaza development. The request is specific to wall signage for the Four Seasons Offices West component of the development, and all other freestanding and attached wall signage will remain as previously approved. The Four Seasons Offices West portion of the center, which connects to the recently remodeled St. Louis Bread Co. space, is shown in the image below.



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, several sign requests have been approved for the freestanding signs located along Olive Boulevard for the Four Seasons Plaza development. In 2017, the Planning Commission approved the replacement monument sign shown below for Lot 2.



SUBMITTAL OVERVIEW

The Sign Package request is specific to the attached wall signage for the Four Seasons Offices West portion of the development; all other attached wall signs will conform to the Unified Development Code (UDC) regulations for size and location. Further, the monument sign is to remain in place and as approved by the Planning Commission in 2017.

The applicant is seeking five attached wall signs on the Four Seasons Offices West façade. Currently, there are two signs as permitted by the UDC. Information for each existing and proposed sign follows:

1. Primary Identification Sign: This sign currently serves all of the office tenants located within this portion of the development. These tenants are all served by a common entrance, and the UDC only permits individual signage for tenant spaces that have independent entrances. The applicant is requesting to replace this sign with a new, larger sign to be centered on the mansard portion of the roof. The new sign will be 49.5 square feet in outline area.

2. Tenant Sign: The Four Seasons Offices West portion of the development has one tenant that is served by an independent entrance. This tenant currently has a 41.99 square foot sign in place, which represents 5% of this tenant's façade area. This is the maximum size permitted by the UDC for this sign. This sign will remain in place under the proposed Sign Package.
3. Future Tenant Sign: This is an 18 square foot sign to be located above the glass storefront to the left of the pharmacy tenant space. The storefront looks into the common foyer through which the first and second floor office spaces are accessed.
4. Future Tenant Sign: This is an 18 square foot sign to be located to the left of the primary identification sign on the mansard roof.
5. Future Tenant Sign: This is an 18 square foot sign to be located to the right of the primary identification sign on the mansard roof.



The total square footage of all five signs combined is 145.5 square feet, which represents approximately 5.6% of the total area of the Four Seasons Offices West façade. These five signs would serve the 14,902 square foot building and would allow four separate named tenants to have individual signs in addition to the primary building identification sign.

Additionally, the applicant is requesting that the primary identification sign and three individual tenant signs (for tenants that do not have individual accesses and are served through a common lobby entrance) be dispersed throughout the façade. This deviates from the method established in the UDC for calculating the total allowable sign area for such signs, which requires that dead space be included in the overall percentage calculation, essentially forcing multiple signs to cluster or group together on the building's façade.

COMPREHENSIVE PLAN

There are two specific Plan Policies pertaining to signage that have been adopted as part of the Comprehensive Plan, as follows:

Plan Policy 3.4 Signage Considerations: *Signage along the I-64/US 40 corridor and State Highways should be evaluated in terms of height, size and location while recognizing individual uses' need for identity and visibility.*

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.*

The Comprehensive Plan serves as the City's guiding document in implementing the Community's vision for development.

STAFF ANALYSIS

The Sign Regulations within the UDC provide the following two statements that establish the purpose, or intended outcomes, for regulating all signage within the City of Chesterfield:

"The purpose of the sign regulations provided herein are to encourage excellence in design of signs, fostering economic viability of the community, and provide safe and concise directional information designed to facilitate traffic flow. Signs shall be designed so as to protect motorists, bicyclists, and pedestrians from distractions that may cause accidents or other detrimental impacts.

Signs shall not overload the public's capacity to receive information, or cause visual confusion by interfering with pedestrian or vehicular traffic. Signs shall conform to the character of the community, enhance the visual harmony of development, and preserve the public health, convenience, welfare and/or safety within the City of Chesterfield by maintaining the high aesthetic quality of the community."

Within the context of the overall sign regulations, the purpose of a sign package is to provide comprehensive and complementary 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 the requested flexibility in sign criteria:

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.

The five proposed signs are all of similar construction, and will feature Plexiglas faced channel letters mounted on raceways with aluminum returns. The signs will be internally illuminated by LED lighting, which is typical. The image below provides the street view from Olive Boulevard facing west and facing east, respectively.



The reasoning provided in the Applicant's narrative in conjunction with the stated purpose of the sign regulations, sign package review criteria and policies of the Comprehensive Plan all work together to create the foundation for the Planning Commission's review and consideration of the submittal.

RECOMMENDATION

Staff has reviewed the Sign Package and recommends that the Planning Commission take action on this request.

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

Attachment: Applicant's Sign Package Request

cc: Justin Wyse, Director of Planning and Development Services



**FOUR SEASONS CENTER
PHASE 2
SIGN PACKAGE**

Custom Sign Co

3520 Ashby Rd. St. Louis, MO 314.428.7575

RECEIVED

MAY - 2 2018

City of Chesterfield
Department of Public Services

FOUR SEASONS SHOPPING CENTER, PHASE 2
SIGN PACKAGE
NARRATIVE STATEMENT

Phase 2 of the Four Seasons Shopping Center ("Phase 2") is a commercial/retail/office development located at Olive Boulevard and Highland Park Drive and consists of 90,918 square feet of commercial/retail/office space. Phase 2 was built in 1978 and is one of many shopping centers and office buildings in West St. Louis County.

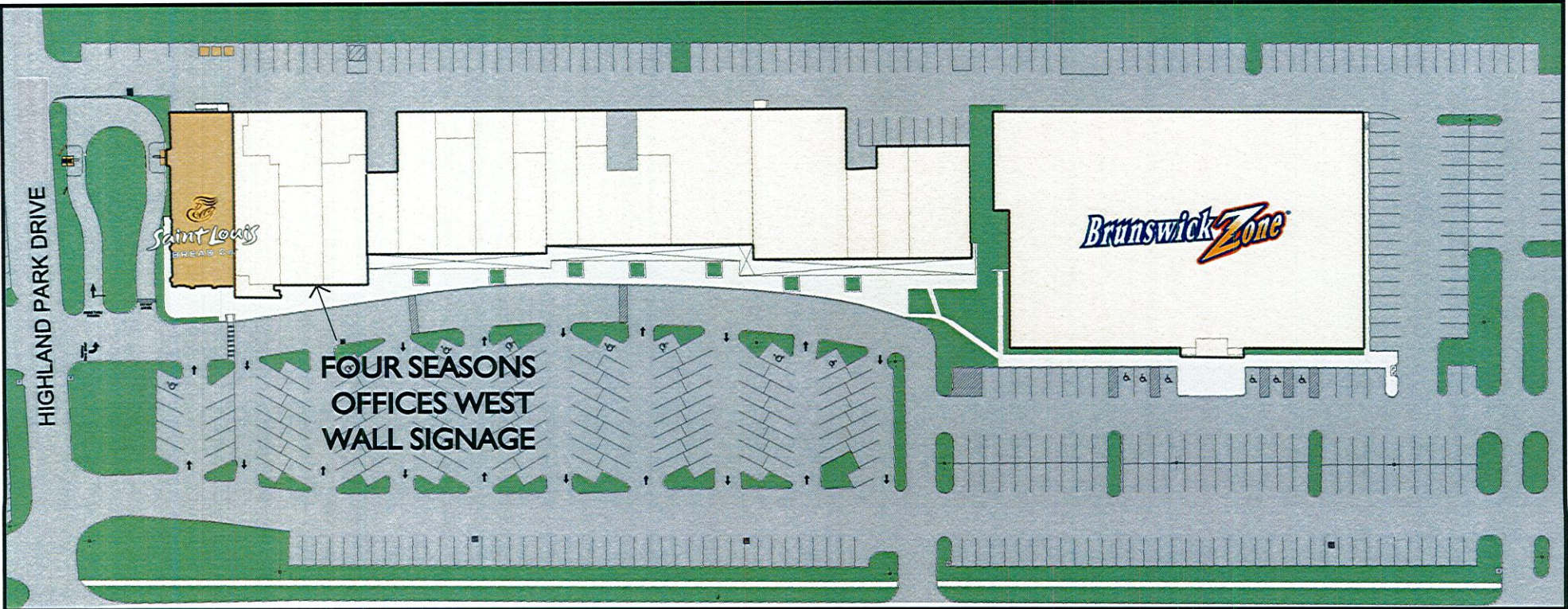
The requested Comprehensive Sign Package is only for the office building within Phase 2, which consists of 14,902 square feet ("Office West"). While the retail component of Phase 2 is strong, Office West has had a weak occupancy rate for years. This is due to the age of Office West, the competitive office market in West St. Louis County, and Applicant's inability to provide appropriate signage to quality tenants. Applicant has recently undertaken a master plan to make Office West more attractive to prospective tenants and increase the viability of Office West. This plan included remodeling the common areas and adding a large new foyer, installing an elevator, and updating all of the restrooms. The final piece of this plan is putting a Comprehensive Sign Package in place so that quality Office West tenants can have an exterior wall sign. Visible signage is essential to quality tenants when considering where to lease space. Quality tenants are essential to maintaining the viability of Office West. The requested Comprehensive Sign Package will ensure high quality signage at Office West and will limit the number of signs displayed on the mansard to the number provided in this narrative statement.

Applicant's requested Comprehensive Sign Package includes three (3) exterior wall business signs which do not conform to the Unified Development Code:

1. Two (2) business signs identifying second floor tenants. These signs will be located on the office building mansard on both sides of the relocated Office West wall sign.
2. One (1) business sign identifying the first floor tenant. This sign will be located over the Office West front entry doors.

The first floor sign will be for a tenant space that does not have an exterior wall. All three signs will be 18"x12' (18 square feet) and consist of channel letters on raceways. Applicant is also moving the permitted wall sign which identifies the Office West building. This sign will be 18"x33' (49.50 square feet) and will be updated to consist of channel letters on a raceway. The letters will have Plexiglas faces with aluminum returns and will be illuminated with LEDs. The lighting standards will be in compliance with the Unified Development Code. All remaining signs in Phase 2 will be unchanged. All tenants, businesses, and owners within Office West with signage shall receive a copy of the Comprehensive Sign Package from the Applicant at the time of lease/sale. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

FOUR SEASONS CENTER PHASE 2



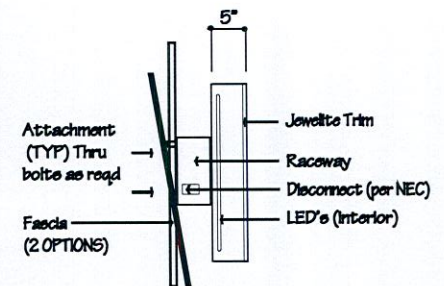
OLIVE BLVD

Custom Sign Co
3520 Ashby Rd. St. Louis, MO 314.428.7575



PROPOSED NEW SIGN
(FOUR SEASONS OFFICES WEST)
18" X 33' or 49.50 sq. ft.

PROPOSED NEW SIGNS
(FUTURE TENANTS)
18" X 12' or 18 sq. ft.



SECTION (TYP)
Letter & Attachment



REMOVE EXISTING
FOUR SEASONS OFFICES WEST
CABINET SIGN

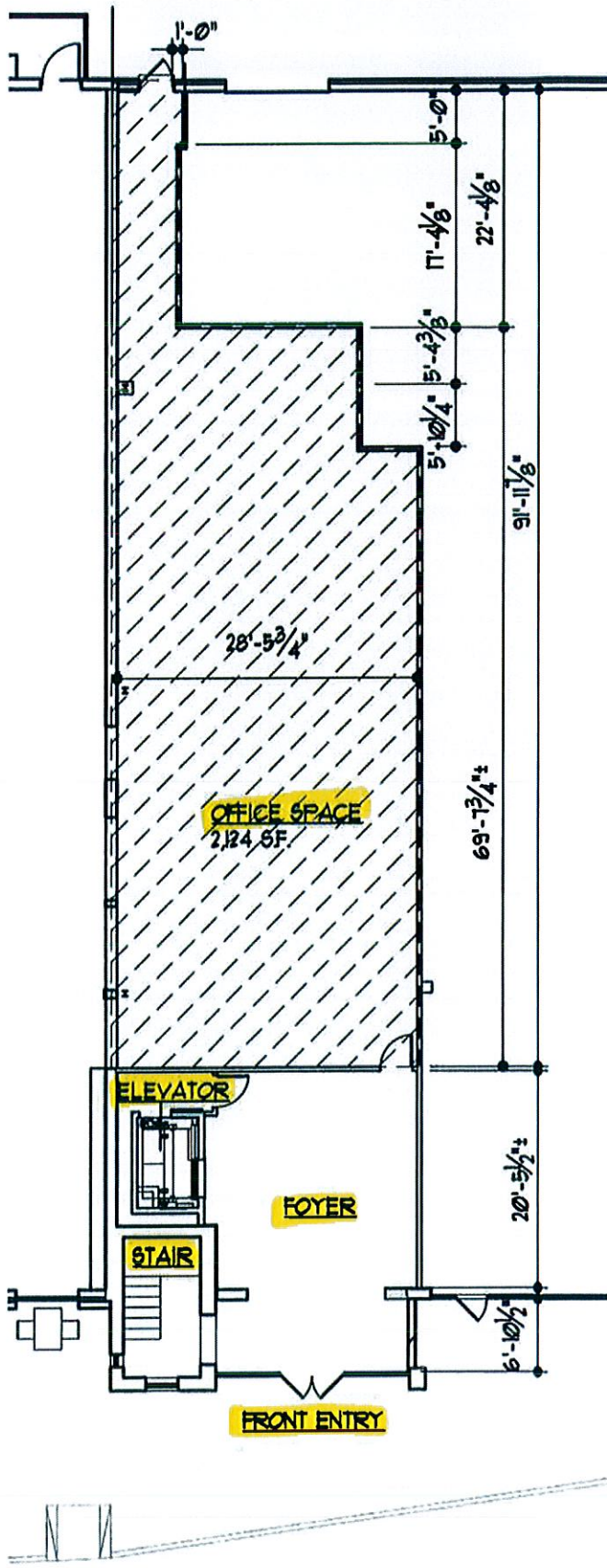
EXISTING PHARMACY SIGN
17" X 29' 7" or 41.99 sq. ft..
2 BAYS - 14' x 60' FRONT

Four Seasons Offices West
Four Seasons Center
Chesterfield, MO

ILLUMINATED CHANNEL LETTERS ON RACEWAYS (TYPICAL)
3/16" PLEX FACES W/1" TRIM - ALL ALUM. RETURNS.
ILLUMINATE W/LED'S. PT. RACEWAY TO MATCH BACKGROUND.

EXISTING ELEVATIONS NTS

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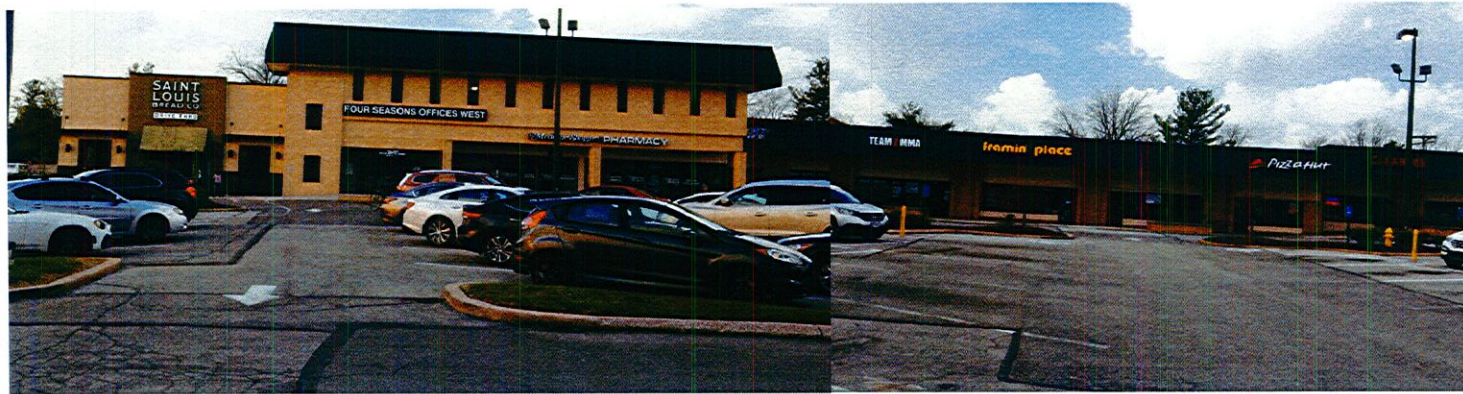
OFFICES WEST
FOUR SEASONS CENTER
 CHESTERFIELD, MISSOURI

Another
 Capitol Land
 Development

Dawdy

& ASSOCIATES, INC.
 Phone : 314-434-0700
 Date: 04-17-18
 Job # 21255.2

ELEVATIONS - EXISTING SIGNS



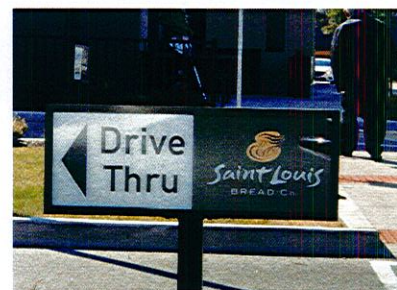
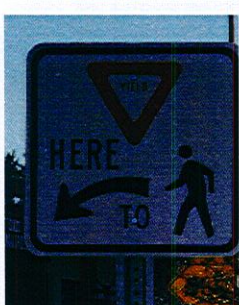
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MONUMENT SIGN - EXISTING



Custom Sign Co
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INCIDENTAL SIGNS - EXISTING



Custom Sign Co
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