



VII. C.

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Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: June 15, 2016

From: Justin Wyse, AICP
Senior Planner

Location: North side of North Outer 40 Road, east of Timberlake Manor Parkway

Applicant: Franklin Street Properties Corp.

Description: **Timberlake Corporate Center, Sign Package**: A request for a Sign Package to establish sign criteria for the Timberlake Corporate Center development located on the north side of N. Outer 40 Rd., east of Timberlake Manor Parkway.

PROPOSAL SUMMARY

Franklin Street Properties has submitted a request for a Sign Package for the Timberlake Corporate Center development. The development is 20 acres in size and consists of three office buildings. In accordance with the Unified Development Code (UDC), if approved the proposed Sign Package would serve as the site specific sign regulations for the Timberlake Corporate Center development. The Planning and Development Services Division has reviewed the request and submits the following report.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The subject property was originally zoned "C-8" Planned Commercial District by St. Louis County in 1988, prior to the City's incorporation. The ordinance was amended in 1990 to increase the size of the district and modify development criteria. A Site Development Plan was approved for construction of three office buildings with structured parking.



Submittal Overview

The Sign Package addresses three (3) sign types: project identification signs, monument signs, and attached wall signs. These sign types are addressed below.

Project Identification Signs: The proposal is consistent with the requirements of the Unified Development Code. A single commercial or industrial development or subdivision which is in excess of 20 acres in size is permitted a project identification sign at each main entrance to the development. These signs are typically used for identifying the name of the project and/or containing a directory of tenants. Signs are permitted to be up to six feet in height and no more than 50 square feet in outline area. The sign package proposes to retain the existing signage and locations and incorporates these requirements into the sign package. Locations of the two signs are shown below.

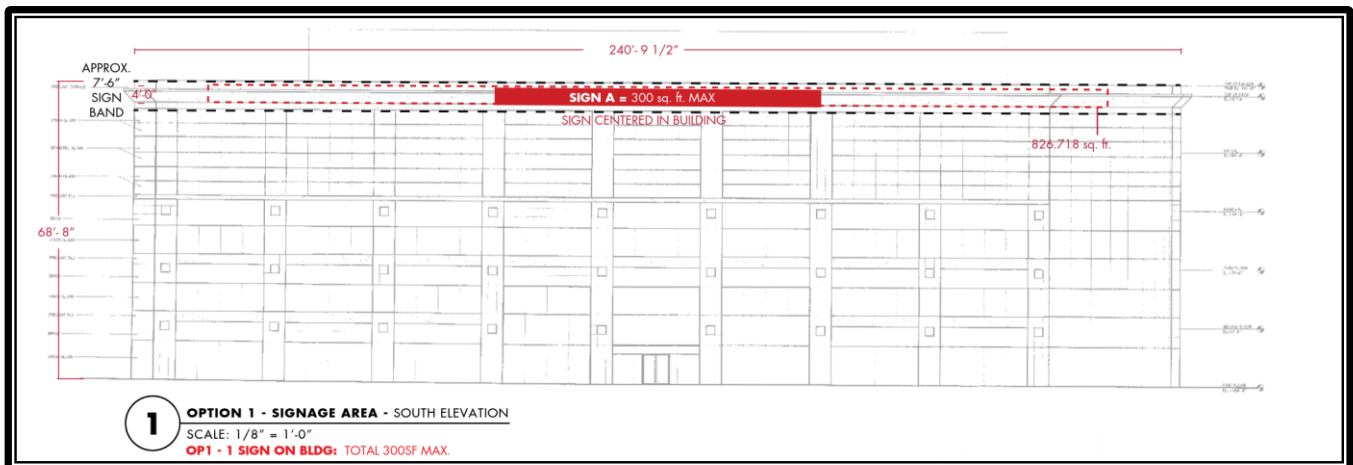


Monument Signs: Each of the three lots has a monument sign associated with it. Monument signs are permitted within the UDC to a maximum of six (6) feet in height and no more than 50 square feet in outline area. The existing signs comply with this requirement and range between 16 and 18 square feet. The proposed sign package allows for a maximum of 50 square feet for these signs, although no changes are proposed. Locations of the monument signs are shown below.

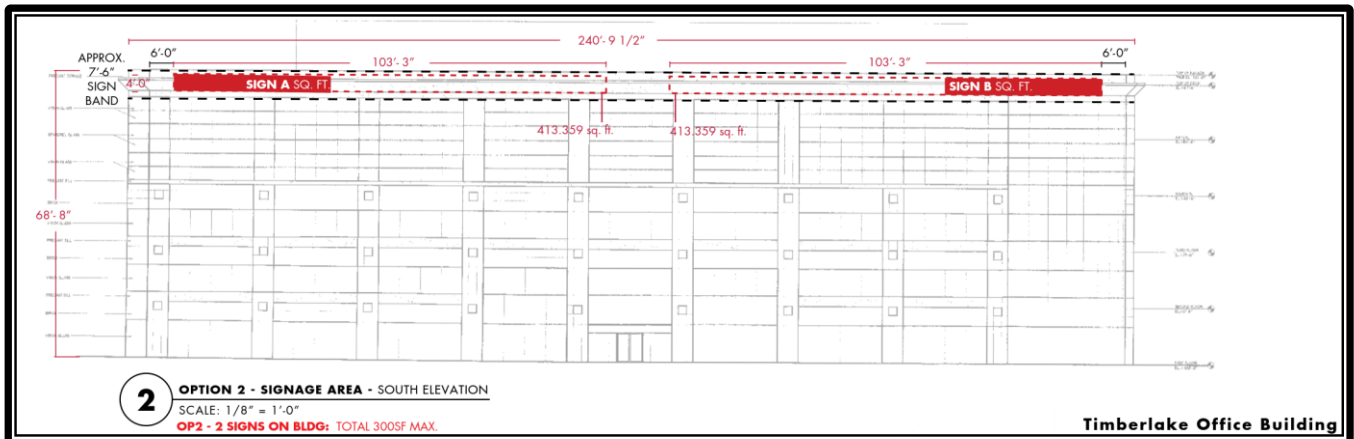


Attached Wall Signs: Currently, the eastern two buildings within the development are permitted wall signs on any two facades of the building. The western building is permitted three wall signs. The UDC requires a maximum sign size of 5% of the façade, or 300 square feet (whichever is less).

The request by the applicant seeks to modify the location and number of wall signs permitted. Under the proposal, the applicant would have the flexibility to install one or two signs on the southern façade of any building. If only one wall sign is utilized, the proposal would be compliant with the UDC regulations, allowing a maximum sign area of 300 square feet or 5%, whichever is less. Wall signs are proposed to be located within a sign band area shown below.



If two signs are installed, they would be on opposite ends of the façade, still within a defined sign band. Total sign area for each building shall not exceed 5% or 300 square feet, whichever is less (i.e. the combined sign area will not exceed 300 square feet). As a tradeoff, the sign package proposes that no other facades would be permitted additional wall signs, so no wall signs would be permitted on the north, east, or west facades.



Other Signs: All other signs will comply with the requirements of the UDC.

STAFF ANALYSIS

The stated purpose of a sign package is to provide comprehensive and complementary signage throughout a development. City Code states “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 proposed sign package seeks to comply with this requirement by proposing flexibility for the southern façade (location and number, but total sign area not to increase) of the wall signs while eliminating other wall signs that would be permitted under the UDC.

The purpose listed above, along with the stated purpose of the sign regulations and policies of the Comprehensive Plan, creates the foundation of the review of the submittal. As listed in the UDC, the purpose of the sign requirements is as follows:

“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. “

In addition to the areas within the code above, there are two specific Plan Policies that have been adopted as part of the Comprehensive Plan.

- 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.

The proposal seeks to balance these ideas by allowing up to two wall signs on the southern façade and eliminating other wall signs. Other signs within the development are compliant with the UDC requirements.

- 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.

Total sign area permitted would actually decrease under the proposal by elimination of wall signs on additional facades and, while there would be the potential for an additional sign on the southern façade, the total permitted sign area on that façade would not increase.

Summary of Requested Signs

- Two (2) existing project identifications signs—50 square feet maximum for each sign
- Three (3) existing monument signs—50 square feet in size maximum for each sign
- One (1) or (2) proposed wall signs on the southern façade of each building – not to exceed 300 square feet of 5% of facade
- All other signage to adhere to the UDC

STAFF RECOMMENDATION

Staff has reviewed the Sign Package and found the proposal to be consistent with the purpose and intent of the UDC sign regulations and the City of Chesterfield Comprehensive Plan. Staff recommends approval of the proposed Sign Package for Timberlake Corporate Center.

MOTION

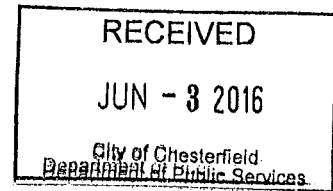
The following options are provided to the Planning Commission for consideration relative to this application:

- 1) "I move to approve (or deny) the Sign Package for Timberlake Corporate Center.
- 2) "I move to approve the Sign Package for Timberlake Corporate Center....." (Conditions may be added, eliminated, altered or modified)

Attachments: Proposed Sign Package

CC: Aimee Nassif, Planning and Development Services Director

TIMBERLAKE CORPORATE CENTER
SIGN PACKAGE APPLICATION



PROJECT NARRATIVE

Franklin Street Properties Corp., owner of Timberlake Corporate Center, has filed an application with the City seeking a Comprehensive Sign Package for the office buildings located at Timberlake Corporate Center. Timberlake Corporate Center is located at North Outer Forty and Timberlake Manor Parkway.

Timberlake Corporate Center consists of three office buildings. The Property Owner is seeking the option to install up to two (2) business identification signs for the wall facing North Outer Forty Drive of each building and to locate each of the two identification signs at opposite ends of such wall for each building. Due to requirements regarding inclusion of negative space in the calculation of signage area for business identification signs, the current sign code does not permit the Property Owner to install signs on each corner of each building's wall. Under current sign code regulations, such signs would need to be installed adjacent to each other.

The Sign Package, if approved, would provide the following options for business identification signs for the walls of each of the three buildings as follows:

- **Option 1** – one sign on the exterior wall facing North Outer Forty Drive (see page 4 of the Application for example).
- **Option 2** – two signs on the exterior wall facing North Outer Forty Drive. Each sign would be located on the corner of each wall (see page 5 of the Application for example).

Business identification signs on the wall for each building would be subject to the following restrictions:

- Business identification signs for each building would be installed only on the building wall which faces North Outer Forty Drive. The Property owner would not install business identification signs on any other building wall.
- The total size of all business identification signs on each North Outer Forty Drive building wall would not exceed the lesser of 300 square feet or 5% of the total surface area of such building wall. For example, if the Property Owner installed one sign on the building wall (per Option 1 above), that sign would be no larger than 300 square feet. If the applicant installed two signs on the corner of each building wall (per Option 2 above), the total size for both signs combined would be no larger than 300 square feet (for example, the size of each sign could be 150 square feet, or the size of one sign could be 100 square feet and the size of the other sign could be 200 square feet).

If approved, the Sign Package would provide greater flexibility for the Property Owner with respect to signage for key office tenants who are seeking prominent exterior signage in a "Class A" location. The ability to install signage on the corners of each wall of the buildings will help

attract quality tenants to the buildings by further enhancing the overall appearance of the buildings and in keeping with its reputation as a "Class A" development. All tenants, businesses and owners within the development shall receive a copy of the Comprehensive Sign Package from the owners at the time of the lease/sale.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 31-04-05 of the Unified Development Code. The only change from the existing sign code is with respect to exterior building signage. All other signage at the Property would still comply with the City's existing sign code requirements.

Timberlake Office Building

Tenant Signage

18 January 2016

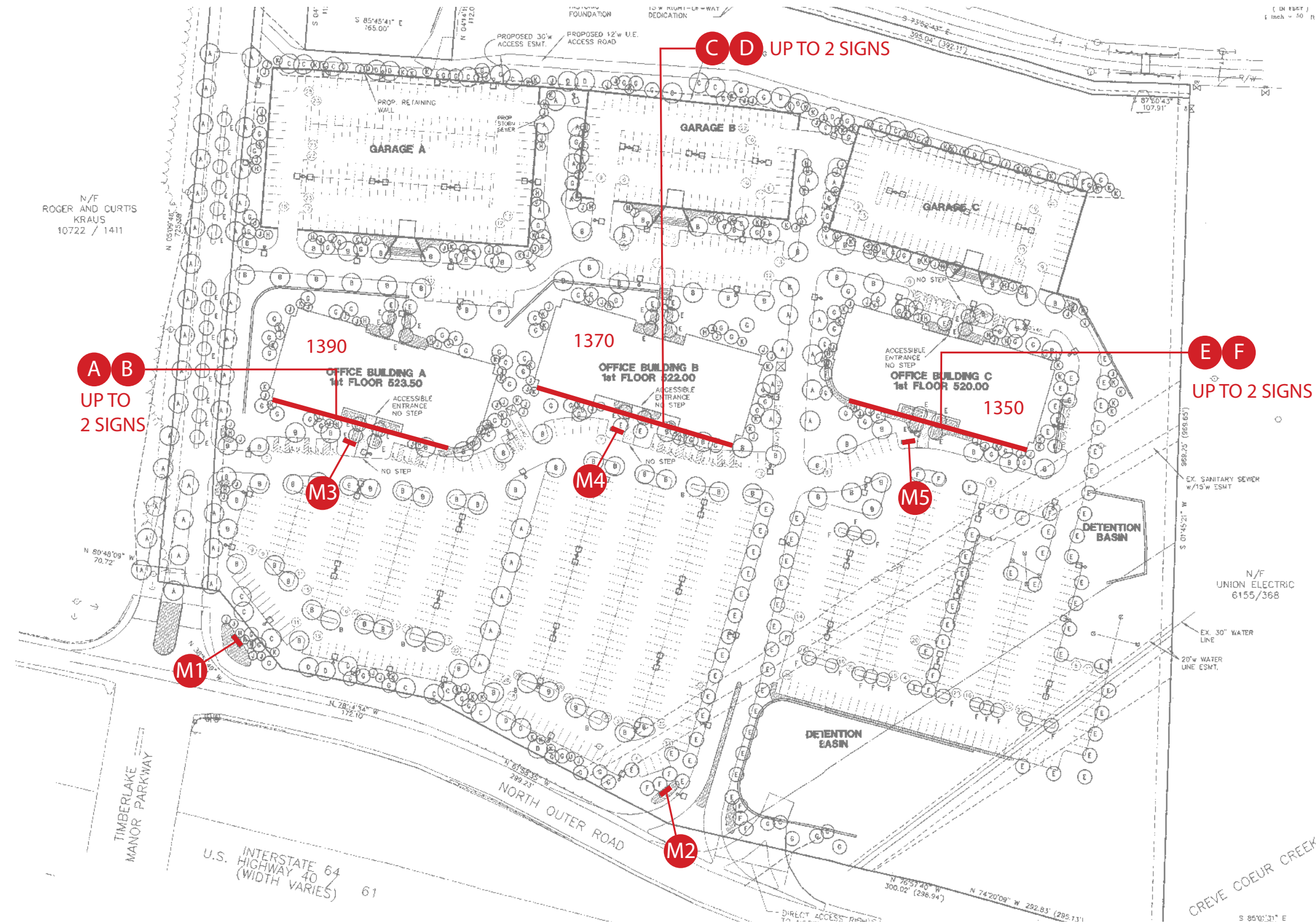


prepared by:

Selbert Perkins Design Collaborative
2 North Riverside Plaza, Suite 1475
Chicago, IL 60606

T 312 876 1839 **F** 312 993 0167

Sign Location Plan

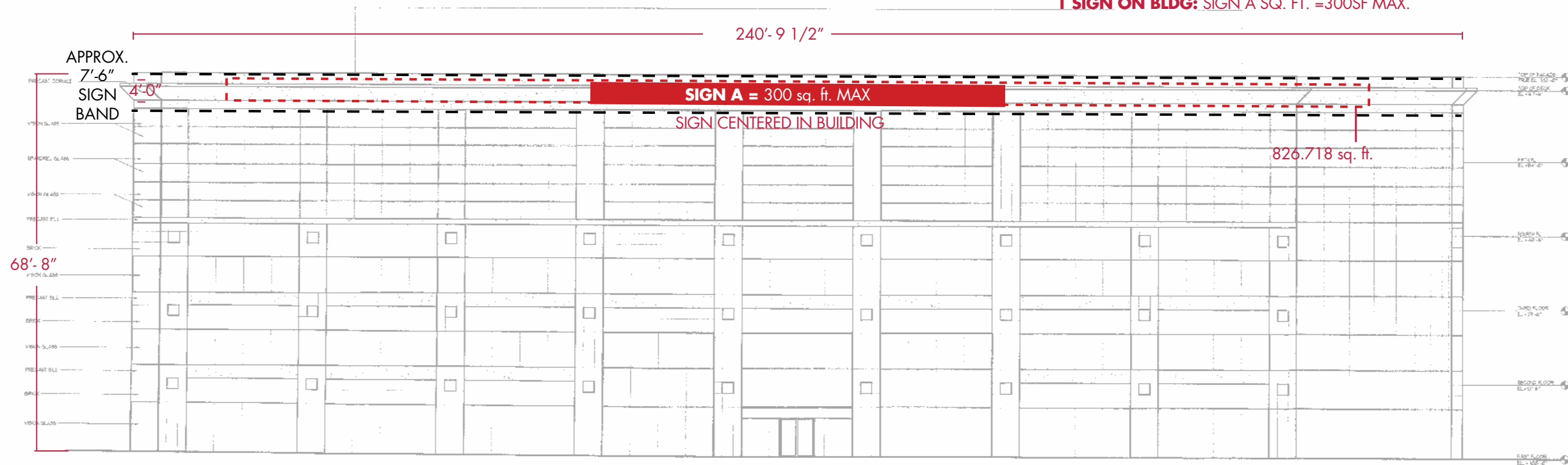


Sign Renderings



Option 1 -Elevation - Typical (1 sign in middle)

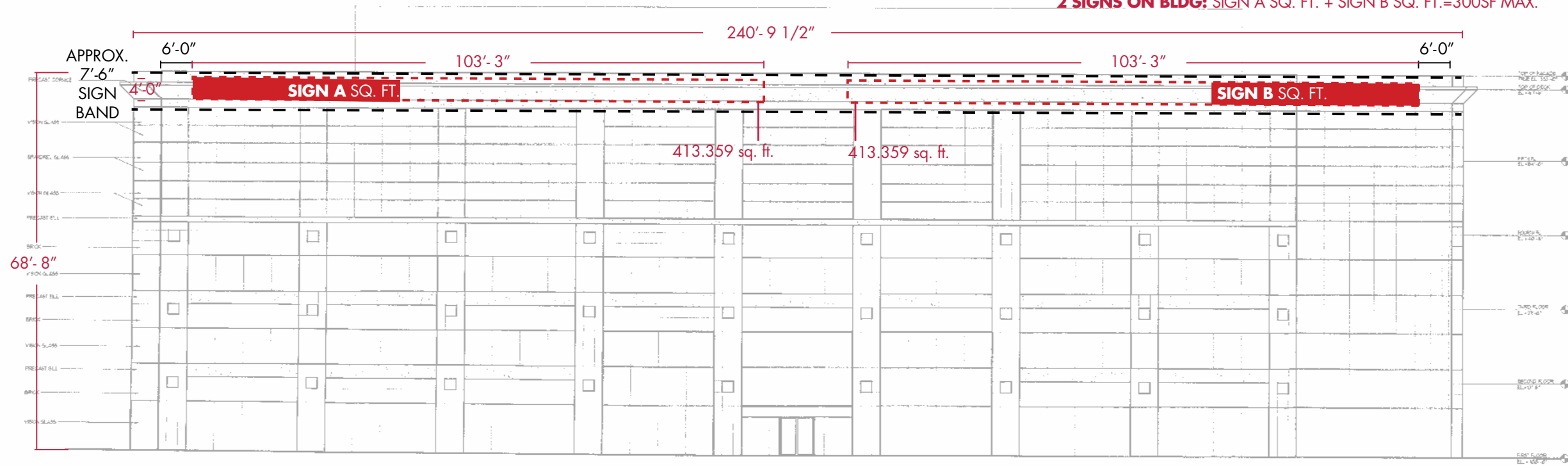
CODE: 5% OF BUILDING AREA BUT NOT SIGN GREATER THAN 300 sq. ft.
BUILDING AREA: 240'-9 1/2" x 68'-8" = 16534.36 sq. ft.
5% OF BUILDING AREA = 826.718 sq. ft.
1 SIGN ON BLDG: SIGN A SQ. FT. =300SF MAX.



1 **SIGNAGE AREA - SOUTH ELEVATION**
 SCALE: 1/8" = 1'-0"

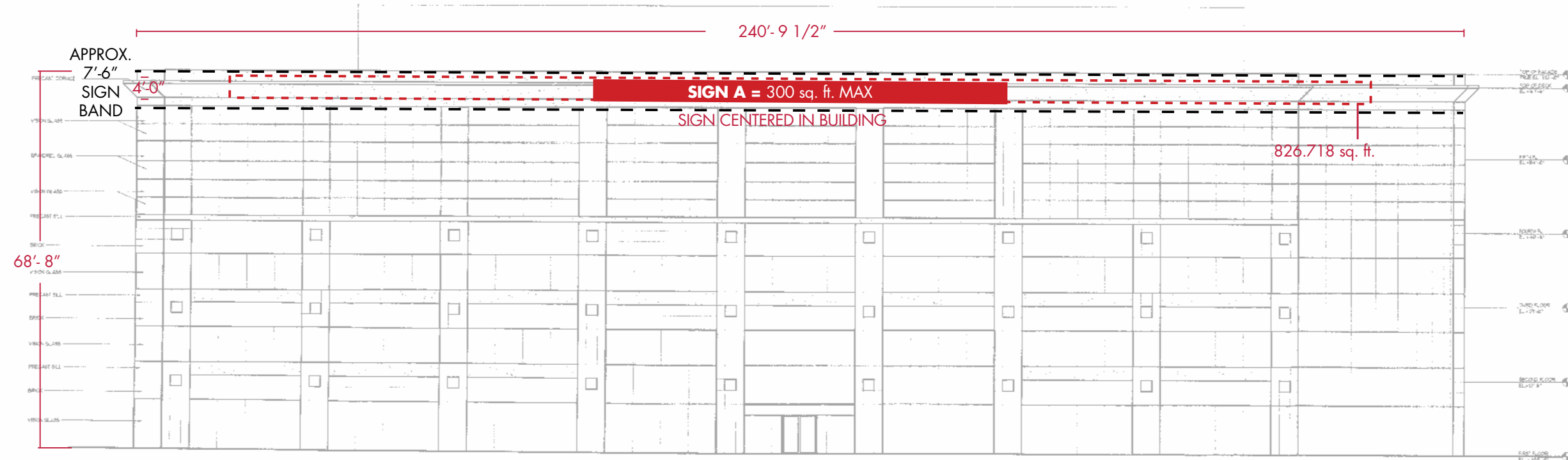
Option 2 - Elevation - Typical (2 signs at ends)

CODE: 5% OF BUILDING AREA BUT NOT SIGN GREATER THAN 300 sq. ft.
BUILDING AREA: 240'-9 1/2" x 68'-8" = 16534.36 sq. ft.
5% OF BUILDING AREA = 826.718 sq. ft.
2 SIGNS ON BLDG: SIGN A SQ. FT. + SIGN B SQ. FT.=300SF MAX.

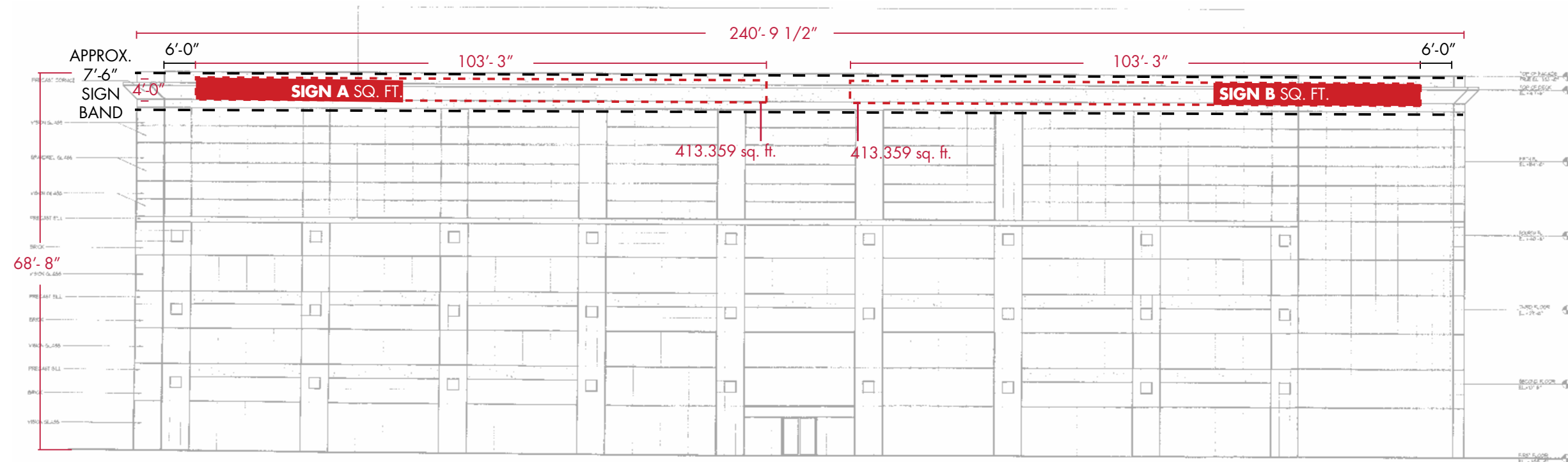


1 **SIGNAGE AREA - SOUTH ELEVATION**
 SCALE: 1/8" = 1'-0"

Elevations - 1390 - Option 1 & Option 2

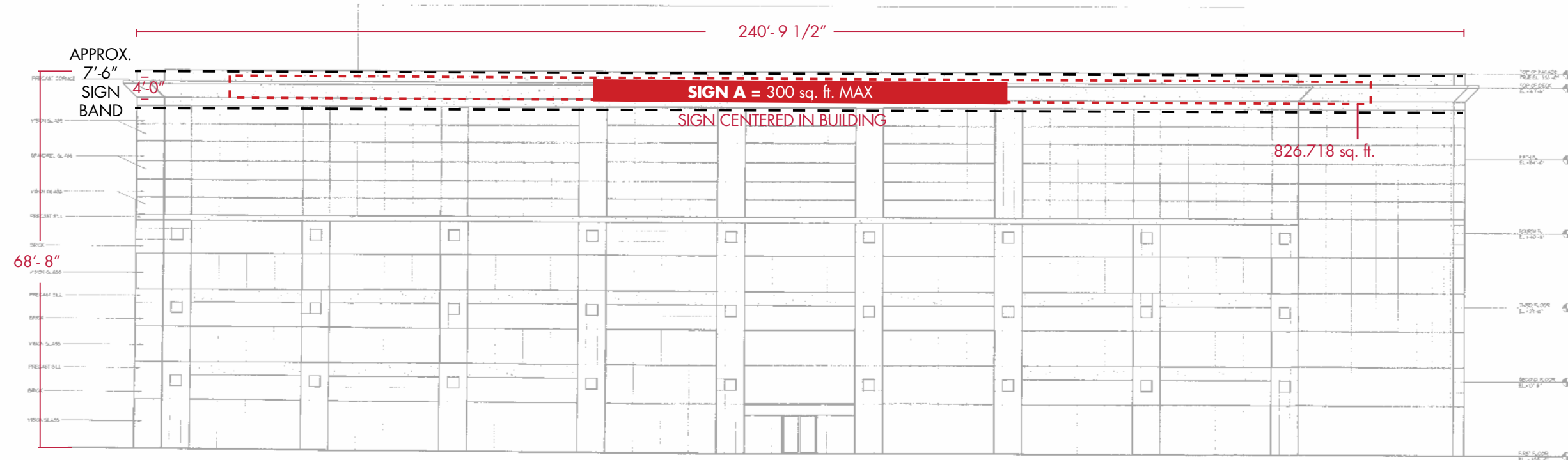


1 **OPTION 1 - SIGNAGE AREA - SOUTH ELEVATION**
 SCALE: 1/8" = 1'-0"
OP1 - 1 SIGN ON BLDG: TOTAL 300SF MAX.

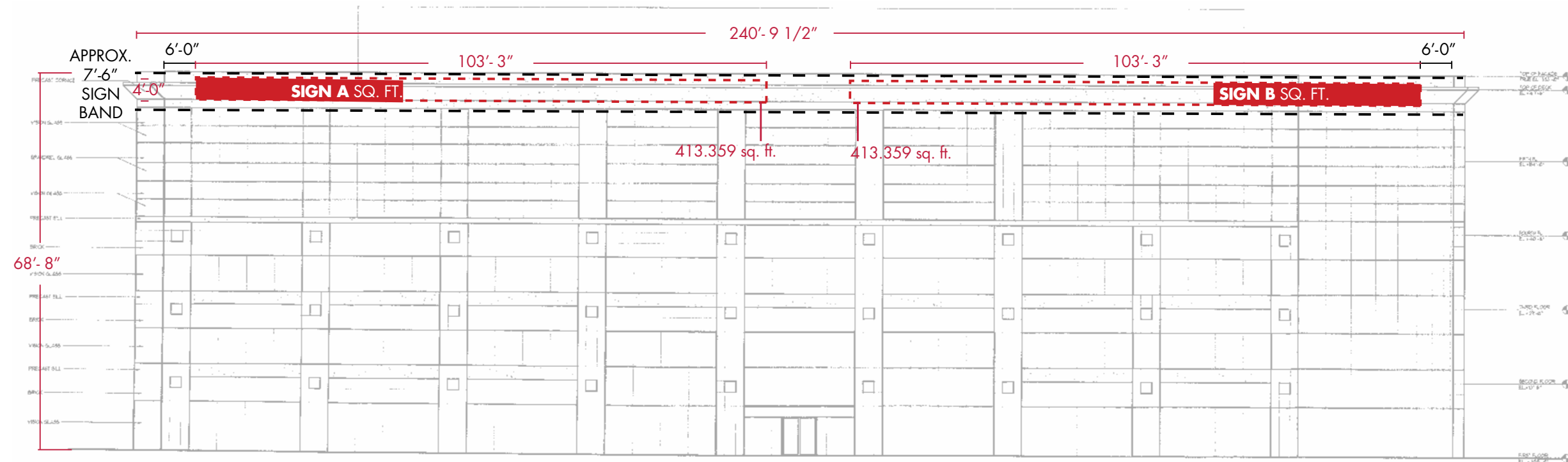


2 **OPTION 2 - SIGNAGE AREA - SOUTH ELEVATION**
 SCALE: 1/8" = 1'-0"
OP2 - 2 SIGNS ON BLDG: TOTAL 300SF MAX.

Elevations - 1370 - Option 1 & Option 2

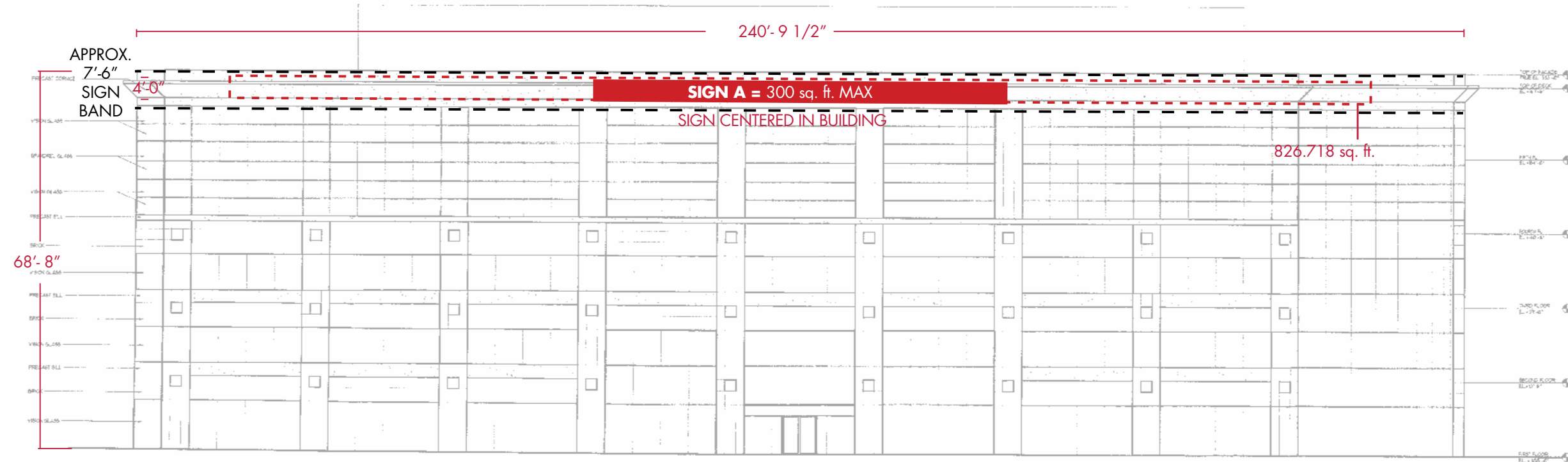


1 **OPTION 1 - SIGNAGE AREA - SOUTH ELEVATION**
 SCALE: 1/8" = 1'-0"
OP1 - 1 SIGN ON BLDG: TOTAL 300SF MAX.

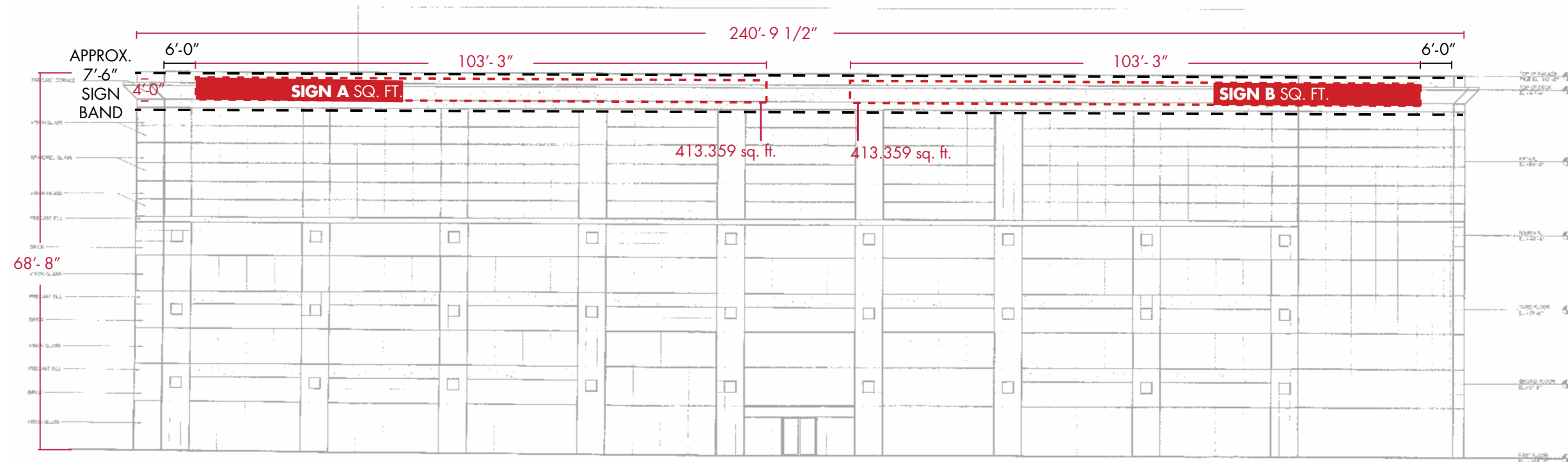


2 **OPTION 2 - SIGNAGE AREA - SOUTH ELEVATION**
 SCALE: 1/8" = 1'-0"
OP2 - 2 SIGNS ON BLDG: TOTAL 300SF MAX.

Elevations - 1350 - Option 1 & Option 2



1 **OPTION 1 - SIGNAGE AREA - SOUTH ELEVATION**
 SCALE: 1/8" = 1'-0"
OP1 - 1 SIGN ON BLDG: TOTAL 300SF MAX.

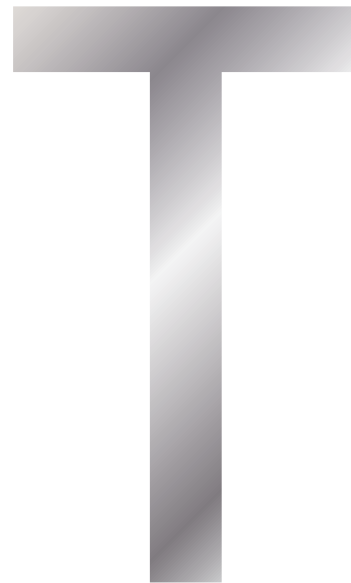


2 **OPTION 2 - SIGNAGE AREA - SOUTH ELEVATION**
 SCALE: 1/8" = 1'-0"
OP2 - 2 SIGNS ON BLDG: TOTAL 300SF MAX.

Sign Detail



1 ELEVATION
SCALE: 3/8" = 1'-0"



2 DETAIL
SCALE: 1" = 1'-0"

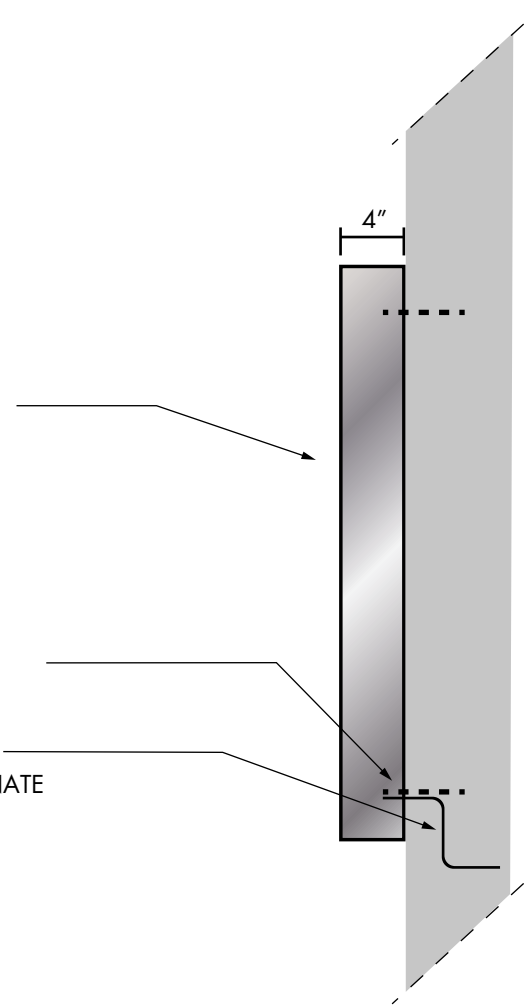
INTERNALLY ILLUMINATED ALUMINUM CHANNEL LETTERS W/ INSET TRIMLESS ACRYLIC FACE, RETURNS PAINTED TO MATCH MPC BRUSHED ALUMINUM

LETTER FACE TO FEATURE DAY & NIGHT TRANSLUCENT VINYL / ACRYLIC, FINAL COLOR TBD

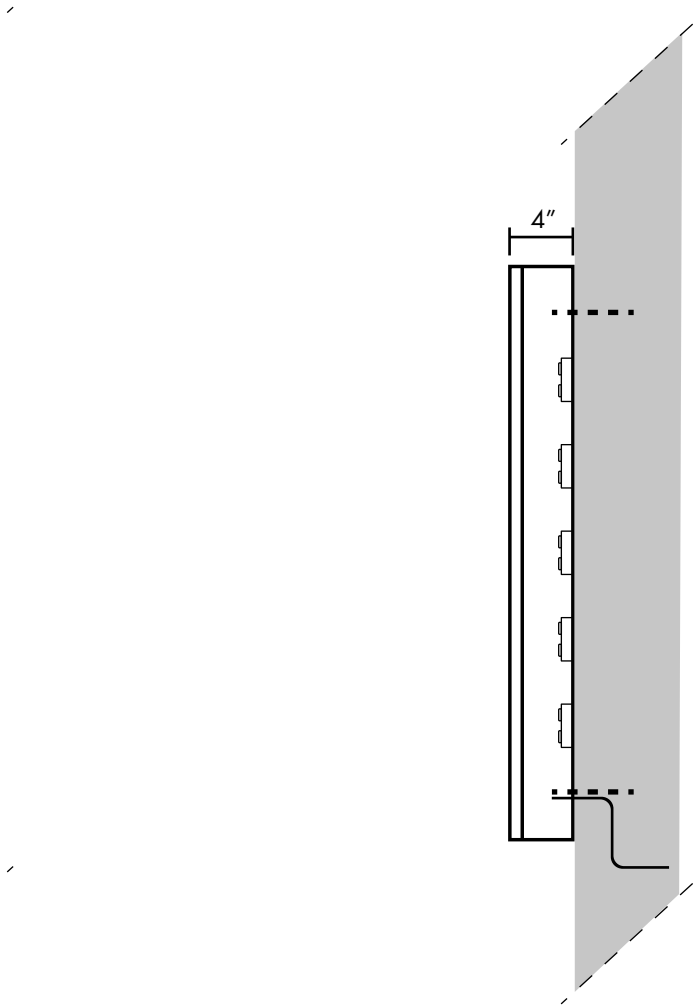
ENTIRE SIGN ASSEMBLY MECHANICALLY ANCHORED INTO EXISTING BUILDING

CONCEAL ALL ELECTRICAL CONDUIT, FASTENERS, HARDWARE ETC.; COORDINATE TRANSFORMER LOCATION

SIGN FABRICATOR TO ENGINEER ALL COMPONENTS & COORDINATE W/ ALL RELATED TRADES, DISCIPLINES

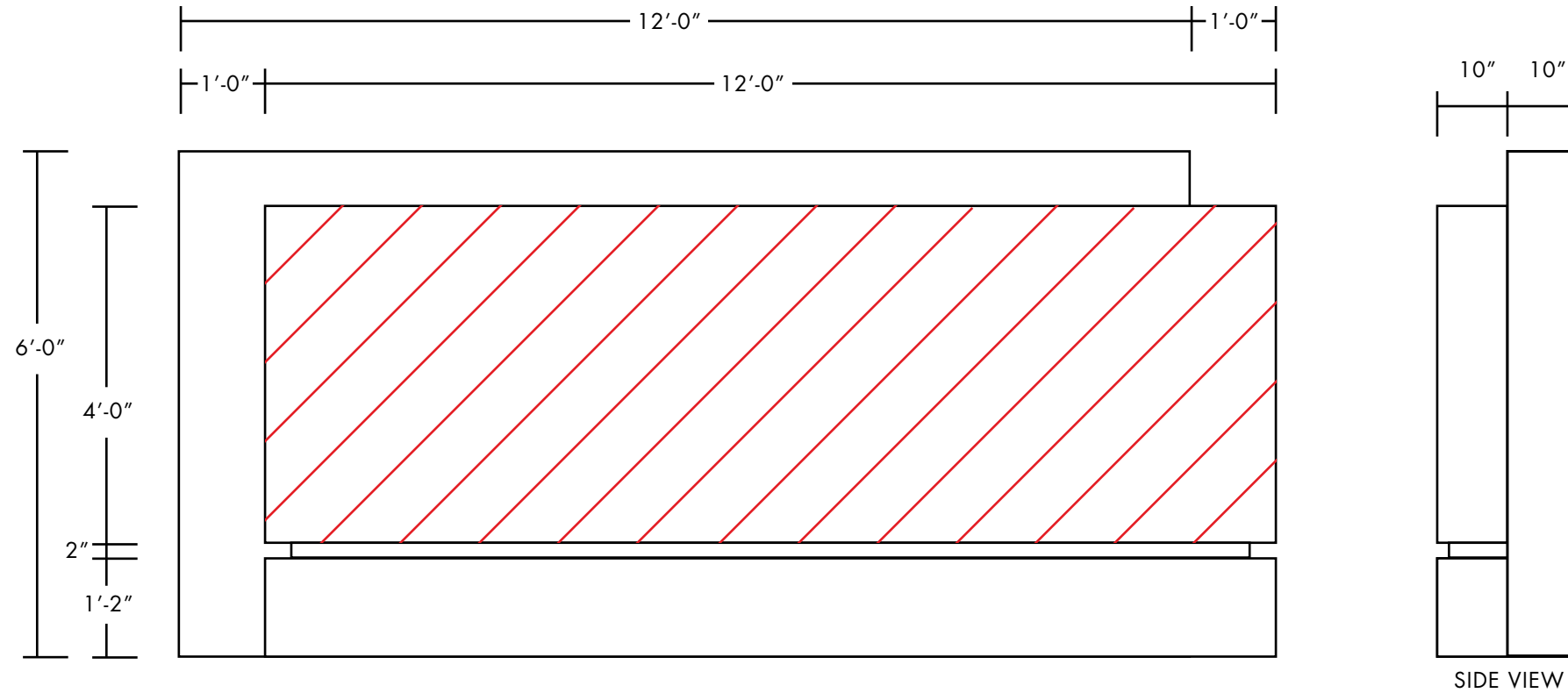


3 SIDE
SCALE: 1" = 1'-0"




4 DETAIL
SCALE: 1" = 1'-0"

Existing Signage



1 M1 & M2 - TIMBERLAKE ENTRANCE
SCALE: 1/2" = 1'-0"

 PERMISSIBLE SIGN AREA

SIGN AREA = 4'-0" x 12'-0" = 48 sq. ft.

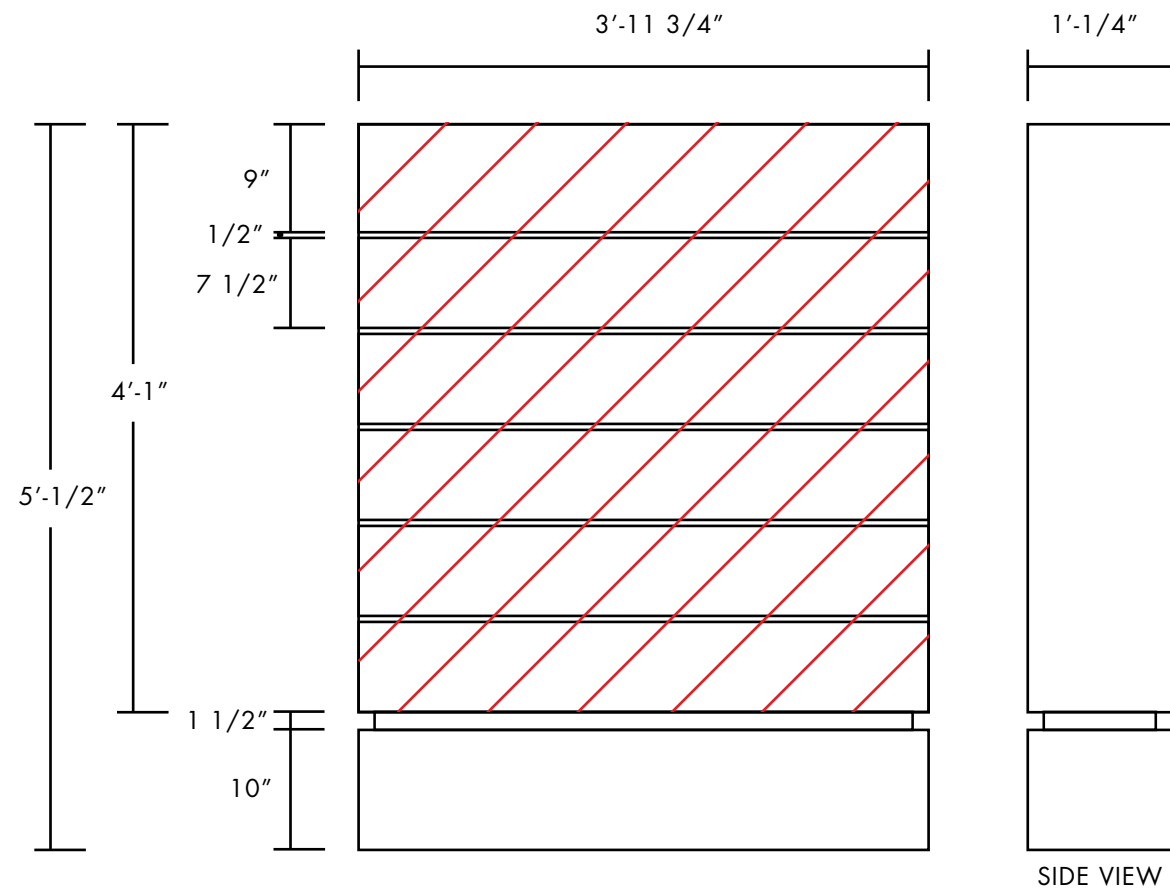
SIGN AREA ALLOWED = 50 sq. ft.

SIGN DESCRIPTION:


FABRICATED METAL SIGN CABINET
WITH PUSHED THROUGH ACRYLIC
GRAPHIC AND LETTERS

SIGN IS INTERNALLY ILLUMINATED

Existing Signage



1 **M3 - 1390 TIMBERLAKE MANOR**
SCALE: 3/4" = 1'-0"

 PERMISSIBLE SIGN AREA

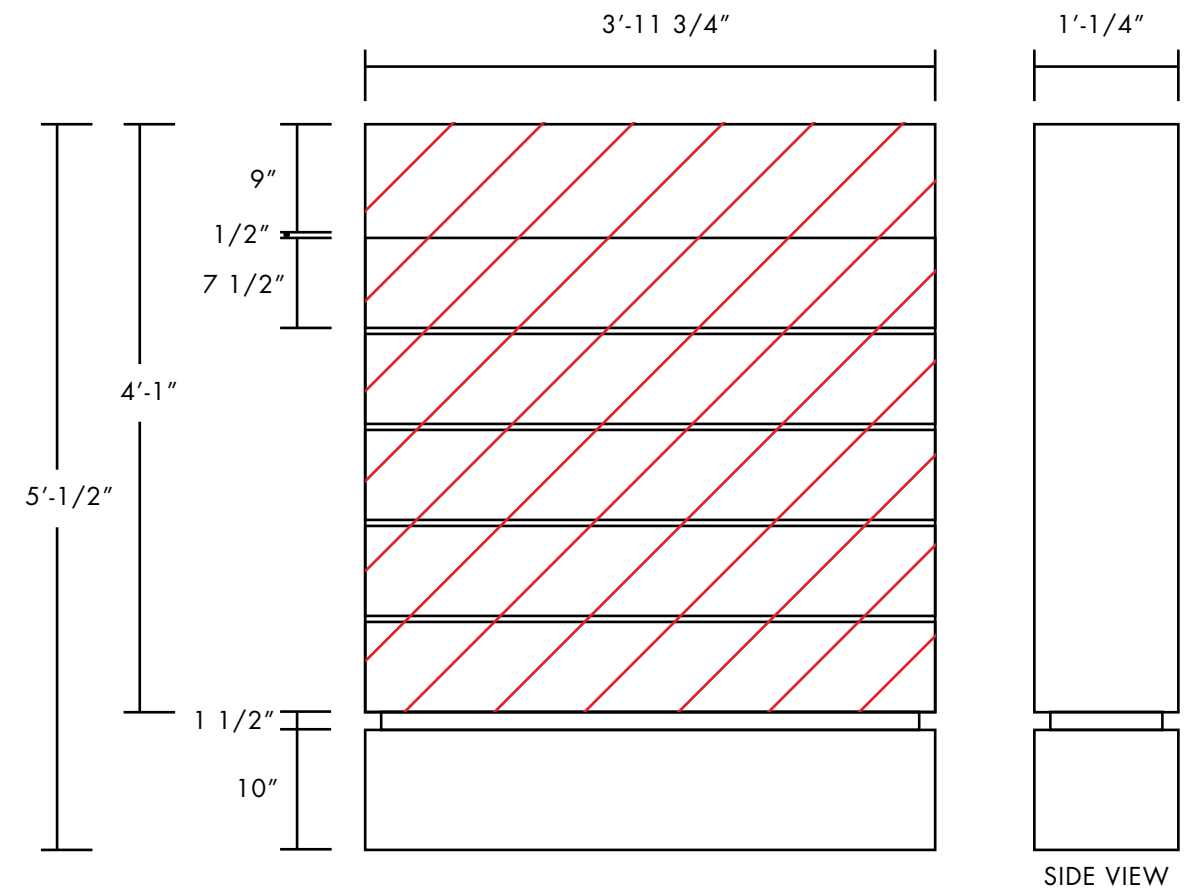
SIGN AREA = 4'-1" x 3'-11 3/4" = 16.2 sq. ft.

SIGN AREA ALLOWED = 50 sq. ft.

SIGN DESCRIPTION:

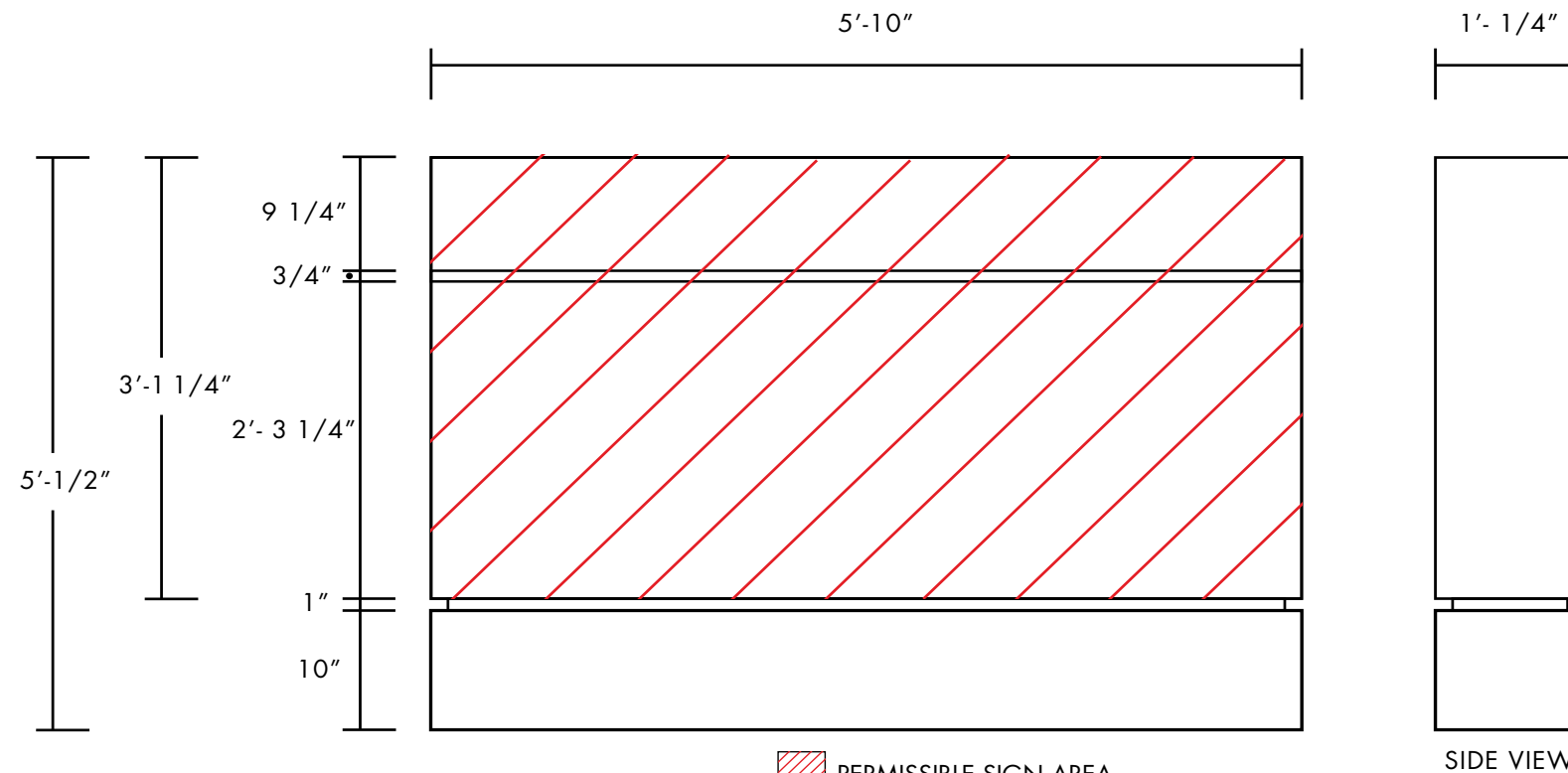
FABRICATED METAL SIGN CABINET
WITH PUSHED THROUGH ACRYLIC
GRAPHIC AND LETTERS

SIGN IS INTERNALLY ILLUMINATED




2 **M5 - 1350 TIMBERLAKE MANOR**
SCALE: 3/4" = 1'-0"

Existing Signage



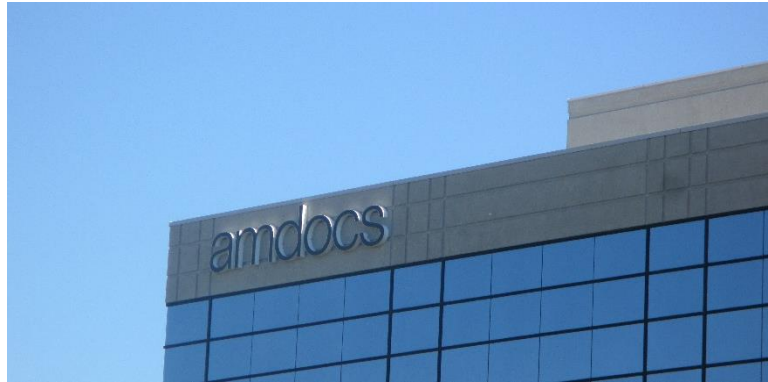
3 **M4 - 1370 TIMBERLAKE MANOR**
 SCALE: 3/4" = 1'-0"

 PERMISSIBLE SIGN AREA
SIGN AREA = 3'-1 1/4" x 5'-10" = 18.07 sq. ft.
SIGN AREA ALLOWED = 50 sq. ft.
SIGN DESCRIPTION:
 FABRICATED METAL SIGN CABINET
 WITH PUSHED THROUGH ACRYLIC
 GRAPHIC AND LETTERS
 SIGN IS INTERNALLY ILLUMINATED



Existing Signs – Timberlake Corporate Center

Wall Signs



Project Identification Signs



Monument Signs

