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Planning Commission Staff Report

Project Type:	Partial Amended Sign Package
Meeting Date:	May 29, 2019
From:	Andrew Stanislav, Planner
Location:	Northeast quadrant of Long Road and Edison Avenue
Description:	Monarch Center, Partial Amended Sign Package: A request for a Partial Amended Sign Package for Lot A (Edison Express) of Monarch Center.

PROPOSAL SUMMARY

Edison Real Estate, LLC has submitted a request for a partial amendment to the existing Sign Package for Lot A of the Monarch Center Development, which contains the Edison Express convenience store, gas station, car wash, and restaurant. The purpose of the amendment is to request additional signage in conjunction with the installation of a new tenant in the restaurant portion of the building. The request is limited to the Edison Express development and no changes are requested to the signage requirements for the lots within the Monarch Center development. A previous Sign Package request was approved in three separate parts by the Planning Commission in late 2016/early 2017. The current request is for additional signage and revisions to the signage associated with the restaurant tenant as detailed in the matrix provided by the applicant. All other existing and/or future signage shall conform to the existing approved Sign Package.



Figure 1: Monarch Center, Lot A (Edison Express)

The current request was originally considered by the Planning Commission on April 22, 2019 at which time a motion to deny the request passed by a vote of 7-0. Subsequently, Power of Review was called and Planning and Public Works Committee passed a motion on May 9, 2019 to return the Partial Amended Sign Package to the Planning Commission to consider revisions made by the applicant to the original request.



Figure 2: Edison Express wall signage on west elevation (March 2017)

HISTORY

On February 5, 2007, the City of Chesterfield approved Ordinance 2334 which rezoned the property from "NU" Non-Urban District to "PC" Planned Commercial District. Subsequently, the property owner submitted a request for an ordinance amendment in 2013. Per the property owner's request, in August 2013, the City of Chesterfield approved Ordinance 2753 to allow for the addition of a 0.85 acre parcel of land (zoned "M-3") to be rezoned and included under the same planned district ordinance, resulting in a new "PC" Planned Commercial District totaling 10.97 acres. Ordinance 2753 also amended various building and parking setbacks and made modifications, such as a slight increase in the allowable floor area permitted within the development, to account for the addition of land. The requirement that a Sign Package be submitted for this development was specifically included by the Planning Commission during the initial zoning. This requirement remained in place when the site specific ordinance was amended by Ordinance 2753, which currently governs the site.

In September of 2014, the Site Development Section Plan for the Edison Express development was approved by the Planning Commission and City Council. Subsequently, the Site Development Section Plan and Architectural Elevations were amended in 2015 and 2016 to permit for minor revisions. The Boundary Adjustment Plat establishing the three lots was also approved in 2015. A previous Sign Package request was approved in three separate parts by the Planning Commission in late 2016/early 2017.

In 2018, Ordinance 3006 removed Lot C of the Monarch Center development and incorporated it into St. Louis Family Church's campus. At the time of development of this lot, the new property owners will be able to file a separate Sign Package application to remove Lot C from the current Monarch Center Sign Package.

LAND USE AND ZONING OF SURROUNDING PROPERTIES

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

- <u>North</u>: The property to the north of the subject site is currently zoned "PI" Planned Industrial District (Pohlman Industrial Park).
- <u>South</u>: The property to the south of the subject site is currently zoned "PC" Planned Commercial District and is currently vacant (Edison Crossing).

- <u>East</u>: The property to the east of the subject site is currently zoned "PI" Planned Industrial District (St. Louis Family Church).
- <u>West:</u> The property to the west of the subject site is currently zoned "PC" Planned Commercial District (Monarch Fire Protection District and Tower Centre).



Figure 3: Surrounding Developments

COMPREHENSIVE PLAN ANALYSIS

The Comprehensive Plan serves as the City's guiding document in implementing the Community's vision for development. There is one specific Plan Policy pertaining to signage that has been adopted as part of the Comprehensive Plan, as follows:

• <u>Plan Policy 3.4.1 Preserve Aesthetics and Public Safety</u> – 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.

SUBMITTAL OVERVIEW

This Sign Package request is specific to attached wall signage on the west, north, and south elevations of the Edison Express convenience store, gas station, carwash, and restaurant building. A panel change on the monument sign is also shown; however, this change is already permitted under the existing sign package, as well as replacement of the former McArthur's wall sign on the west elevation with a new wall sign of equal or lesser size. All other signage throughout the Monarch Center will conform to the requirements established in the existing Sign Package. The signage requests for each elevation will be presented separately in the following sections of this report, and the revisions made in May 2019 from the original submittal considered by the Planning Commission on April 22, 2019 are also identified.

Planning Commission May 29, 2019

1. West Elevation, Attached Wall Signage – The west elevation is the primary building elevation and is parallel to Long Road. The following images compare the approved attached wall signage to the revised request, and the areas where a change in signage is requested are identified in red. A table after each set of images provides information about the size and number of signs proposed in both the original (April) and revised (May) request. Note that while the current request calculates each element of each existing and proposed sign separately, the existing Sign Package grouped the elements of each sign together for calculations purposes. For the purposes of making an accurate comparison, the west elevation total signage table below shows both the original size calculations as presented in the previously approved Sign Package for the existing signs that are proposed to remain as well as the calculation method used in both more recent submittals where signage elements are separated. Revisions between the original (April) and revised (May) requests are identified in the tables provided as red boldened text.



Figure 4: West Elevation—Approved wall signage



Figure 5: West Elevation—REVISED Requested wall signage (May 2019)

Sign #	Currently Approved	REVISED Request (May)	Original Request (April)
1	1 sign, 55 sqft	1 sign, 35.3 sqft (can be approved)	1 sign, 62.9 sqft
2	No sign in this location	1 sign, 9.2 sqft	1 sign, 9.2 sqft
3	No sign in this location	1 flipframe sign, 78.76 sqft	1 flipframe sign, 87.55 sqft

West Elevation Total Signage				
	Square Feet	% of Elevation		
Currently Approved	211.1	6.8		
REVISED Request (May) – Existing Signage Grouped	279.36	9.1		
REVISED Request (May)– Existing Signage Separated	186.21	6.1		
Original Request (April)– Existing Signage Grouped	315.75	10.2		
Original Request (April) – Existing Signage Separated	241.91	7.8		

2. North Elevation, Attached Wall Signage – The north elevation contains the drive-thru for the restaurant tenant space. The branded awnings that are currently installed are proposed to be replaced with solid black awnings. The following images compare the approved attached wall signage to the revised request, and the areas where a change in signage is requested are identified in red. A table after each set of images provides information about the size and number of signs proposed. Revisions between the original (April) and revised (May) requests are identified in the tables provided as red boldened text.

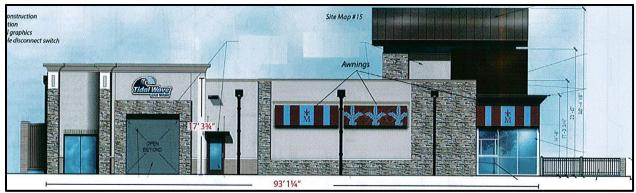


Figure 6: North Elevation—Approved wall signage

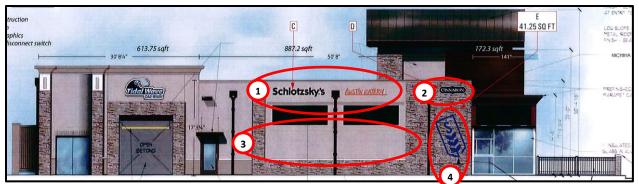


Figure 7: North Elevation—REVISED Requested wall signage (May 2019)

Sign #	Currently Approved	REVISED Request (May)	Original Request (April)
1	No sign in this location	2 signs, totaling 34.2 sqft	2 signs, totaling 34.2 sqft
2	No sign in this location	1 sign, 9.2 sqft	1 sign, 9.2 sqft
3	No sign in this location	No sign in this location	1 graffiti mural, 137 sqft
4	No sign in this location	1 sign, 41.25 sqft	1 sign, 41.25 sqft

North Elevation Total Signage				
	Square Feet	% of Elevation		
Currently Approved	31.3	1.8		
REVISED Request (May)	115.95	6.9		
Original Request (April)	252.95	15.1		

3. <u>South Elevation, Attached Wall Signage</u> – The south elevation is situated parallel to Edison Road. The following images compare the approved attached wall signage to the revised request, and the areas where a change in signage is requested are identified in red. A table after each set of images provides information about the size and number of signs proposed. There are no revisions proposed between the original (April) and revised (May) requests.



Figure 8: South Elevation—Approved wall signage



Figure 9: South Elevation—REVISED Requested wall signage (May 2019)

Sign #	Currently Approved	REVISED Request (May)	Original Request (April)
1	No sign in this location	1 sign, totaling 27.9 sqft	1 sign, totaling 27.9 sqft
2	No sign in this location	1 sign, 9.2 sqft	1 sign, 9.2 sqft

South Elevation Total Signage				
	Square Feet	% of Elevation		
Currently Approved	31.3	1.8		
REVISED Request (May)	68.4	4.13		
Original Request (April)	68.4	4.13		

STAFF ANALYSIS

This partial amended Sign Package request for the Edison Express development considerably increases the amount of signage on each of the three impacted elevations. The request does not propose eliminating any signage elsewhere within the development to compensate for or mitigate the requested increase with the exception of the removed signage from the north elevation awnings. While there are multiple uses within this building, the proposed signage for the restaurant tenant is spread across three elevations rather than being contained to the exterior walls of the particular tenant space.

The applicant has reduced the amount of additional signage requested as part of this partial amended Sign Package since Planning Commission's original consideration of the request on April 22, 2019 as identified in the tables on the previous pages of this report.

The purpose of a sign package, which serves as the mechanism for allowing modifications to the UDC sign regulations, is to provide comprehensive, complementary, and unified 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.

RECOMMENDATION

Staff has reviewed the proposed partial amended Sign Package for Monarch Center, Lot A (Edison Express) and all required items have been included. Staff 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 partial amended Sign Package for Monarch Center, Lot A (Edison Express)."
- 2) "I move to approve the partial amended Sign Package for Monarch Center, Lot A (Edison Express) with the following conditions......" (Conditions may be added, eliminated, altered or modified)

Attachments: Revised Partial Amended Sign Package Submittal (May 2019)



Sales: Rhonda Lambert Project Manager: Andrea Cooksey

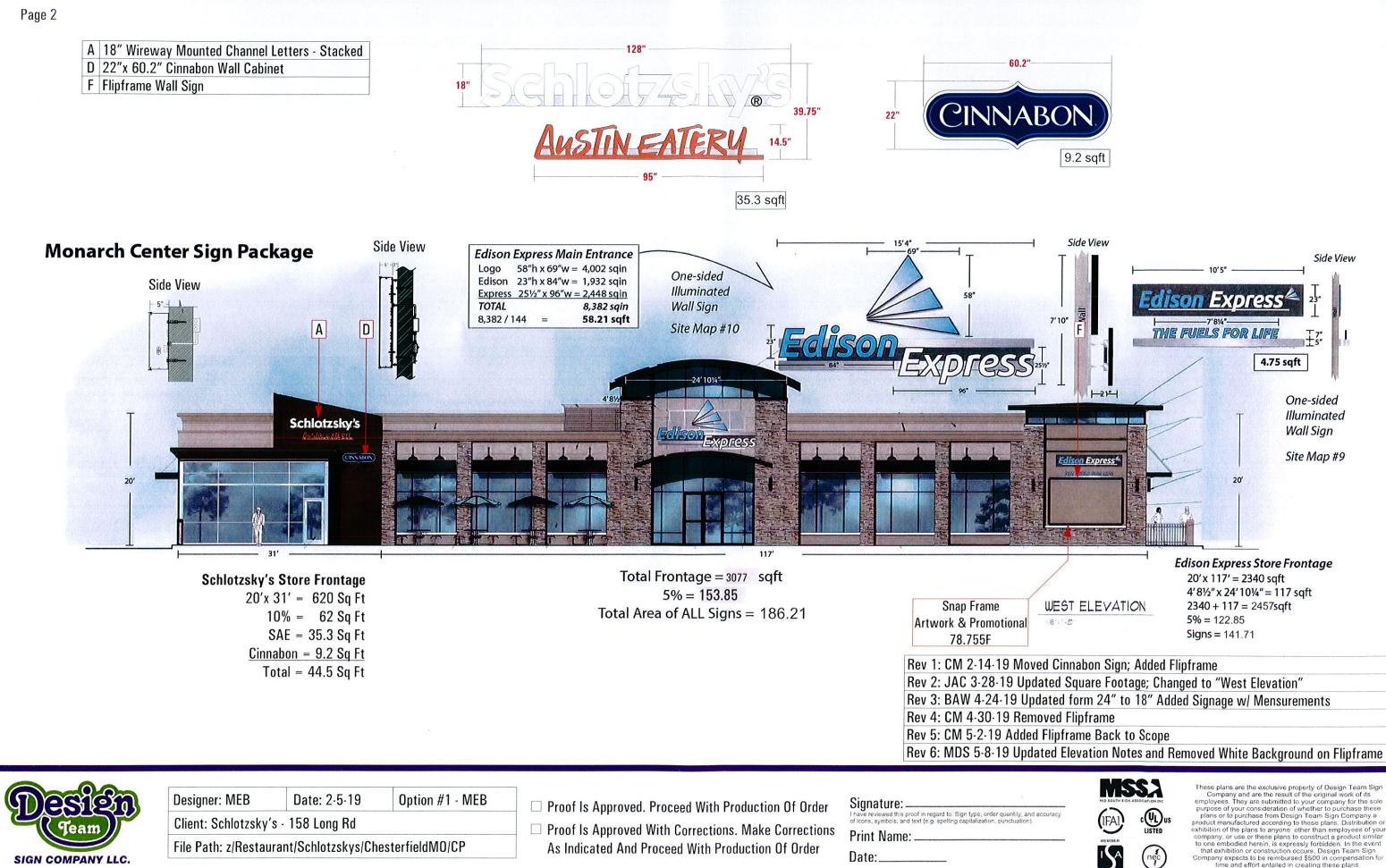
158 Long Rd Chesterfield, MO 63005

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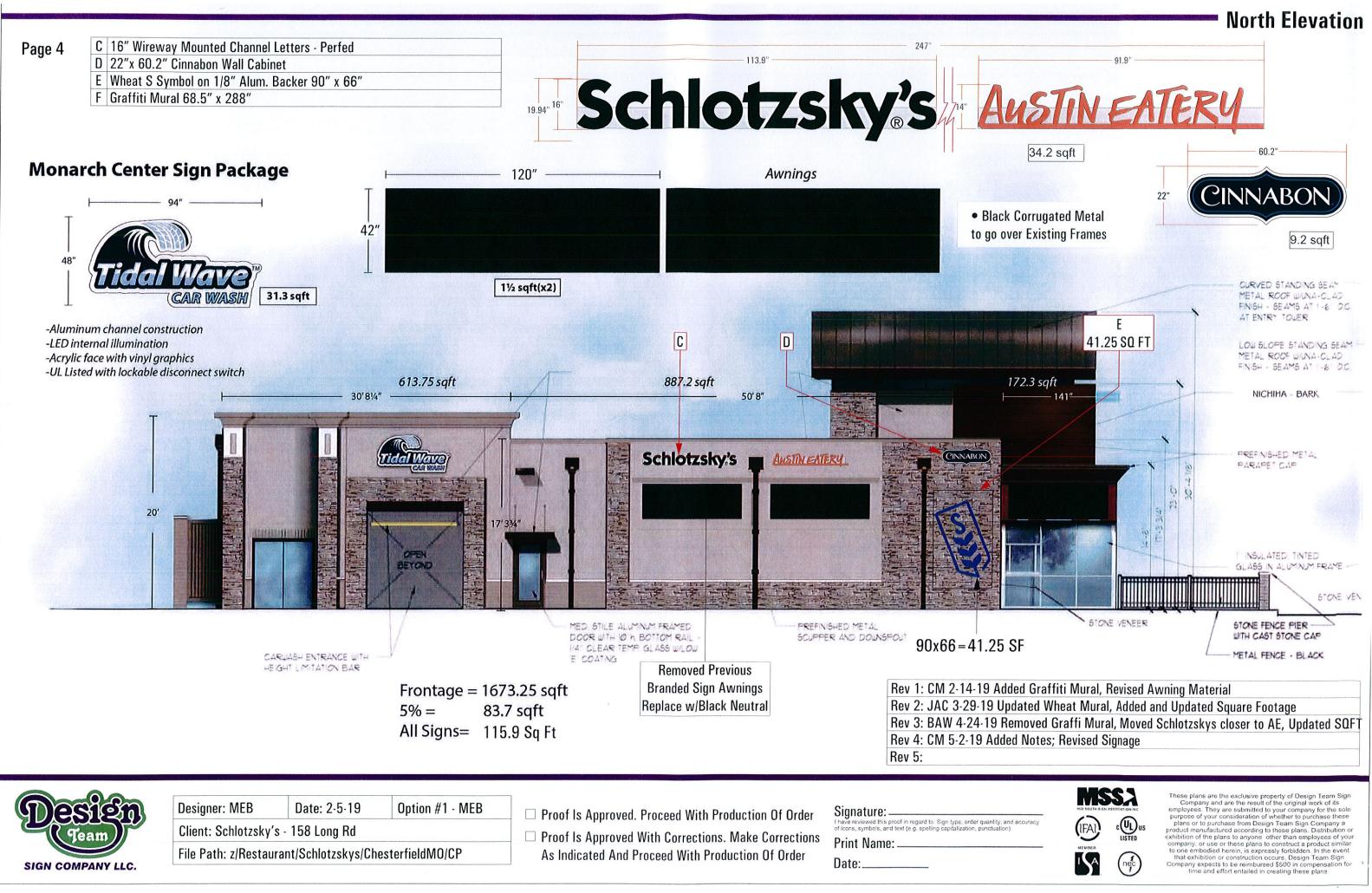
SIGN COMPANY LLC.

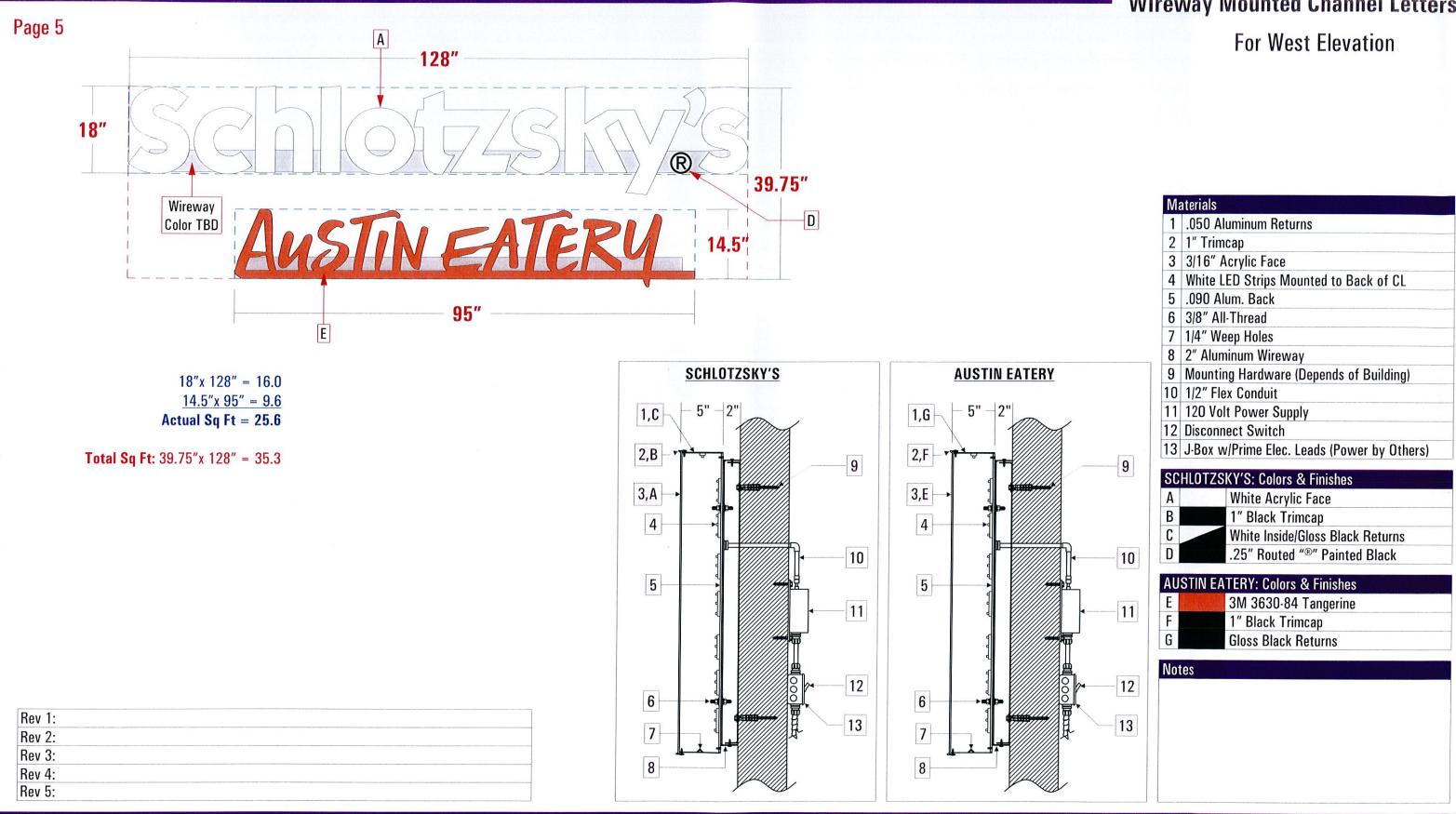
Date:

West Elevation

time and effort entailed in creating these plans









Designer: MEB Date: 1-5-19

Client: Schlotzsky's Austin Eatery

File Path: z/Rest/Schlotzskys/Specs/WWCL HorzStacked White

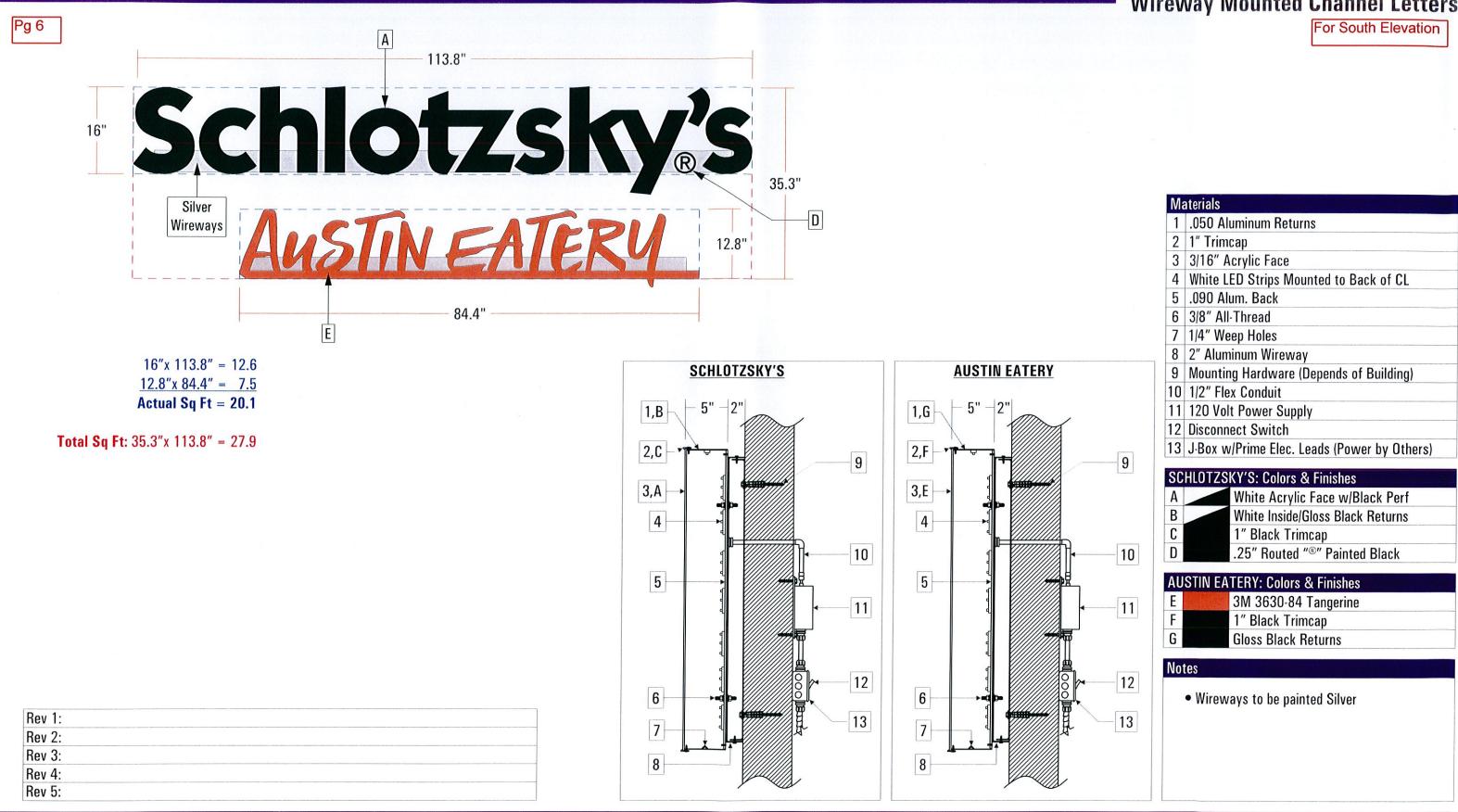
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□ Proof Is Approved With Corrections. Make Corrections As Indicated And Proceed With Production Of Order

Signature: _ ved this proof in regard to: Sign type; order quantity; and accuracy bols, and text (e.g. spelling capitalization, punctuation). Print Name Date:.

Wireway Mounted Channel Letters







Designer: MEB Date: 1-5-19

Client: Schlotzsky's Austin Eatery

File Path: z/Rest/Schlotzskys/Specs/WWCL HorzStacked White

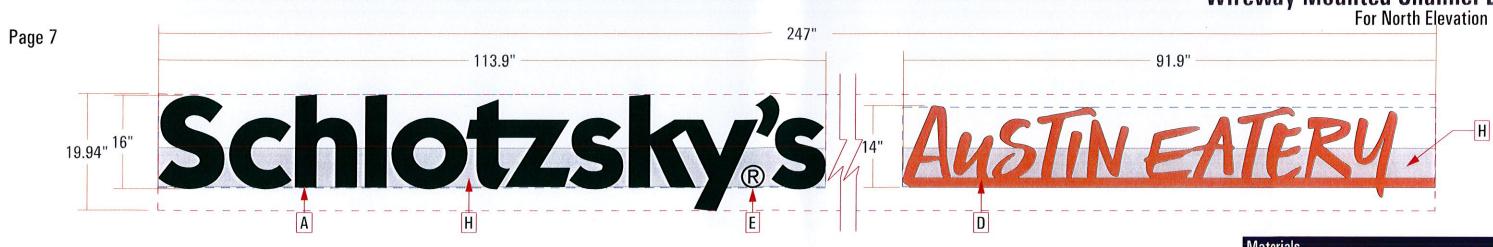
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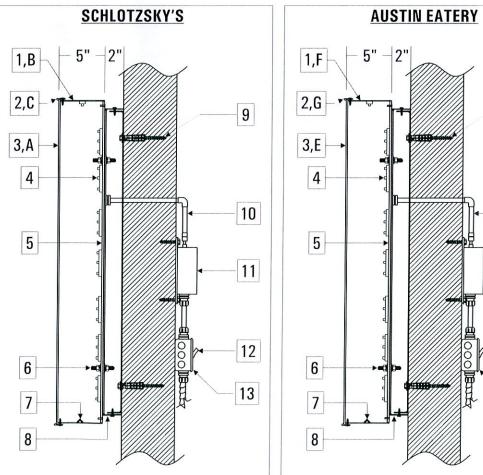
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Wireway Mounted Channel Letters





 $16''x \ 113.9'' = 12.7$ $14''x \ 91.9'' = 8.9$ Actual Sq Ft = 21.6 $19.94'' \ x \ 247'' = 34.2$ Total Sq Ft = 34.2



Rev 1: Added Total SQ FT - JAC - 3/29/19	
Rev 2: BAW 4-24-19 Revised length & updated SQ FT	
Rev 3:	
Rev 4:	
Rev 5:	



Designer: MEB Date: 2-6-19

Client: Schlotzsky's Austin Eatery

File Path: z/Rest/SAE/Specs/RWCL_Linear_Perf_SiteSpec

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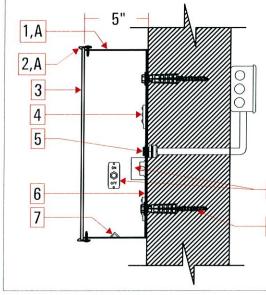
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Wireway Mounted Channel Letters For North Elevation

	100	
	Ма	aterials
	1	.050 Aluminum Returns
	2	1″ Trimcap
	3	3/16" Acrylic Face
	4	White LED Strips Mounted to Back of CL
	5	.090 Alum. Back
	6	3/8″ All·Thread
[7	1/4" Weep Holes
	8	2" Aluminum Wireway
	9	Mounting Hardware (Depends of Building)
		1/2" Flex Conduit
_		120 Volt Power Supply
9		Disconnect Switch
	13	J-Box w/Prime Elec. Leads (Power by Others)
	SC	HLOTZSKY'S: Colors & Finishes
	A	White Acrylic Face w/Black Perf
↓ 10	В	White Inside/Gloss Black Returns
10	C	1" Black Trimcap
<u> </u>	D	.25" Routed "®" Painted Black
11		STIN FATERY, Coloro & Finishes
	E	STIN EATERY: Colors & Finishes
5	F	White Acrylic w/3M 3630-84 Tangerine Gloss Black Returns
	G	1" Black Trimcap
≈−−−12	H	Paint Silver · Raceway
		Taint Silver - Naceway
13	Not	105
		This product is site specific
<i>2</i>		







Rev 1:			
Rev 2:			
Rev 3:			
Rev 4:			
Rev 5:			



Designer: MEB Date: 2-5-19

Client: Schlotzsky's Cinnabon

File Path: z/Restaurant/Schlotzskys/Specs/CinnabonWallCabinet

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Signature: Thave reviewed this proof in regard to: Sign type, order quantity; and accuracy of icons, symbols, and text (e.g. spelling capitalization, punctuation) Print Name: Date:

Wall Cabinet

For North, South and West Elevations

" Trimcap #16" Acrylic Face ED Modules			
ED Modules			
lex Conduit			
090 Aluminum Back			
/4" Weep Holes			
20V Power Supply with On/Off switches			
5″ Lag & Shield			
rs & Finishes			
Matte Black Returns / Trimcap			
2447 Acrylic Face			
Vinyl to Match PMS 3282 Turquoise 1st Surf.			
Vinyl to Match PMS 2768 (AKZO Sign-3966)			

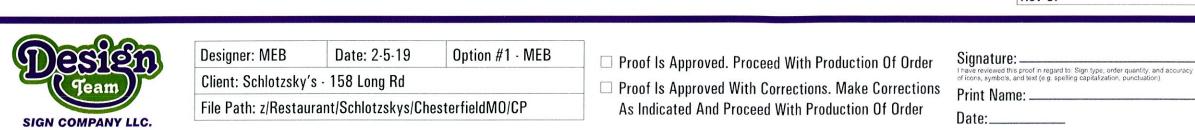
8



Materials

F Ready-To-Apply Vinyl





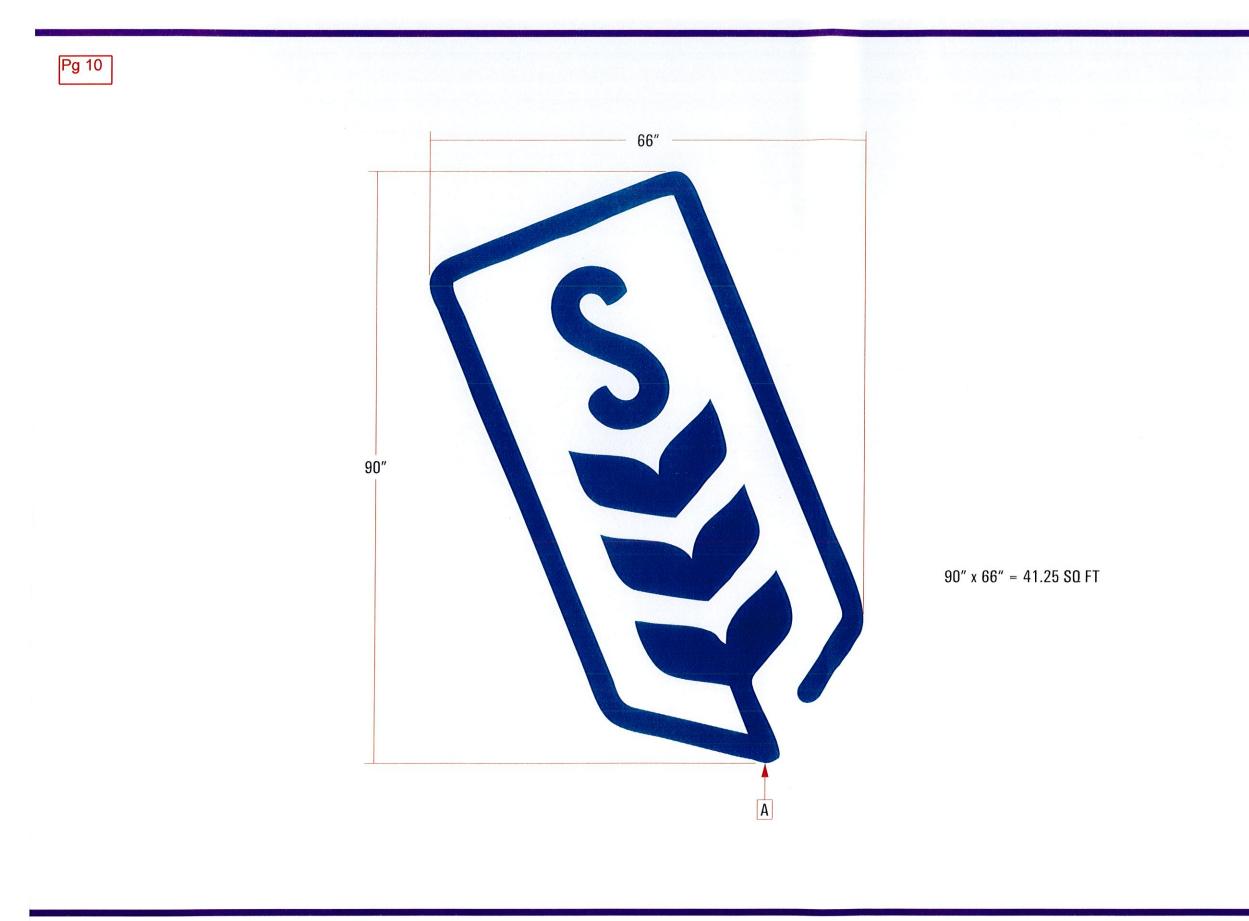
Pg 9

Monument Elevation



Rev 1: CM 2-14-19 Updated Logo on Monument







Designer: MEB Date: 2-8-19

Client: Schlotzsky's

File Path: z/Restaurant/Schlotzskys/CorpSpecs

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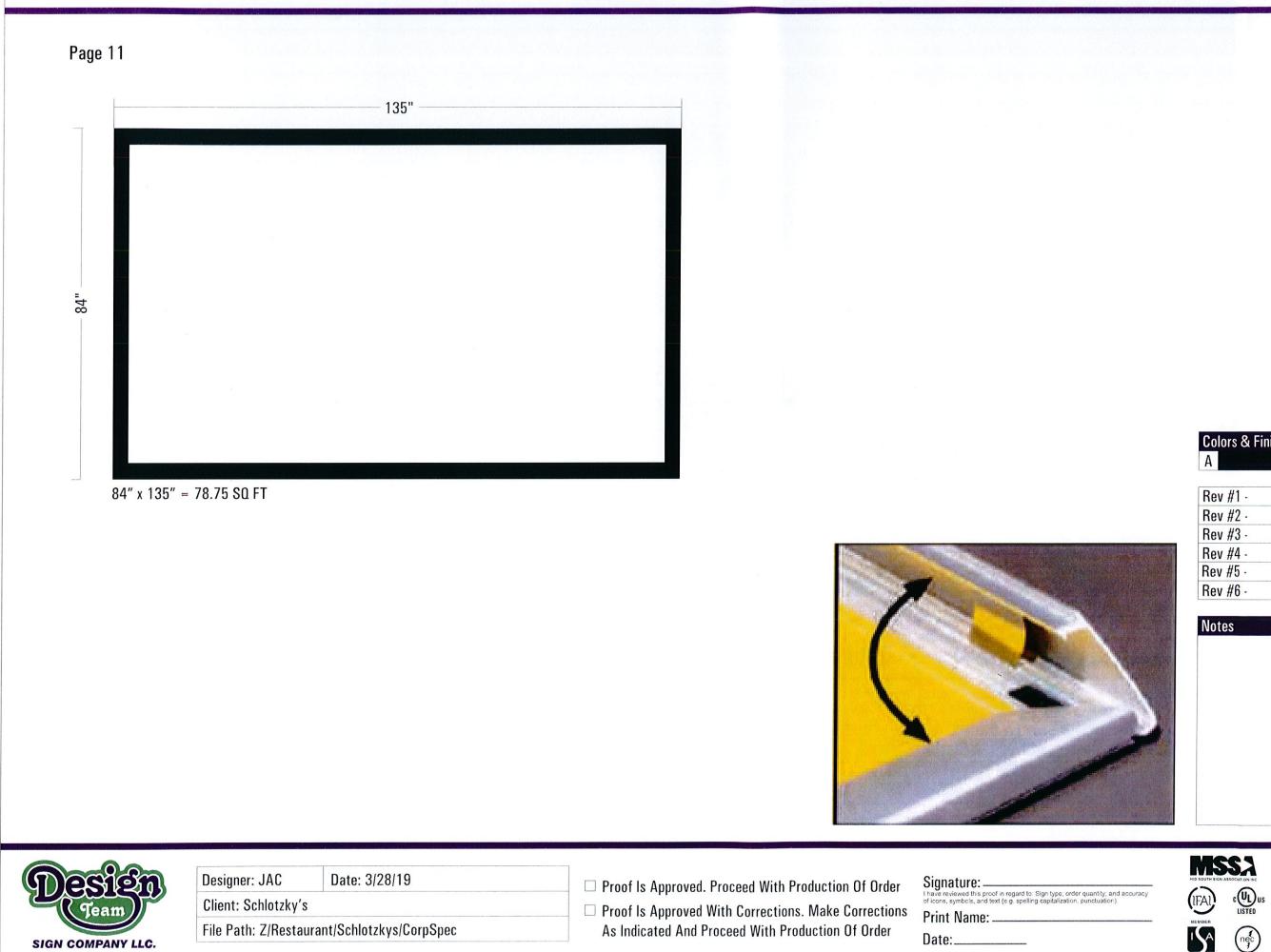
Wheat "S" Mural

Colors & Finishes A Painted Color TBD

Rev 1:	
Rev 2:	
Rev 3:	
Rev 4:	
Rev 5:	

Notes





SIGN COMPANY LLC.

Colors & Finishes Black Flip Frame

Rev #1 -	
Rev #2 -	
Rev #3 -	
Rev #4 -	
Rev #5 ·	
Rev #6 -	