



VII. A.

690 Chesterfield Pkwy W • Chesterfield MO 63017-0760
Phone: 636-537-4000 • Fax 636-537-4798 • www.chesterfield.mo.us

Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: May 29, 2013

From: Justin Wyse, AICP
Senior Planner

Location: Chesterfield Blue Valley (excepting Lot 2)

Applicant: Chesterfield Blue Valley, LLC

Description: **Chesterfield Blue Valley:** A request for an Amended Sign Package for Lots 1, 3, 4, and 5 of the Chesterfield Blue Valley development to modify the permitted construction timeframe for one (1) previously approved specialty monument sign.

PROPOSAL SUMMARY

Chesterfield Blue Valley, LLC has submitted a request for an amendment to their previously approved Sign Package that covers the Chesterfield Blue Valley development with the exception of signage proposed in conjunction with Lot 2 (St. Louis Premium Outlets) of Chesterfield Blue Valley. The proposed amendment proposes one change to allow for the construction of the fourth specialty monument sign in conjunction with the three specialty monument signs approved as part of the Sign Package for Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets). The Planning and Development Services Division has reviewed the request and submits the following report.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The site was zoned "NU" Non-Urban District by St. Louis County prior to the incorporation of the City of Chesterfield. The areas located north of the Chesterfield Monarch Levee also included a "FP" Flood Plain Overlay in addition to the "NU" Non-Urban District zoning classification. The 55.8 acre, western portion of the Chesterfield Blue Valley development south of the levee was zoned "PC" Planned Commercial District in February of 2006 by the City of Chesterfield. In January 2008, the 75.063 acre eastern portion of this development, also south of the levee, was zoned "PC" Planned Commercial District. The City of Chesterfield approved the consolidation of both the "PC" Planned Commercial Districts into one district in February of 2008. At that point, Chesterfield Blue Valley became one (1)

“PC” Planned Commercial District, governed by City of Chesterfield Ordinance 2443. In 2010, an additional six (6) acre piece of land was requested to be added to the current development ordinance for the site. Ordinance 2443 was repealed and replaced with Ordinance 2612 for the entire 137.6 acres.

A Site Development Concept Plan for the roadways only was approved by the City Council in 2008. Additional amendments to that roadway plan were approved administratively in 2010. The 2nd Amended Site Development Concept Plan with all conceptual requirements and materials was approved by the Planning Commission on March 26, 2012. A Site Development Section Plan was approved in 2012 for construction of St. Louis Premium Outlets on Lot 2.

Finally, two Sign Packages were approved to regulate signage within the Chesterfield Blue Valley Development on February 25, 2013.

Surrounding Land Use and Zoning

The land use and zoning for the properties surrounding this parcel are as follows:

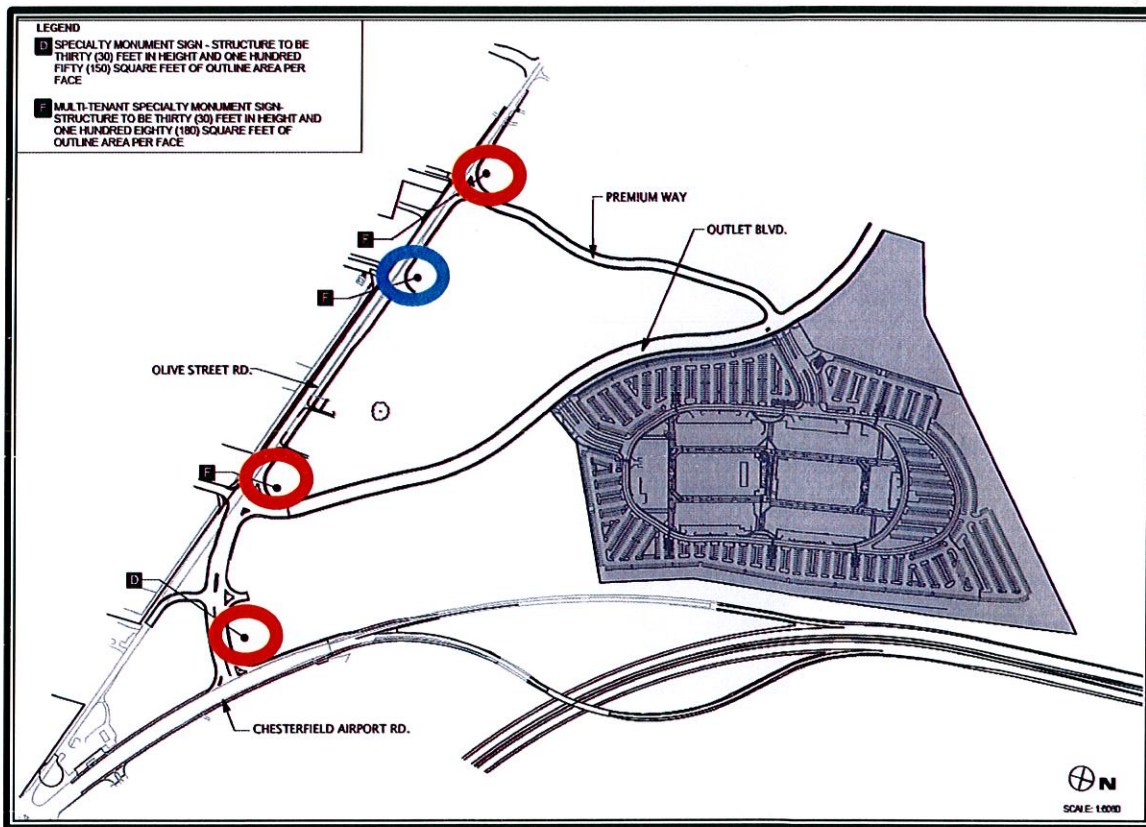
Land Use and Zoning of Surrounding Properties:

Direction	Land Use	Zoning
North	Levee/ Flood Plain/ Missouri River	N/A
South	Chesterfield Blue Valley	“PC” Planned Commercial
East	Interstate 64-Highway 40	N/A
West	Chesterfield Blue Valley	“PC” Planned Commercial

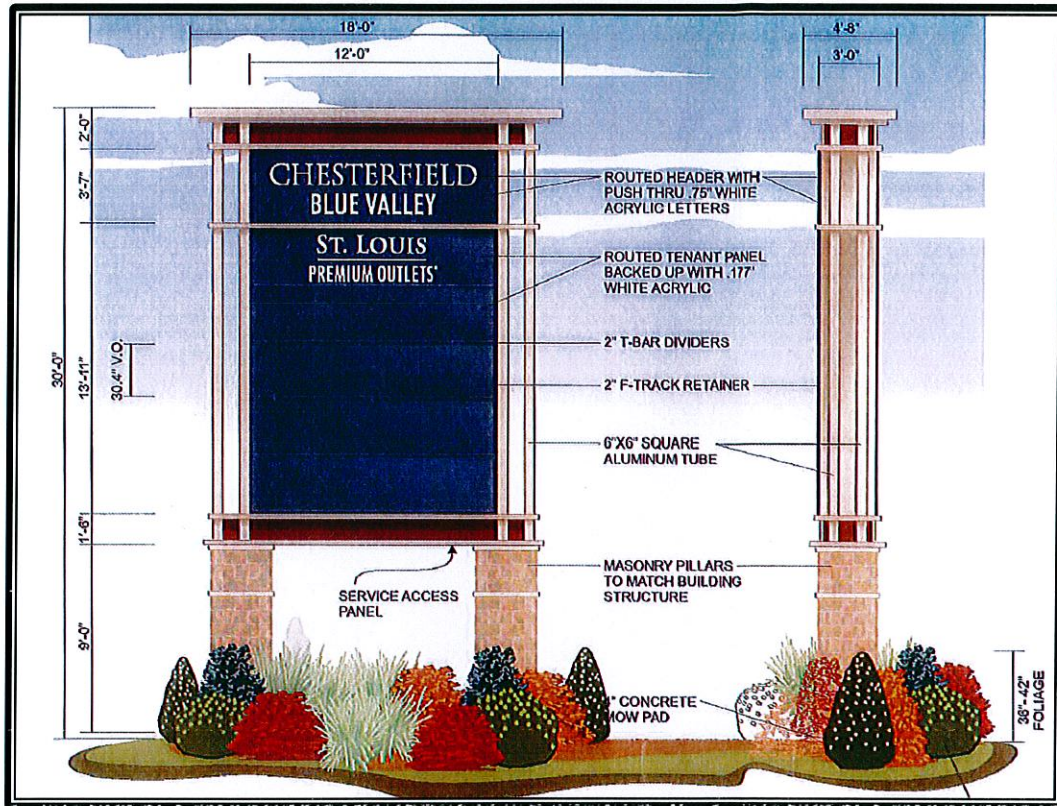


Submittal Overview

The proposed amendment to the Sign Package proposes one change to the previously approved Sign Package. The approval for the Sign Package for Lot 2 (St. Louis Premium Outlets) permits the construction of three specialty monument signs at locations shown below circled in red. The approved Sign Package for the remainder of Chesterfield Blue Valley (the subject of this request) permits a fourth monument sign to be installed with a future phase of the development of Chesterfield Blue Valley. This location is shown in blue below. The approved sign for this location is shown on the next page. **There are no changes to the size, location, or design of the previously approved sign.** The only change proposed is to allow for the construction of the fourth sign (location shown in blue) with the other three signs, and prior to the construction of the roadway into the Chesterfield Blue Valley development.



The only proposed change is to remove one sentence from page 5, section X. of the narrative statement that states: "The sign at Premium Street will not be constructed until a future phase of the CBV development." All other aspects of the previously approved Sign Package are identical and no other changes are proposed.



STAFF ANALYSIS

The initial approval of the Sign Package presented the larger "specialty monument signs" located at the intersection of Chesterfield Airport Road / Olive Street Road (one sign) and at the main entrances into the Chesterfield Blue Valley Development from Olive Street Road (3 signs). The sign in question in this proposed amendment was originally envisioned to be constructed with the construction of the future roadway (Premium Street) at this location. The future construction of this roadway provided a logical timeframe for construction of the sign as it would serve to highlight the entrance to the development.

The proposal would allow the sign, exclusive of the construction of this roadway, to be built. While not regulated by the sign regulations within the Zoning Ordinance, the original presentation and Staff reports of the proposed signage for the Chesterfield Blue Valley development did reference the regulations within the City of Chesterfield Zoning Ordinance. This prior analysis referenced that:

A single commercial or industrial development or subdivision which is in excess of twenty (20) acres in size shall be permitted a project identification sign at each main entrance to the subdivision or development identifying the name of the project and/or containing a directory of tenants.¹

¹ Section 1003.168C.2.(2)c.

Comparing the text above with the proposal for the “specialty monument signs” approved for the development demonstrates a logical allowance for the timing of the additional sign to be permitted with the construction of the future roadway. The proposal for the Commission’s consideration in this request would remove the trigger to allow the construction of this sign in conjunction with future development that would include the construction of this additional roadway.

In particular, Staff would highlight that the stated purposes of the sign regulations within the City of Chesterfield are:²

1. *The purpose of the sign regulations is to preserve the public health, convenience, welfare and/or safety within the City of Chesterfield by maintaining the high aesthetic quality of the community while at the same time recognizing the importance of signage in:*
 - a. *Fostering the economic viability of the community, and;*
 - b. *Providing safe and concise directional information designed to facilitate traffic flow.*

Signs shall not overload the public's capacity to receive information, or cause visual confusion by interfering with pedestrian or vehicular traffic. Signs shall generally conform to the character of the community and enhance the visual harmony of development.
2. *It is the intent of the sign regulations to encourage excellence in design of signs.*

In reviewing the above information, Staff would highlight the balance the code seeks to provide between fostering successful business opportunities, providing information to the traveling public, and maintaining the aesthetic characteristics of the community.

RECOMMENDATION

After reviewing the proposed Amended Sign Package for Chesterfield Blue Valley, Staff has concern that there is no guarantee of the timing or final construction of the proposed roadway where the sign is proposed. The guarantee and construction of this roadway will be required with future plats through the subdivision process; however, timing of these future improvements is not known at this time.

Based on the concerns noted within this report, Staff believes the original approval to allow the construction of the fourth specialty monument sign to be installed with the future roadway is an appropriate trigger to maintain the purpose of the City’s sign regulations and **Staff does not support the proposed amendment.**

The attached letter from Wolfe Properties, LLC states that the sign is being requested due to marketing activity, financial considerations, and potential aesthetic issues. It is Staff’s opinion that the previous approval allows the developer a reasonable mechanism to market the signage possibilities. Additionally, if there are concerns that materials may not be available in the future, the developer could purchase the materials at this time to ensure materials are as similar as possible.

² Section 1003.168. General.1.

MOTION

The following options are provided to the Planning Commission for consideration relative to this application:

- 1) "I move to approve (or deny) the Amended Sign Package for Chesterfield Blue Valley (excepting Lot 2)."

- 2) "I move to approve the Amended Sign Package for Chesterfield Blue Valley (excepting Lot 2)....." (Conditions may be added, eliminated, altered or modified)

Respectfully submitted,



Justin Wyse, AICP, PTP
Senior Planner

cc: Aimee Nassif, Planning and Development Service Director

Attachments: Letter from Wolfe Properties, LLC
Proposed Amendment to Sign Package Narrative



May 1, 2013

Via Hand Delivery

Justin Wyse
City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, Missouri 63017

Re: Chesterfield Blue Valley Sign Package

Dear Justin:

As requested, enclosed are 24 copies of the revised sign package narrative for Chesterfield Blue Valley. The only change is the removal from Section X of the following sentence: "The sign at Premium Street will not be constructed until a future phase of the CBV development." Otherwise, the narrative is identical to our original submission which was approved by the Planning Commission on February 25, 2013.

This minor change in timing is mandated by the marketing activities for Chesterfield Blue Valley and financial considerations. In addition, the sign fabricator is concerned that delaying installation would cause aesthetic issues.

Please include this item on the next Planning Commission agenda for their review and approval. Please let me know if you have any questions or need additional information.

Very truly yours,

A handwritten signature in blue ink that reads "Dean".

Dean Wolfe

Enclosures

Chesterfield Blue Valley

Sign Package Submission

Revised: April 30, 2013

RECEIVED
City of Chesterfield

MAY - 3 2013

Department of Public Services

The enclosed package is under consideration to become the standard for all signage installed on Chesterfield Blue Valley (CBV) Record Plat Lots 1, 3, 4 and 5. The purpose of this narrative is to provide a summary to assist in the review and approval of the CBV sign criteria.

The primary objectives of the CBV signage program are to showcase the users located within the development and maximize customer flow by providing visual communications to inform and direct drivers and pedestrians. CBV will accomplish these objectives while maintaining the integrity, character, principles, and theme of the building design to be approved which will follow the modern prairie style of architecture. As with all the amenities, lighting, and landscape, the signage shall be complimentary to the architectural style of the buildings (see Exhibit 1 which describes the CBV design criteria). The design and materials of all freestanding signs are all high quality and consistent with the architectural criteria.

The CBV site is unique in its large size and irregular shape (see Exhibit 2 attached—page 2 of the Record Plat). Lot 3 and the northern portions of Lot 4 are in excess of 2/3 mile from Olive Street Road via Outlet Boulevard. CBV waives any wall signage on all buildings with western frontage (2,016 ft.) of Lots 4 and 3 and the northern frontage (737 ft.) of Lot 3. In addition, no monument signs shall front on the I-64 ROW of Lot 1.

Another factor should also be considered. CBV zoning is capped at 1.4 million square feet. The PC zoning FAR, by code, is .55. CBV's 1.4 million square feet equates to an FAR of only .235 or 42% of what the site signage mass could be following the terms of Chapter 1003.16B "sign regulations."

User signage will be either face/halo lit cabinet type or reverse halo lit channel letter type. Individual user signs attached to the building will be permitted at the percentages outlined in Section 2. However, no individual user sign attached to the buildings will exceed 200 s.f. in area. Specific attention will be made to the spacing and horizontal/vertical alignment when placing the signs. Any uplighting at the entrances will be for decorative/architectural purposes and will comply with the City of Chesterfield lighting ordinance (attached as Exhibit 7).

CBV, at this time, does not have building plans on which sign bands could be placed to illustrate sign location. The best available guide is the 2nd Amended Site Development Plan which shows potential locations for buildings. CBV anticipates 25 to 30 individual parcel sales to a variety of users which are numbered and the probable locations of monument signs are shown with red dots (attached as Exhibit 3) for each numbered parcel. Exact locations cannot be determined at this time, but will be shown on future section plan submittals, as each parcel is developed.

- I. Each parcel shall be permitted at least one (1) freestanding monument sign, regardless of the length of frontage, of such parcel. Each freestanding sign shall be of the same design, construction, color, and size as illustrated in Exhibit 4. Each sign shall have a four (4) inch mow pad. Signs will be landscaped and surrounding area irrigated. For parcels with more than one frontage, one (1) additional freestanding monument sign shall be allowed, so long as each sign maintains a minimum of one hundred (100) foot separation. Setbacks for all signs shall be no nearer that ten (10) feet from the

property line. There shall be no more than one (1) monument sign per street frontage. No sign shall be located as to cause a traffic hazard. Overall sign height shall be determined as the finished grade, or center line of adjacent roadway, whichever is greater.

- a. For service stations that dispense fuel, the total sign size can be increased up to sixty (60) square feet per sign, with the pricing units not to exceed fifty (50%) percent of the total sign area per sign. Pricing units are limited to manual style only. Such signs shall be of the same design, construction, color, and size as illustrated in Exhibit 5.
- b. These requirements are intended to regulate location on each parcel. Specialty development and multiple user signs, as outlined in Article 10 of this sign package (and presented in the St. Louis Premium Outlets sign package) and illustrated as Exhibit 9, shall be in addition to the monument signs allowed under Article #1, recited above.

II. Each parcel business occupying a user space or being the sole occupant of a freestanding building shall be permitted attached business signage on any two (2) walls of a building that are exterior walls of the particular building or user space. For a business being the sole occupant of a building located on a corner parcel or a parcel with double frontage, said user may have attached business signage on any three (3) walls of a building that are exterior walls. The total outline area of said signage shall not exceed five percent (5%) of parcels 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 14, 15, 19, 20, 21, 22 and 24 of the wall area of the business on which said sign is attached. For the reason cited above, parcels 10, 13, 16, 17, 18 and 23 shall not exceed seven and one half percent (7 1/2%) on the wall area of the business on which said sign is attached. Countable wall area shall include the entire surface of a wall, such as gable and similar areas, and the vertical face of a mansard roof whether real or artificial, which extends above the wall of the business on which the sign is attached.

- a. The outline area of an attached sign shall include all lettering, graphic representation, logo, design or any figures together with the background whether open or enclosed upon which they are displayed.
- b. A sign consisting of individually cut out writing is measured as the total area of a rectangle or square enclosing all words. This includes any negative space. (See Exhibit 6 graphic representation #1)
- c. A sign with multiple lines of wording, where the lines are one foot or less apart from each other, shall be measured as the area enclosing the wording on the first line plus the area enclosing the wording on subsequent lines for vertical separation of text purposes. (See Exhibit 6 graphic representation #2)
- d. A sign with multiple lines of wording where the lines are greater than one foot apart shall be measured as the total area of the smallest rectangle or square enclosing all words. (See Exhibit 6 graphic representation #3)
- e. Logos of other graphic representation:
When an attached wall sign includes a graphic representation or logo located one foot or less directly above individually cut out writing, the

outline area shall be calculated as the sum of the area within the limits of writing plus the area within a rectangle or square enclosing the graphic representation or logo. (See Exhibit 6 graphic representation #4) When an attached wall sign includes a graphic representation or logo located more than one foot directly above individually cut out writing or when a logo or graphic representation is located on either side of individually cut out writing, the outline area shall include the area within a rectangle or square, which completely contains all the sign's letters, logos, figures, designs, graphic representations or symbols. (See Exhibit 6 graphic representation #5)

- III. Directional signs shall not exceed ten (10) square feet in outline area per facing. Freestanding directional signs shall not extend more than six (6) feet above the elevation of the adjacent street or elevation of the average existing finished grade at the base of the sign, whichever is higher. Corporate names and logos will be allowed on each sign. No directional sign shall be located on or over a public right-of-way.
- IV. A restaurant user with a drive-up or drive-through food pick up facility may have either one (1) freestanding menu or one (1) wall mounted menu sign not to exceed thirty two (32) square feet in area, as well as one (1) pre-sale menu sign not to exceed thirty (30) square feet in area, associated with the order station. No freestanding menu sign shall exceed eight (8) feet in height or be illuminated in any manner other than from an internal source.
- V. A service station user with a canopy may have no more than one (1) sign which may include the name and logo of the business attached on each of any two (2) sides of the vertical face of the canopy, excluding canopy supports. The outline area of each sign shall not exceed ten (10) square feet in outline area. Each sign shall be a flat sign permanently affixed to the vertical face of the canopy and shall not project above or below the vertical face of the canopy more than one (1) foot. No projection shall be permitted from any other side of the vertical face of the canopy. Such signs shall only be illuminated by internal and non-intermittent light sources. For service stations located on corner parcels, such signs may be located on each of any three (3) sides of the vertical face of the canopy, excluding canopy supports.
- VI. A financial institution user with an outdoor automatic teller or similar facility may have either one (1) freestanding or one (1) wall sign not to exceed sixteen (16) square feet in outline area associated with the automatic teller facility. No freestanding sign for such a facility shall exceed eight (8) feet in height or be illuminated in any manner other than from an internal source.
- VII. Window signs may be placed on any window in addition to other permitted signs. However, the outline area of said signs, whether temporary or permanent, shall occupy no more than forty (40) percent of the outline area of any window on the

ground or first floor level of the building. A sign permit shall not be required for any window sign.

- a. Illuminated window signs, either by a concealed light source or L.E.D. shall be limited to five (5) square feet each, and shall be limited to one (1) per user and a non-intermittent light source. "Open/Closed" signs shall be allowed in addition to window signs, but must meet all other window sign criteria. A sign permit shall not be required for illuminated window signs. (See Exhibit 6 graphic representation #6)
- b. In those limited circumstances where the illuminated window sign is shown to be an integral part of a business's national marketing program related to an activity of the business undertaken in the premises, the size of the sign may be increased up to ten (10) square feet, as long as all other window sign criteria are met. For each square foot of illuminated window signage, over five (5) square feet, utilized, the same amount of square footage will be deducted from the allowable attached wall sign allotment for the affected elevation. (See Exhibit 6 graphic representation #7) Only five (5) such illuminated signs under this section shall be permitted in the CBV sign package. Such signs shall not be illuminated for more than eight (8) hours each business day.
- c. All illuminated window signs shall comply with the same illumination standards as set forth in the City of Chesterfield Lighting Ordinance 1003.430. A copy of the Lighting Ordinance is attached as Exhibit 7.

VIII. Way-finding signs, throughout the Development shall remain an integral part of the site, and the design, size, and placement shall be governed by the City Staff. Placement upon the individual parcels shall be as determined necessary, with no setback limitations. Wayfinding signs are to be of the same size, design, etc., as those proposed by St. Louis Premium Outlets. Exact placement of the signs is currently unknown, but will be shown on future section plan submittals as they are finalized, and made a part of this agreement as future exhibits.

- IX. Temporary Signs shall be limited as further noted.
- a. Future owner or user signs shall be limited to fourteen (14) square feet each and eight (8) feet in height. Such sign can be installed one (1) week prior to ground breaking, and must be removed within four (4) weeks of construction completion. There shall be a limit of one per user and can be either wall or ground mounted. Multi-user buildings would be limited to one (1) sign for every two (2) users, but in no event more than six (6) such signs per building.
 - b. Grand Opening signs shall be limited to thirty (30) square feet each and eight (8) feet in height. They can be installed for no more than sixty (60) days. There shall be a limit of one per user and can be either wall or ground mounted.
 - c. Promotional Banners shall be limited to fifty (50) square feet and shall be wall mounted only. There shall be a limit of two (2) events per calendar year, per user, not to exceed thirty (30) days per event.

- d. For Sale signs shall be limited to twenty five (25) square feet each and eight (8) feet in height. There shall be no more than one (1) per parcel. There shall be no time limitation stipulated for the removal of such signs. Sold placards can be added upon execution of a sale contract.
- e. All other temporary signs will be in accordance with the City of Chesterfield Code, Section 1003.168D, as written on the adoption date of this sign package. A copy of the Ordinance is attached as Exhibit 8.

- X. The multi-user monument sign as approved on the 2nd Amended Site Development Concept Plan located at the intersections of Olive Street Road with Premium Street shall be as shown on Exhibit 9 attached hereto. Such sign is intended to be a multi-user sign featuring the name and/or logo of users within the CBV development. The City's name is dominantly placed at the top position of the sign. Other identical multi-user signs are contemplated in the proposed sign package of St. Louis Premium Outlets at the intersections of Olive Street Road and (1) Outlet Boulevard and (2) Premium Way.

All other signage, not specifically detailed in the above mentioned sign plan, shall be governed in accordance with the City of Chesterfield Sign Code, Section 1003.168.

City staff retains the right to review all signage proposals, and make any modifications and exceptions to the above mentioned sign plan, on an individual/as needed basis. All signs are to be permitted by the City of Chesterfield, and St. Louis County, as applicable, for compliance with the approved sign package regulations and building code requirements.

This sign plan is not intended as an amendment of the sign plan for the recorded plat of Lot 2 of St. Louis Premium Outlets. Any and all criteria affiliated with the recorded plat of St. Louis Premium Outlets must be met in their entirety.