



VII. C.

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: Future Use of Site Sign

Meeting Date: July 9, 2012

From: Justin Wyse, Senior Planner

Location: Chesterfield Blue Valley, I-64 frontage

Applicant: Simon Property Group, Inc.

Description: **Chesterfield Blue Valley, Proposed Lot 2 (Increase in Size for a Future Use of Site Sign)**: A request for a 64 square foot sign announcing the future use of the site for a 50.72 acre tract of land zoned "PC" Planned Commercial District in the northeast corner of the development located on the north side of Olive Street Road, west of its intersection with Chesterfield Airport Road.

PROPOSAL SUMMARY

Simon Property Group, Inc. has submitted a request for a 64 square foot future use of site sign on a 50.72 acre tract of land zoned "PC" Planned Commercial District in the northeast corner of the development located on the north side of Olive Street Road, west of its intersection with Chesterfield Airport Road. The proposed sign will be installed along the frontage of I-64.

LAND USE AND ZONING HISTORY OF THE 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.

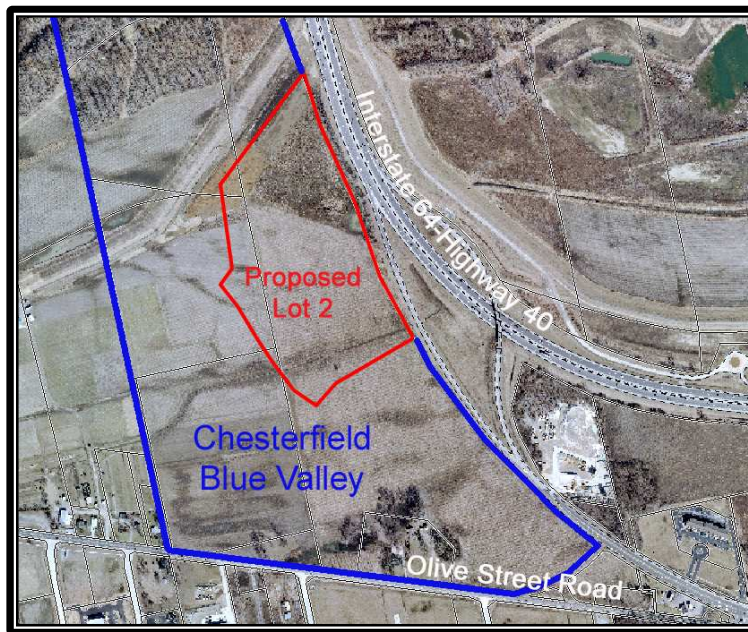
In 2010, an additional six (6) acre piece of land was requested to be added to the current development ordinance for the site. Ordinance 2443 was repealed and replaced with Ordinance 2612 for the entire 137.6 acres.

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 by City Council for St. Louis Premium Outlets in May of 2012. This development within the Chesterfield Blue Valley district was originally presented as proposed Lot 10. Subsequent to the Site Development Section Plan, a Record Plat for Chesterfield Blue Valley has been submitted. Based on the Record Plat, the project name has been adjusted to Lot 2 to reflect the plat that will be on the agenda for the July 9, 2012 Planning Commission meeting.

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 |



STAFF ANALYSIS

Zoning

The subject site is currently zoned "PC" Planned Commercial District under the terms and conditions of City of Chesterfield Ordinance Number 2612. Section 1003.168.7.(5) allows signs announcing the future use of a site immediately following the approval of said use but not more than six (6) months prior to construction or development of the site. If after six (6) months construction has not commenced, the sign(s) must be removed.

Signs announcing future use of site shall be erected only on the lot or development in question and shall be removed within 14 days after the completion of construction. Each site may have no more than one such sign facing each roadway on which the site has frontage. The future use of site sign is permitted, by right, to be 32 square feet in outline area per facing, but may not exceed 10 feet in height above the average existing finished grade elevation of the sign or elevation of the adjacent street, whichever is higher.

The maximum outline area of temporary signs announcing future use of site may be increased to 64 square feet, subject to Planning Commission approval. The request is to permit a 64 square foot sign along the front of I-64, as shown on the attached submittal. The attached narrative cites travel speeds along I-64 and the distance from the roadway as the rationale for permitting the additional size above the standard provision of 32 square feet.

It should also be noted that the Chesterfield Blue Valley development may also, as permitted by code, include temporary signage. To date, Staff has not received any requests for additional size for any of these signs.

DEPARTMENT INPUT

Staff has reviewed the request for a 64 square foot sign announcing the future use of the site and has found the proposal to be in compliance with the site specific ordinance and all City Code requirements and has no concerns with the request. Staff recommends action of the future use of site sign for Chesterfield Blue Valley, Proposed Lot 2.

MOTION

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

- 1) "I move to approve (or deny) the request for a 64 square foot, future use of site sign for Chesterfield Blue Valley, Proposed Lot 2."
- 2) "I move to approve the request for a 64 square foot, future use of site sign for Chesterfield Blue Valley, Proposed Lot 2 with the following conditions..." (Conditions may be added, eliminated, altered or modified)

Chesterfield Blue Valley, Proposed Lot 2
(St. Louis Premium Outlets)

Planning Commission
July 9, 2012

cc: Michael G. Herring, City Administrator
Rob Heggie, City Attorney
Michael O. Geisel, Director of Planning, Public Works, and Parks
Aimee Nassif, Planning and Development Services Director

Attachments: Narrative
Proposed sign rendering
Proposed sign location

PREMIUM
OUTLETS® | SIMON®



St. Louis Premium Outlets Construction Announcement Sign Narrative:

St. Louis Premium Outlets is a new shopping concept proposed on the western edge of the City of Chesterfield. Located at the primary gateway to Chesterfield along Interstate 64/Highway 40.

In announcing the new center's development, Simon / Woodmont Development wish to identify the center's location and site circulation by introducing a strategically placed construction announcement sign to identify the project, create interest and display leasing opportunity contact information pertaining to the project.

Simon / Woodmont Development wish to locate one 64sq/ft (8' x8') panel sign not exceeding 10' in overall height to be located on the proposed project site facing Interstate 64/Highway 40 respectively. The additional size request for this sign stems from the developer's desire for the sign to be as legible as possible from the Interstate's passing motorists at an average traveling speed of 60mph and from a distance greater than 200 feet. This sign will identify the project name, developer's name, opening date and leasing opportunity information.

The signs will be constructed in a manner consistent with the City of Chesterfield Sign Regulations and assembled from high quality materials that will be maintained at this high quality appearance throughout the project's construction period. At such time of the center's Grand Opening, this sign will be removed in accordance with guideline set forth in the City of Chesterfield Sign Regulations.

C O N S T R U C T I O N A N N O U N C E M E N T S I G N A G E

ST. LOUIS

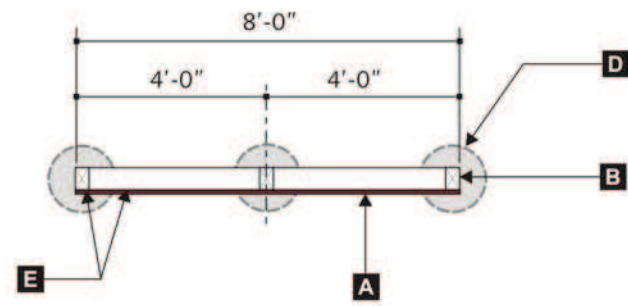
PREMIUM OUTLETS®

PREMIUM
OUTLETS® | SIMON®

 WOODMONT
OUTLETS

 **3DSTUDIO**
creative services

1765 South Kings Avenue
Brandon, Florida 33511
P: 813-684-9295 F: 813-684-9245



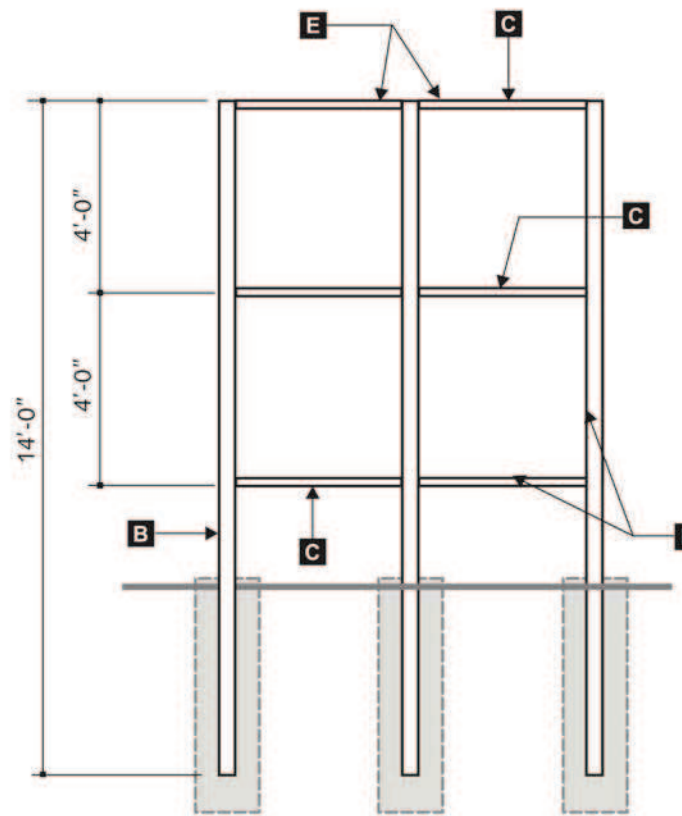
C Plan View (T2)
Scale: 1/4" = 1'-0"



Sign Area: 8'-0" x 8'-0" = 64sq/ft



A Front Elevation (T2)
Scale: 1/4" = 1'-0"



B Rear Elevation (T2)
Scale: 1/4" = 1'-0"

General Fabrication Material Notes:
This sign is a double faces application

- A** 3/4" painted MDO plywood panels w/ first surface applied graphic ,typ.
- B** 4" x 6" x 14' pressure treated wood posts w/ painted finish, embed in concrete foundation as required by fabricator supplied engineering.
- C** 2" x 6" pressure treated lumber structural framing w/ painted finish as required by fabricator supplied engineering.
- D** 16" dia. x 60" (+-) concrete foundation as required by engineering review.
- E** Typical wood to wood connection (4) -10D toe nails (2 nails each side)
- F** Plywood layout (8D nails @ 8" O.C. all supports typical.
- G** Outdoor grade UV resistant 3M Scotchprint graphic

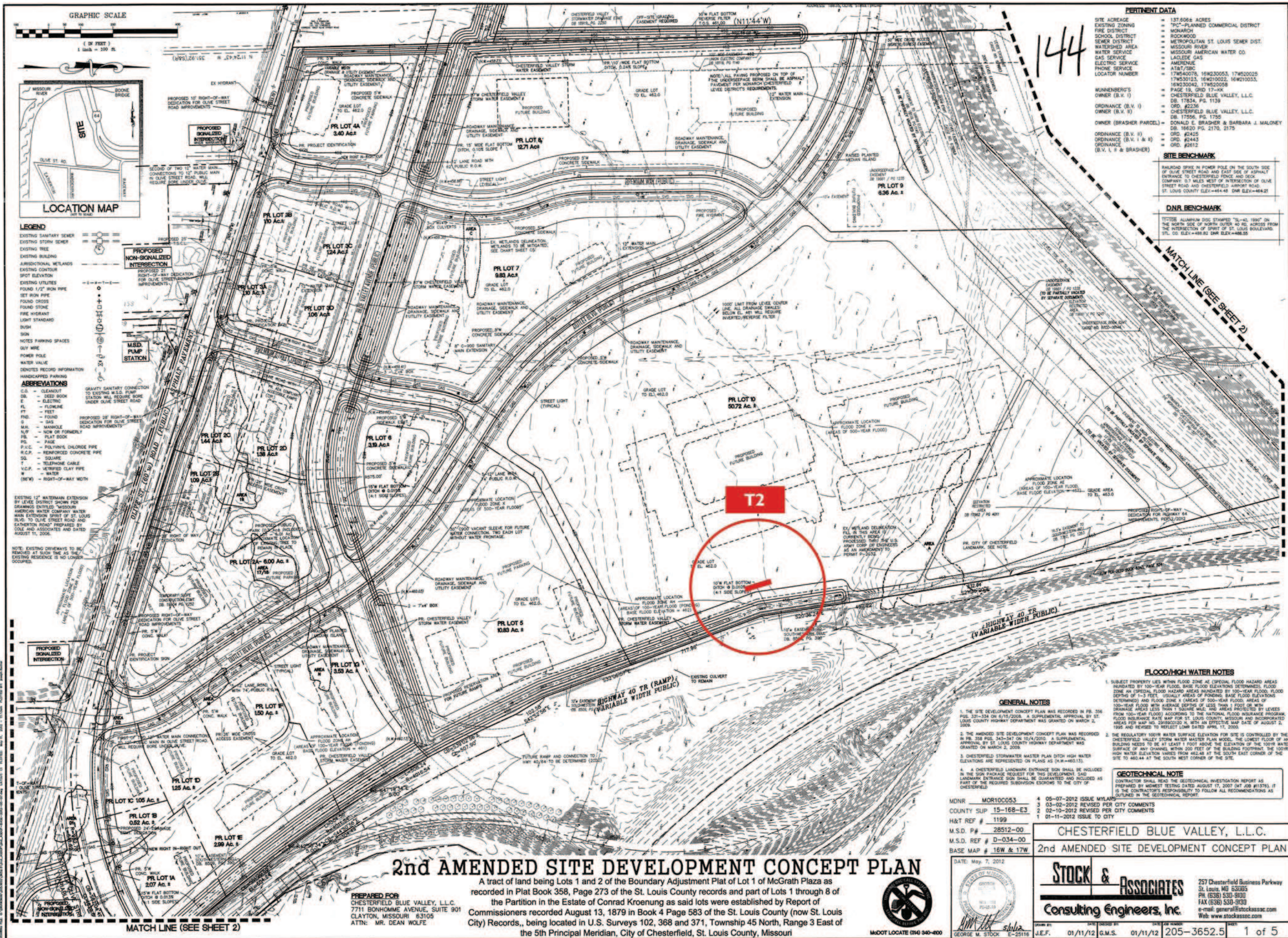
Note:

All wood framing materials to be painted semigloss white.

Note:

All material specification provided in this document are for concept only. Fabricator to supply engineering documents for material specification and foundation requirements.

| No. | Description | Date: |
|-----|-------------|----------|
| 01 | PO/S Review | 06/04/12 |
| 02 | PO/S Review | 06/28/12 |
| 03 | PO/S Review | 06/29/12 |



144

FERTILITY DATA

SITE ACREAGE: 137.0864 ACRES
 EXISTING ZONING: "PC"-PLANNED COMMERCIAL DISTRICT
 FIRE DISTRICT: MONARCH
 SCHOOL DISTRICT: ROCKWOOD
 SEWER DISTRICT: METROPOLITAN ST. LOUIS SEWER DIST.
 WATERSHED AREA: MISSOURI RIVER
 WATER SERVICE: MISSOURI AMERICAN WATER CO.
 GAS SERVICE: LACLEDE GAS
 ELECTRIC SERVICE: AMERENUE
 PHONE SERVICE: AT&T/STC
 LOCATOR NUMBER: 17W450078, 16W230053, 17W520025, 17W530123, 16W210022, 16W210033, 16W230042, 17W520028

MUNNENBERG'S OWNER (B.V. I): CHESTERFIELD BLUE VALLEY, L.L.C. DE. 17554, PG. 1139
 OWNER (B.V. II): CHESTERFIELD BLUE VALLEY, L.L.C. DE. 17554, PG. 1139
 OWNER (BRASHER PARCEL): DONALD E. BRASHER & BARBARA J. MALONEY DE. 16620 PG. 2170, 2175
 ORDINANCE (B.V. I): ORD. #2236
 ORDINANCE (B.V. II): CHESTERFIELD BLUE VALLEY, L.L.C. DE. 17554, PG. 1139
 ORDINANCE (B.V. I & II): ORD. #2425
 ORDINANCE (B.V. I & II): ORD. #2443
 ORDINANCE (B.V. I & II): ORD. #2612

SITE BENCHMARK
 RAILROAD SPIKE IN POWER POLE ON THE SOUTH SIDE OF OLIVE STREET ROAD AND EAST SIDE OF ADJACENT ENTRANCE TO CHESTERFIELD FENCE AND DECK COMPANY 0.1 MILES WEST OF INTERSECTION OF OLIVE STREET ROAD AND CHESTERFIELD AIRPORT ROAD, ST. LOUIS COUNTY ELEV=444.42 DMR ELEV=444.21

DNR BENCHMARK
 11-TIE ALUMINUM DISC STAMPED "16-40, 1990" ON THE NORTH SIDE OF NORTH OUTER 40 RD. ACROSS FROM THE INTERSECTION OF POINT OF ST. LOUIS RAILROAD, ST. LO. CO. ELEV=488.82 DMR ELEV=488.35

3D STUDIO
 graphic design services
 1765 South Kings Ave. - Brandon, FL 33511
 P: 813-684-9265 - F: 813-684-9245

Project Name:
ST. LOUIS PREMIUM OUTLETS
 Project Owner:
PREMIUM OUTLETS SIMON
 Project Architect:
WOODMONT OUTLETS
the COLLABORATIVE inc

| No. | Description | Date: |
|-----|-------------|----------|
| 01 | PO/S Review | 06/04/12 |
| 02 | PO/S Review | 06/28/12 |
| 03 | PO/S Review | 06/29/12 |

Construction Announcement Sign
T2
 Sign Placement Plan (Proposed)

| | |
|-------------|----------|
| Project: | 120322 |
| Date: | 05/31/12 |
| Scale: | Noted |
| Drawn By: | BTR |
| Checked By: | DMG |

T2.02

2nd AMENDED SITE DEVELOPMENT CONCEPT PLAN

A tract of land being Lots 1 and 2 of the Boundary Adjustment Plat of Lot 1 of McGrath Plaza as recorded in Plat Book 358, Page 273 of the St. Louis County records and part of Lots 1 through 8 of the Partition in the Estate of Conrad Kroening as said lots were established by Report of Commissioners recorded August 13, 1879 in Book 4 Page 583 of the St. Louis County (now St. Louis City) Records, being located in U.S. Surveys 102, 368 and 371, Township 45 North, Range 3 East of the 5th Principal Meridian, City of Chesterfield, St. Louis County, Missouri

FLOOD/HIGH WATER NOTES

1. SUBJECT PROPERTY LIES WITHIN FLOOD ZONE AS (SPECIAL FLOOD HAZARD AREAS INDICATED BY 100-YEAR FLOOD, BASE FLOOD ELEVATIONS DETERMINED), FLOOD ZONE AND SPECIAL FLOOD HAZARD AREAS INDICATED BY 100-YEAR FLOOD, FLOOD DEPTHS OF 1-3 FEET, USUALLY AREAS OF FLOODING, BASE FLOOD ELEVATIONS DETERMINED) AND FLOOD ZONE 1 (AREAS OF 300-YEAR FLOOD, AREAS OF 100-YEAR FLOOD WITH AVERAGE DEPTHS OF LESS THAN 1 FOOT OR WITH DEPTHS AREAS LESS THAN 1 SQUARE MILE, AND AREAS INDICATED BY LEVIES FROM 100-YEAR FLOOD) ACCORDING TO THE NATIONAL FLOOD INSURANCE PROGRAM FLOOD INSURANCE RATE MAP FOR ST. LOUIS COUNTY, MISSOURI AND INCORPORATED AREAS PER MAP NO. 298902100 X, WITH AN EFFECTIVE MAP DATE OF AUGUST 2, 1996 AND REVISIONS TO REFLECT LOW WATER DATED APRIL 17, 2009.

2. THE REGULATORY 100-YEAR WATER SURFACE ELEVATION FOR THIS SITE IS CONTROLLED BY THE CHESTERFIELD VALLEY STORM WATER MASTER PLAN MODEL. THE LOWEST FLOOR OF ANY BUILDING NEEDS TO BE AT LEAST 1 FOOT ABOVE THE ELEVATION OF THE 100-YEAR WATER SURFACE OF ANY CHANNEL WITHIN 200 FEET OF THE BUILDING FOOTPRINT. THE 100-YEAR HIGH WATER ELEVATION VARIES FROM 482.48 AT THE SOUTH EAST CORNER OF THE SITE TO 483.44 AT THE SOUTH WEST CORNER OF THE SITE.

GENERAL NOTES

1. THE SITE DEVELOPMENT CONCEPT PLAN WAS RECORDED IN PG. 358 PLS. 33-354 ON 6/17/2009. A SUPPLEMENTAL APPROVAL BY ST. LOUIS COUNTY HIGHWAY DEPARTMENT WAS GRANTED ON MARCH 2, 2009.

2. THE AMENDED SITE DEVELOPMENT CONCEPT PLAN WAS RECORDED IN PG. 358 PLS. 343-347 ON 10/4/2010. A SUPPLEMENTAL APPROVAL BY ST. LOUIS COUNTY HIGHWAY DEPARTMENT WAS GRANTED ON MARCH 2, 2009.

3. CHESTERFIELD STORMWATER MASTER PLAN DITCH HIGH WATER ELEVATIONS ARE REPRESENTED ON PLANS AS (N.W.-465.15).

4. A CHESTERFIELD LANDMARK ENTRANCE SIGN SHALL BE INCLUDED IN THE SIGN PACKAGE REQUEST FOR THIS DEVELOPMENT. LANDMARK ENTRANCE SIGN SHALL BE GUARANTEED AND INCLUDED AS PART OF THE REQUIRED SUBDIVISION EDITIONS TO THE CITY OF CHESTERFIELD.

GEOTECHNICAL NOTE

CONTRACTOR SHALL READ THE GEOTECHNICAL INVESTIGATION REPORT AS PREPARED BY HIGHEST TESTING DATED AUGUST 17, 2007 (JOB #1378). IT IS THE CONTRACTOR'S RESPONSIBILITY TO FOLLOW ALL RECOMMENDATIONS AS OUTLINED IN THE GEOTECHNICAL REPORT.

MOR10C053 4 05-07-2012 ISSUE MYLAR
 COUNTY SUP 15-168-E3 3 03-02-2012 REVISED PER CITY COMMENTS
 H&T REF # 1199 2 02-10-2012 REVISED PER CITY COMMENTS
 M.S.D. P # 28512-00 1 01-11-2012 ISSUE TO CITY
 M.S.D. REF # D-034-00
 BASE MAP # 18W & 17W

CHESTERFIELD BLUE VALLEY, L.L.C.
 2nd AMENDED SITE DEVELOPMENT CONCEPT PLAN

Stock & Associates
 Consulting Engineers, Inc.

257 Chesterfield Business Parkway
 St. Louis, MO 63005
 PH: (630) 530-9100
 FAX: (630) 530-9130
 e-mail: general@stockassoc.com
 Web: www.stockassoc.com

DATE: May 7, 2012
 GEORGE M. STOCK E-25116

DATE CHECKED BY: J.E.F. 01/11/12
 DATE OF REVISION: G.M.S. 01/11/12
 SHEET NO: 205-3652.5
 OF: 1 of 5