



VII.A.

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Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: July 13, 2015

From: Purvi Patel
Project Planner

Location: Chesterfield Blue Valley (except Lot 2)

Applicant: Chesterfield Blue Valley, LLC

Description: **Chesterfield Blue Valley, 2nd Amended Sign Package**: A request for an Amended Sign Package for Lots 1, 3, 4, and 5 of the Chesterfield Blue Valley development to modify the maximum wall signage allowance for single occupant retail buildings consisting of 30,000 square feet or greater.

PROPOSAL SUMMARY

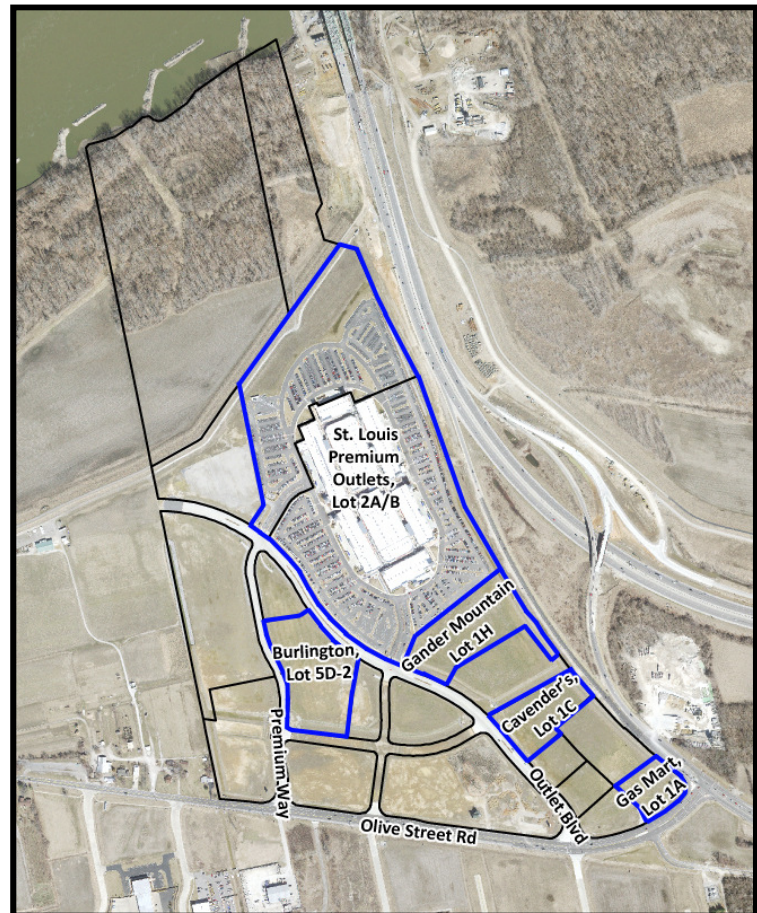
Chesterfield Blue Valley, LLC has submitted a request for an amendment to their previously approved Sign Package that covers the entire Chesterfield Blue Valley development with the exception of signage for Lot 2 (St. Louis Premium Outlets). The applicant is requesting changes to the maximum wall signage allowance for single occupant retail buildings larger than 30,000 square feet. Currently the Sign Package allows for a maximum 200 square foot wall sign per allowed elevation, no matter the use or building size. The requested amendment is to allow for single retail buildings larger than 30,000 square feet to have wall mounted signs of up to 300 square feet with an additional 100 square foot logo or auxiliary sign on each allowed elevation; however, the combination of these signs shall not exceed 7.5% of the facade. The maximum allowance for single occupant retail buildings less than 29,999 square feet, multi-occupant retail tenants and all other non-retail users would remain at 5% of the façade with a maximum of 200 square feet, unless specified otherwise.

The applicant's requested changes only affect a portion of Section II on Page 2 of the Sign Package and include the addition of Exhibit 10. These two items are annotated and enclosed as Attachment A for your reference.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

In 2006, the first planned district was approved for the Chesterfield Blue Valley Development and, in the years since, the site-specific governing ordinance has been amended several times to include additional land into the planned district and to consolidate several ordinances. The most recent ordinance amendment occurred in 2014, when the City of Chesterfield approved Ordinance Number 2805 to modify the parking setback between internal lot lines from ten (10) feet to zero (0) feet. Ordinance Number 2805 is the current ordinance of record.

The Site Development Concept Plan for Chesterfield Blue Valley was approved by the City Council on May 7, 2012; the Concept Plan was amended in 2014 to reflect the most up-to-date lot configurations. The original Record Plat for Chesterfield Blue Valley was approved by the City Council in July of 2012; at that time, five (5) overall lots were created. Since then, Lots 1, 2, 4 and 5 have been subdivided.



In February 2013, two sign packages were approved to regulate signage within the Chesterfield Blue Valley development – one that covered Lot 2 only (St. Louis Premium Outlets) and a second to cover the remainder of the development, which is comprised of Lots 1, 3, 4, and 5. In July 2013, an application for amendment was filed for the Chesterfield Blue Valley Sign Package to modify the permitted construction timeframe for one previously approved multi-user monument sign (pylon sign). This request was not approved by the Planning Commission and the sign is still awaiting the City's approval for installation.

STAFF ANALYSIS

The subject site is zoned "PC" Planned Commercial District under the terms and conditions of City of Chesterfield Ordinance Number 2805. This ordinance allows for a total building floor area not to exceed 1,400,000 square feet for the entire Chesterfield Blue Valley development and thus far the existing 394,994 square foot Outlet Mall is the only fully built structure in this development. Plans for Burlington, Gas Mart, Gander Mountain, Cavender's and Phase II of the St. Louis Premium Outlets have been approved by the Planning Commission. The construction for Burlington, Gander Mountain and Gas Mart are currently underway and the Improvement Plans for Cavender's are under review.

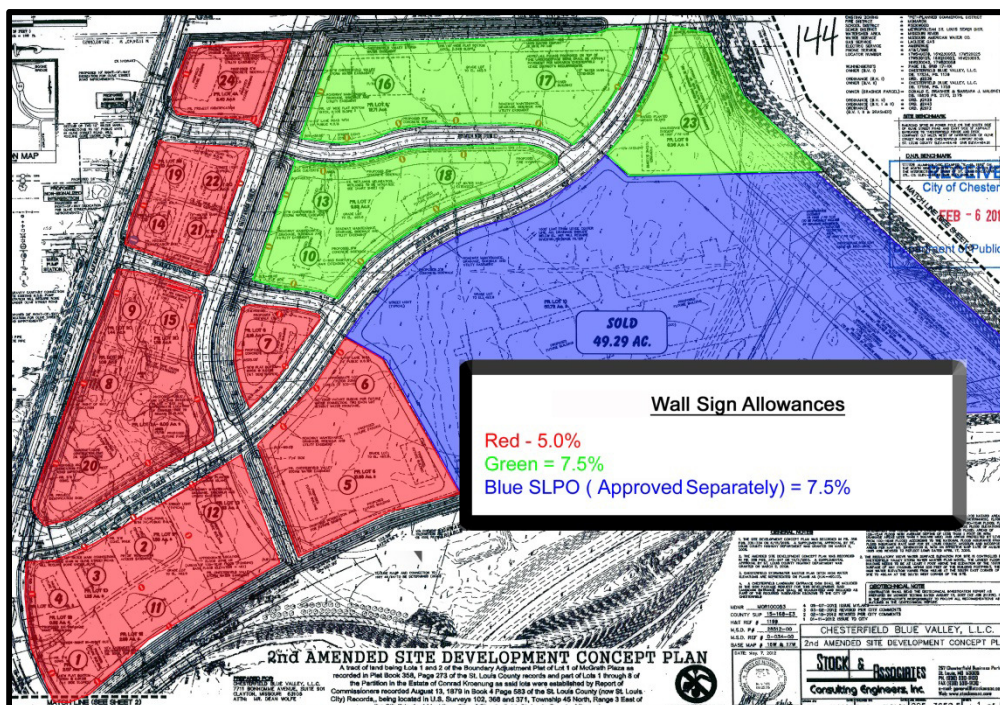
The table below shows a break-down of the approved and proposed buildings in Chesterfield Blue Valley:

Chesterfield Blue Valley Projects			
Lot Number	Tenant	Total Square Feet	Project Status
Lot 1A	Gas Mart	7,812	Under construction
Lot 1C	Cavender's Boot City	19,250	Improvement Plans under review
Lot 1H	Gander Mountain	60,000	Under construction
Lot 2	St. Louis Premium Outlets (Phase I)	394,994	Opened in August 2013
Lot 2	St. Louis Premium Outlets (Phase II)	78,297	Section Plan approved March 2015
Lot 5D-2	Burlington	54,980	Under construction
Total Building Area (approved/under review)		615,333	
Total Building Area Permitted Per Ordinance		1,400,000	
Remaining allowable Building Area		784,667	

At this time the only two tenants covered under the Chesterfield Blue Valley Sign Package that are larger than 30,000 square feet are Burlington and Gander Mountain.

Submittal Overview

As summarized above, the request is to allow for an increase in wall sign allowance for single occupant retail buildings larger than 30,000 square feet. The current Sign Package allows for wall signs up to 5% of the elevation for parcels shown in red below and signs up to 7.5% of the elevation for parcels shown in green. However, no individual sign shall exceed 200 square feet, no matter the use or building size.



The requested amendment is to allow for **single retail buildings larger than 30,000 square feet to have wall mounted signs of up to 300 square feet with an additional 100 square foot logo or auxiliary sign on each allowed elevation; however, the combination of these signs shall not exceed 7.5% of the facade.** The maximum allowance for single occupant retail buildings less than 29,999 square feet, multi-occupant retail tenants and all other non-retail users would remain at a maximum of 200 square feet. In addition, in exchange for the proposed sign allowance increase, **lots with single occupant retail buildings larger than 30,000 square feet would not be allowed any directional signage or any other temporary signage not specifically called out in the Sign Package but allowed per City Code.** This includes signage such as sandwich board signs, live/human signs, attention getting devices (balloons, festoons, pennants, streamers, etc.).

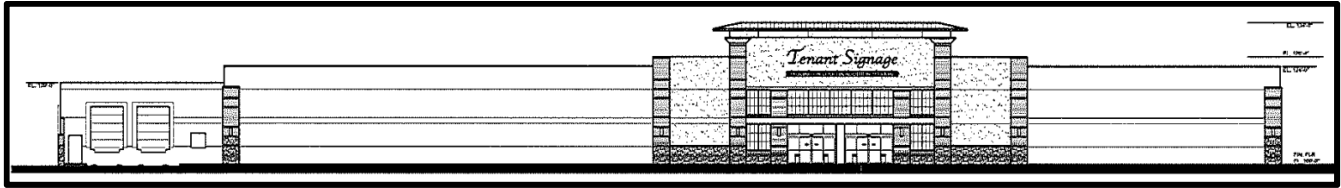
The Unified Development Code allows wall signs up to 5% of the façade with signs not to exceed 300 square feet; however, it also allows for applicants to apply for a sign package to provide comprehensive, complementary and unified signage throughout a single development or contiguous lots under common ownership. There are several developments within the City of Chesterfield that have approved Sign Packages which allow for signage up to 7.5% – Chesterfield Outlets, St. Louis Premium Outlets, and Chesterfield Commons. In addition, the Chesterfield Commons Sign Package further breaks down the allowed signage for anchor stores – stores between 40,000 square feet and 100,000 square feet are allowed signs up to 400 square feet and stores larger than 100,000 square feet are allowed signs up to 600 square feet (there are no percentage caps on the anchor stores).

As detailed above, the signage for 30,000 square feet or larger single occupant retail buildings would be a maximum of 300 square feet with an additional 100 square foot logo/auxiliary sign or capped at 7.5% of the façade. Frequently, when signage is proposed for larger buildings the maximum size limit threshold will be met before the 7.5% cap is applied. For example, at 7.5% the Gander Mountain building would be allowed a size of approximately 520 square feet, however in accordance

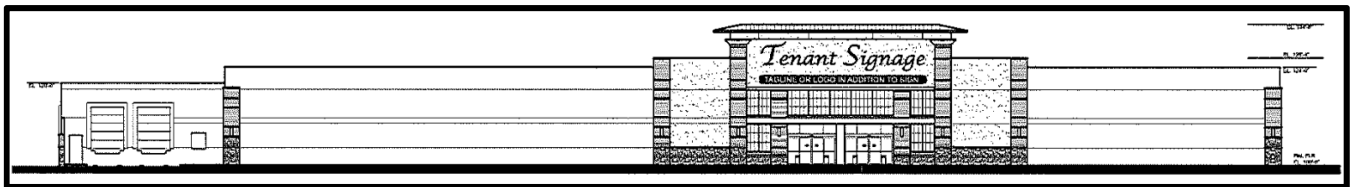


with the proposed maximum size limit, they would only be allowed 400 square feet of signage (300 square foot main sign with an auxiliary sign of 100 square feet). Under the current Sign Package allowance, the maximum size for the Gander Mountain sign is 200 square feet even though 5% of their façade is approximately 347 square feet. The same applies for Burlington.

Additionally, Staff believes a 200 square foot sign does look disproportionately small on a larger building as seen in the images below. A larger sign on the façade will add architectural interest to the building and make it more cohesive with the St. Louis Premium Outlets on Lot 2.



Building over 30,000 square feet with 200 square foot sign



**Building over 30,000 square feet with 300 square foot sign
with additional 100 square foot auxiliary sign**

As mentioned on Page 1, the applicant's requested changes only affect a portion of Section II on Page 2 of the Sign Package and include the addition of Exhibit 10. These two items are annotated and enclosed as Attachment A for your reference.

STAFF RECOMMENDATION

After reviewing the proposed 2nd Amended Sign Package for Chesterfield Blue Valley, Staff does not have any outstanding comments on the submittal. Staff recommends approval of the requested amendments to the Sign Package.

MOTION

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

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

Attachments: Attachment A
Applicant's Request Letter
Proposed 2nd Amended Sign Package

CC: Aimee Nassif, Planning and Development Services Director

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.

The new language requested by the applicant is highlighted below & includes the addition of Exhibit 10 (see next page)

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. For buildings consisting of 29,999 s.f. or less, and non retail buildings consisting of 30,000 s.f. or greater, the total outline area of said signage shall not exceed five percent (5%) of the wall area of the business on which said sign is attached (parcels 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 14, 15, 19, 20, 21, 22, 24). For the reason cited on page 1 paragraph 3, 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. No individual occupant sign, referenced in this paragraph, will exceed 200 s.f. in area. See Exhibit 6 (1 thru 5) exclusively.

Single occupant retail buildings consisting of 30,000 s.f. or greater, regardless of lot number, shall be allowed wall signs, not to exceed 300 square feet in area, plus an auxiliary sign or logo not to exceed 100 s.f. per allowed elevation. See Exhibit 10, exclusively, for illustration. However, in no instance shall the combination of signage, on any elevation, exceed seven and one half percent (7 1/2%) of the wall area on which said signs are attached. ***Single occupant retail buildings consisting of 30,000 s.f. or greater will not be allowed the signage specified in Section III or Section IXe.***

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.

Exhibit 10

Single Occupant Retail Buildings 30,000 Sq.Ft. or Greater

Tenant Signage N.T.E. 300 Sq.Ft.

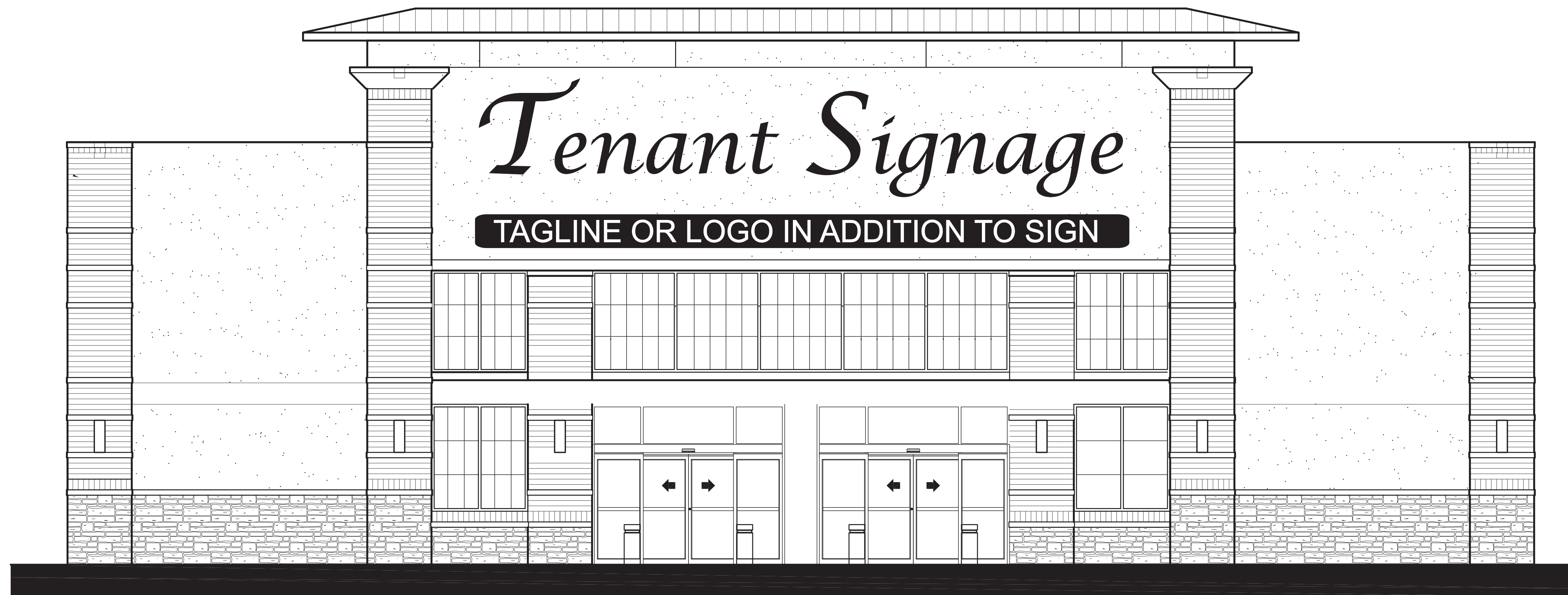
Tenant Signage

TAGLINE OR LOGO IN ADDITION TO SIGN

Tagline or Logo N.T.E. 100 Sq.Ft.

1' Separation (Minimum)

Combination of Tenant Signage Plus Tagline/Logo N.T.E. 7.50% of Wall Area





June 24, 2015

Aimee Nassif
Planning & Development Services Director
City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, Missouri 63017

Re: Chesterfield Blue Valley ("CBV")
Sign Package Revision Application

Dear Aimee:

This letter explains the rationale for requesting an amendment to the CBV Sign Package. While the city code contains a 300 s.f. cap, our existing package has a 200 s.f. cap that came about unwittingly in the wake of the SLPO sign package approval which appropriately has a 200 s.f. cap. I take full responsibility for this misjudgment, as I was not contemplating at that time "big box users" at CBV. Too small signage gives a visual image of being out of proportion to the scale of the big box of 30,000 s.f. or greater and damages our concerted efforts at architectural harmony. See the attached exhibit (Exhibit 10 to Sign Package) for visual reference purposes.

As you know, CBV has been fortunate to make business arrangements with Burlington (55,000 s.f.) and Gander Mountain (60,000 s.f.). Both single occupant retailers have pointed out the disproportionate scale issue of the 200 s.f. limit. We are in discussions with four other large box users who will have similar concerns. CBV believes it is appropriate to carve out an exception for 30,000 s.f. and larger buildings.

The amendment to the CBV Sign Package is in Section II which adds the distinction between buildings of 29,999 s.f. or less and buildings of 30,000 s.f. or more. For the larger buildings we propose a 300 s.f. cap and a second sign for logo or tag line of 100 s.f. The two signs cannot exceed 7 1/2% of any allowed elevation. Only retail users and single occupant buildings qualify for this exception to the 200 s.f. cap.

In consideration of approving this amendment, CBV agrees to exclude from the 30,000 s.f. and greater buildings the directional signs in Section III and short term promotional items of IXe. Additionally, the number of monument signs shown on Exhibit 3 will be reduced de facto by buildings 30,000 s.f. or greater. We cannot predict how this reduction will play out, but logically it will happen.

June 24, 2015
Page Two

Since Burlington's construction is scheduled to be substantially complete by July 25, there is urgency related to this application. Can we target the July 13 Plan Commission meeting for our hearing? Thank you in advance for your consideration and positive recommendation.

Very truly yours,



Dean Wolfe

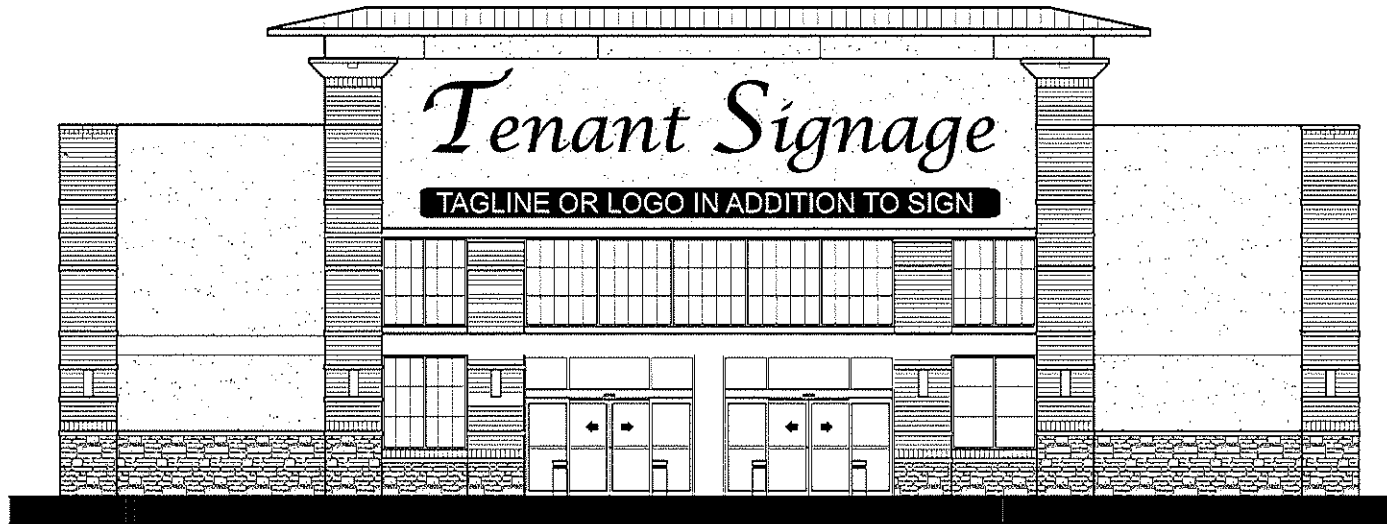
cc: Purvi Patel, City of Chesterfield
Joe Phillips, Piros Signs

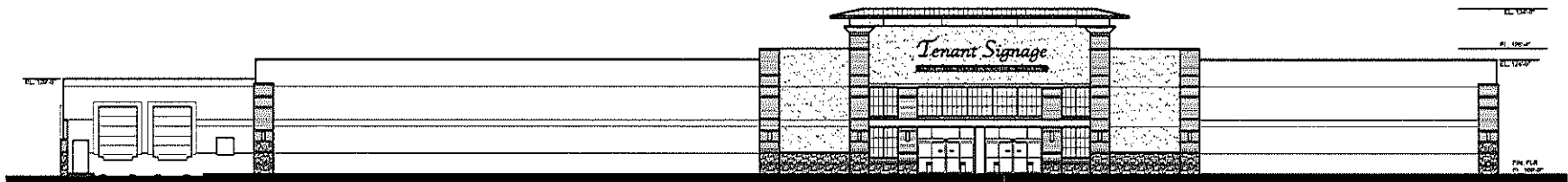
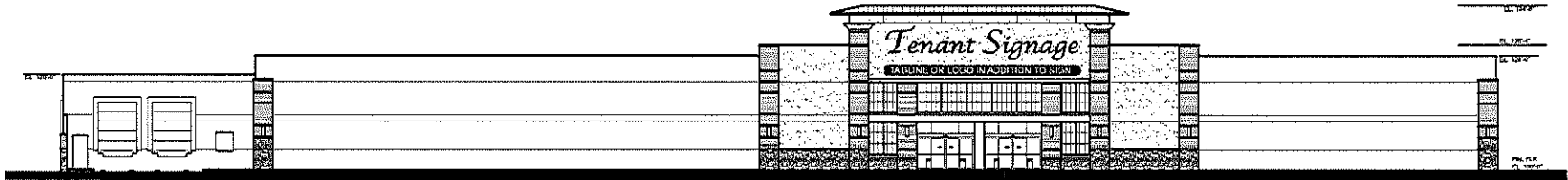
Exhibit 10

Single Occupant Retail Buildings 30,000 Sq.Ft. or Greater



Combination of Tenant Signage Plus Tagline/Logo N.T.E. 7.50% of Wall Area





Chesterfield Blue Valley

Sign Package Submission

Revised: July 6, 2015

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 II. 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 than 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. For buildings consisting of 29,999 s.f. or less, and non retail buildings consisting of 30,000 s.f. or greater, the total outline area of said signage shall not exceed five percent (5%) of the wall area of the business on which said sign is attached (parcels 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 14, 15, 19, 20, 21, 22, 24). For the reason cited on page 1 paragraph 3, 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. No individual occupant sign, referenced in this paragraph, will exceed 200 s.f. in area. See Exhibit 6 (1 thru 5) exclusively.

Single occupant retail buildings consisting of 30,000 s.f. or greater, regardless of lot number, shall be allowed wall signs, not to exceed 300 square feet in area, plus an auxiliary sign or logo not to exceed 100 s.f. per allowed elevation. See Exhibit 10, exclusively, for illustration. However, in no instance shall the combination of signage, on any elevation, exceed seven and one half percent (7 1/2%) of the wall area on which said signs are attached. ***Single occupant retail buildings consisting of 30,000 s.f. or greater will not be allowed the signage specified in Section III or Section IXe.***

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. The sign at Premium Street will not be constructed until a future phase of the CBV development. 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.

Introduction

Chesterfield Blue Valley (CBV) is a mixed use development at the gateway to the City of Chesterfield and St. Louis County at Chesterfield Airport Road and relocated Olive Street Road. The 1.4 million square foot project is anchored by St. Louis Premium Outlets which is scheduled to open in August 2013. CBV is a land development project of Chesterfield Blue Valley, LLC, a Missouri limited liability company (CBV, LLC). CBV, LLC's manager is Wolfe Properties, LLC, whose principal is R. Dean Wolfe. CBV, LLC's listing broker is L3 Corporation whose principals are Ian Silberman and Craig Wielansky.

The purpose of this Construction Manual is to compile in one place important information about CBV to give prospective owners and users a good starting point as to what to expect when developing a project within CBV. Please note that the information contained in this Construction Manual is a starting point only and is not intended to serve as a comprehensive compilation of all relevant documents and information. Prospective owners and users are expected and encouraged to conduct their own due diligence. CBV, LLC has attempted to be helpful by providing the information included in this Construction Manual but makes no warranties or representations as to its accuracy or completeness. Moreover, all information and documents included in this Construction Manual are subject to change due to market conditions, governmental directives or other reasons. CBV, LLC is not under any duty to advise anyone of any such changes.

Architectural Concept Standards

The following are the architectural standards contemplated for CBV. These standards are likely to be incorporated into formal legal documents. CBV, LLC reserves the right to modify or waive these standards as market conditions may dictate. Moreover, these standards are subject to modification and supplementation by governmental authorities.

General

CBV, LLC envisions a project design based on the character, principles and theme of the Prairie Style of Architecture which contains horizontal lines, flat or hipped roofs with broad overhanging eaves, and window groups in horizontal banks as the principle means of

architectural expression. The goal is for a coordinated, upscale design theme present in every architectural and landscape feature including built form, lighting, exterior furniture and landscaping. The historic Brasher House, if reused, would be an exception. It is not the intent of these standards to limit or diminish use of “corporate trade dress” on store fronts.

Material Palette

Brick and stone veneer, exterior insulation plaster system (EIFS), smooth face architectural metal, exposed steel structure, painted concrete wall panels with sand texture finish, open metal trellises, glass and aluminum store fronts and curtain walls, canvas and metal awnings, and appropriate cornices and overhangs will be acceptable.

Color Palette

Earth tones accompanied by complimentary accent colors for view corridors and arrival points will be the standard. Attached is the list of colors and materials used in St. Louis Premium Outlets for buyer’s reference.

Lighting

Lighting scheme will complement the architectural style creating a consistent theme and look throughout the CBV development.

- **Parking Field Illumination.** High mast poles and fixtures matching those on street lights throughout CBV that do not transmit light beyond the extent of each parcel throughout the parking fields shall be used. Pole and fixture color will match street light poles and fixtures in size, shape, height and color. Attached is the cut sheet for the street lights for buyer’s reference. Foot candle and photo metric design shall meet City of Chesterfield standards.
- **Walkway Illumination.** Pedestrian scale vertical lamps should be distributed on pedestrian corridors in a complimentary style and color.
- **Building Illumination.** Wall sconces will be fixed on appropriate vertical points and at building corners. Sconces will have a complimentary style and color to other light fixtures.

Street Furniture

The design, character and materials of benches, waste receptacles, bollards, table and chair combos, stand-alone chairs and bicycle racks should be coordinated and complete the architectural design throughout the development.

Landscaping

Details of the landscape are critical components of the character and quality of the design. Landscaping should add to the visual appeal, help in spatial definition, way finding and effective circulation, keeping in mind that site entries, walkways and parking fields should be well illuminated and not create isolated areas and allow clear views throughout each site.

Landscaping along the four major streets—Outlet Boulevard, Premium Way, Premium Street and Blue Valley Avenue—should be consistent with Master Landscape plans filed as part of the 2nd Amended Site Development Concept Plan. Each buyer is to be responsible for the installation of street landscaping on the frontages of each parcel to the street curb line. The City of Chesterfield requires an in-ground irrigation system for all planted areas.

Sidewalks

Each buyer is to be responsible for installation of sidewalks on or adjacent to the parcel purchased.

Storm Channels

Each buyer is to be responsible for the maintenance of adjacent storm water channels serving the buyer's parcel, whether or not the channels are part of the parcel purchased and are creditable as part of the 30% green space requirement of each parcel. However, CBV reserves the right to delegate this responsibility to an association to which owners contribute.

Master Sign Plan

Signage is to be consistent with the Master Sign Plan approved by the City of Chesterfield.

Internal Roads

Roads are to be defined by raised curbs, landscaping and pedestrian walkways. Colored and textured paving at locations to demarcate pedestrian routes, to calm traffic and to define entry points will be required.

Screen Walls

Decorative screen walls are to be architectural in nature and provide a visual barrier for well-maintained utilities, service devices, compactor and loading areas.

Complete Sign & Lighting



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WWW.PIROSSIGNS.COM
GRAPHICS@PIROSSIGNS.COM

CUSTOMER
Wolfe Properties
JOB LOCATION
Chesterfield Blue Valley

CONTACT
Dean Wolfe
PROJECT
Chstrfld Blue Valley Tenant Monum

SALES PERSON
Dave Brand Sr.

DATE
12/18/12

RENDERING #
12-0173-2

SCALE
3/8"=1'-0"

DRAWN BY
Dave Filta

SAVED AS
CBV pylon-monuments

REVISION DATE
01/02/13 DMF

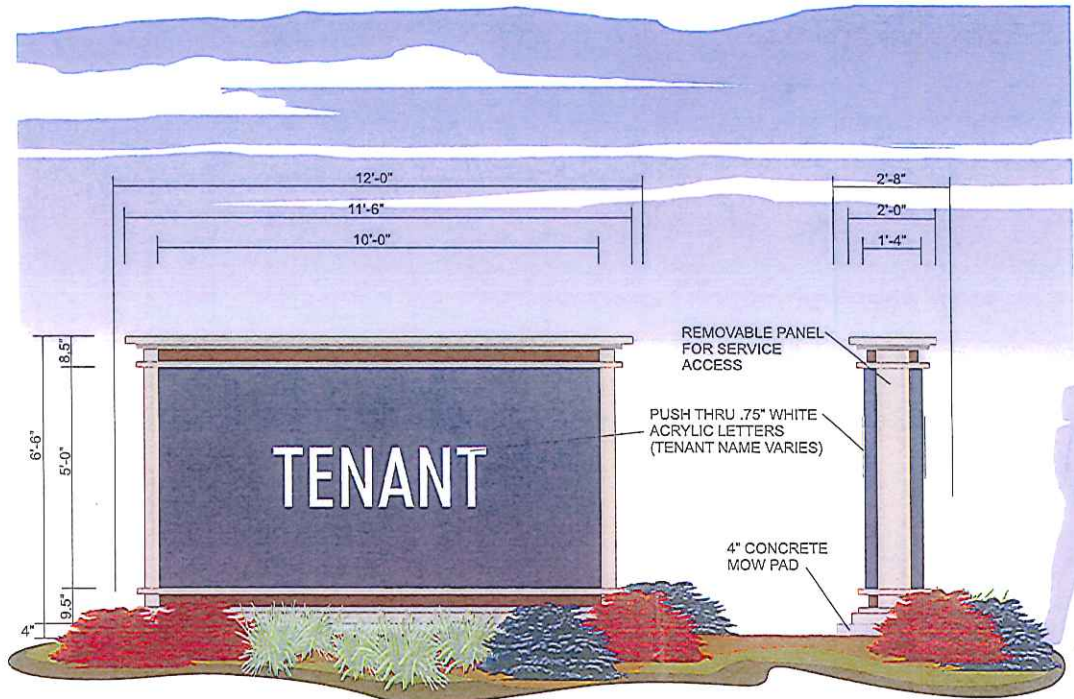
REVISION(S) A
Reduced monument height to 6'-6"
and added landscaping.



- APPROVED AS IS
- APPROVED AS NOTED
- REVISE & RESUBMIT

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ILLUMINATED TENANT MONUMENT

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

INTERNALLY ILLUMINATED DOUBLE FACED TENANT MONUMENT.

STRUCTURE FABRICATED WITH EXTRUDED ALUMINUM ANGLE AND SKINNED WITH .080" ALUMINUM FLAT STOCK. CNC ROUTED FACES WITH .75" PUSH THRU WHITE ACRYLIC LETTERS. ACRYLIC LETTERS SECURED WITH STUDS AND VHB TAPE. STRUCTURE TO HAVE REMOVABLE SIDE PANEL (CLOSEST TO BUILDING) FOR SERVICE ACCESS.
STRUCTURE PAINTED AS SHOWN WITH MATTHEWS MP08065 BLUE VALLEY SATIN SMOOTH FINISH, MP11531 BARBERA RED SATIN SMOOTH FINISH AND 3RD COLOR TBD (MATCH BUILDING COLOR) WITH TEXTURED FINISH.

STRUCTURE ILLUMINATED WITH LOW ENERGY WHITE LED. LED AND POWER PACKS MOUNTED TO PANEL THAT SLIDES OUT FOR SERVICE.

4" CONCRETE MOW PAD EXTENDS 4" FROM PERIMETER OF CABINET BASE.

DECORATIVE HIGH QUALITY LANDSCAPING DONE BY OTHERS.

SIGNS UL LISTED.

- MATTHEWS ACRYLIC POLYURETHANE
MP08065 BLUE VALLEY
SATIN SMOOTH FINISH
- MATTHEWS ACRYLIC POLYURETHANE
MP11531 BARBERA RED
SATIN SMOOTH FINISH
- COLOR TBD (MATCH BUILDING COLOR)
TEXTURED FINISH



ELECTRIC SIGN

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



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CUSTOMER
Wolfe Properties
JOB LOCATION
Chesterfield Blue Valley
CONTACT
Dean Wolfe
PROJECT
Chestrfld BV Fuel Monum
SALES PERSON
Davo Brand Sr.

DATE
12/18/12
RENDERING #
12-0173-3

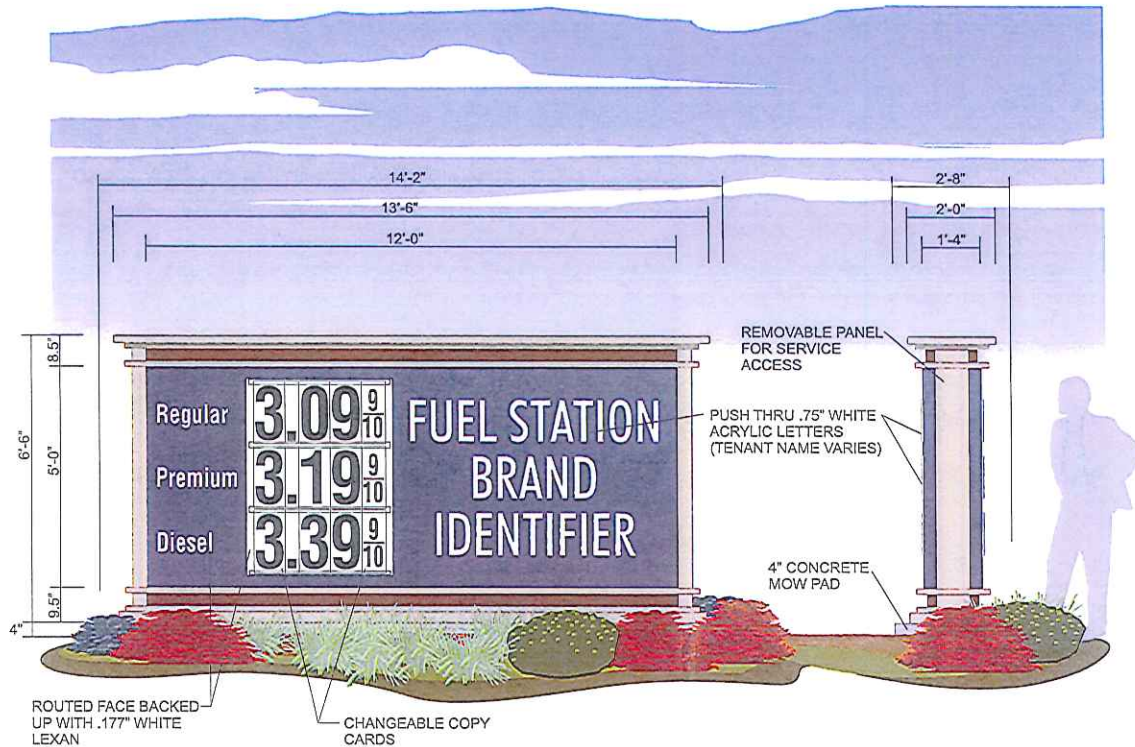
SCALE
3/8"=1'-0"
DRAWN BY
Davo Filla
SAVED AS
CBV pylon-monuments

REVISION DATE
01/02/13 DMF
REVISION(S) A
Reduced monument height to 6'-6", replaced LED pricing with changeable copy cards and added landscaping.



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- APPROVED AS NOTED
- REVISE & RESUBMIT

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**ILLUMINATED TENANT MONUMENT
w/ FUEL PRICE DISPLAY**

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

INTERNALLY ILLUMINATED DOUBLE FACED TENANT MONUMENT.

STRUCTURE FABRICATED WITH EXTRUDED ALUMINUM ANGLE AND SKINNED WITH .080" ALUMINUM FLAT STOCK AND CNC ROUTED FACES.
BRAND IDENTITY LETTERING .75" PUSH THRU WHITE ACRYLIC LETTERS SECURED WITH STUDS AND VHB TAPE.
FUEL GRADE AND PRICE WINDOW BACKED UP WITH .177" WHITE LEXAN SECURED WITH STUDS AND VHB TAPE. PRICE WINDOW TO HAVE CLEAR CARD TRACKS MOUNTED WITH POP RIVETS. MANUAL FUEL SIGN PRICE DISPLAYS NOT TO EXCEED 50% OF SIGN FACE.
STRUCTURE TO HAVE REMOVABLE SIDE PANEL (CLOSEST TO BUILDING) FOR SERVICE ACCESS.
STRUCTURE PAINTED AS SHOWN WITH MATTHEWS MP08065 BLUE VALLEY SATIN SMOOTH FINISH, MP11531 BARBERA RED SATIN SMOOTH FINISH AND 3RD COLOR TBD (MATCH BUILDING COLOR) WITH TEXTURED FINISH.

CABINET ILLUMINATED WITH LOW ENERGY WHITE LED. LED AND POWER PACKS MOUNTED TO PANEL THAT SLIDES OUT FOR SERVICE.
4" CONCRETE MOW PAD EXTENDS 4" FROM PERIMETER OF CABINET BASE.

DECORATIVE HIGH QUALITY LANDSCAPING DONE BY OTHERS.

SIGN UL LISTED.

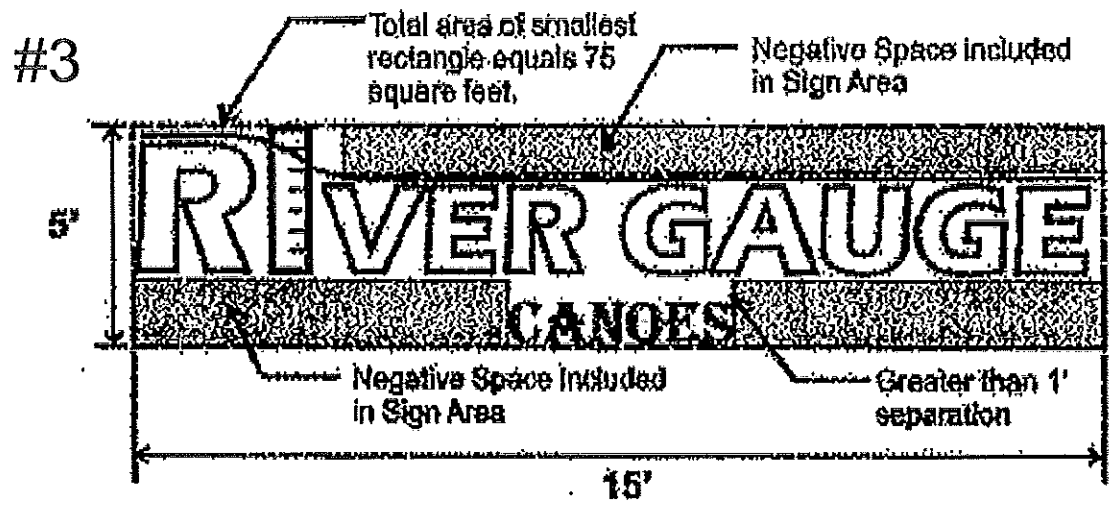
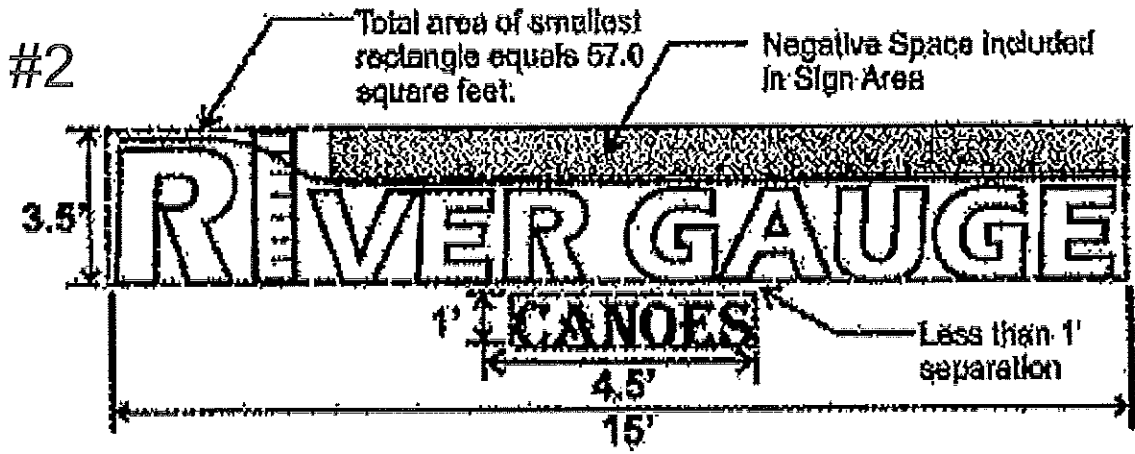
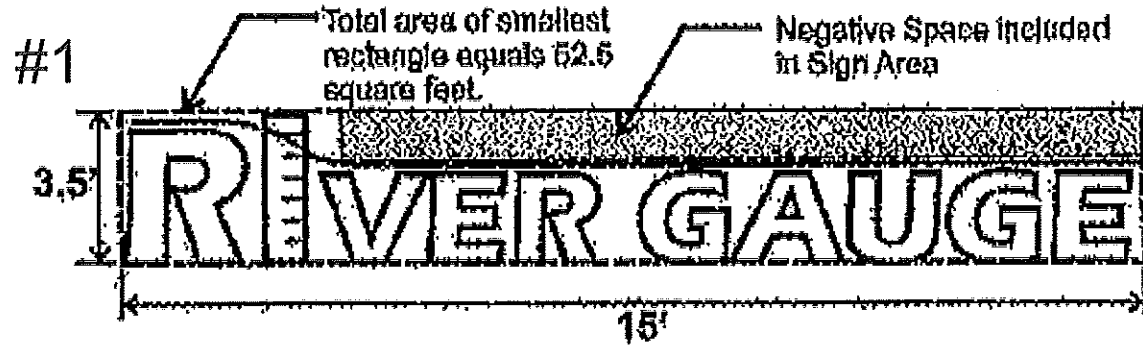
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- MATTHEWS ACRYLIC POLYURETHANE MP11531 BARBERA RED SATIN SMOOTH FINISH
- COLOR TBD (MATCH BUILDING COLOR) TEXTURED FINISH



ELECTRIC SIGN

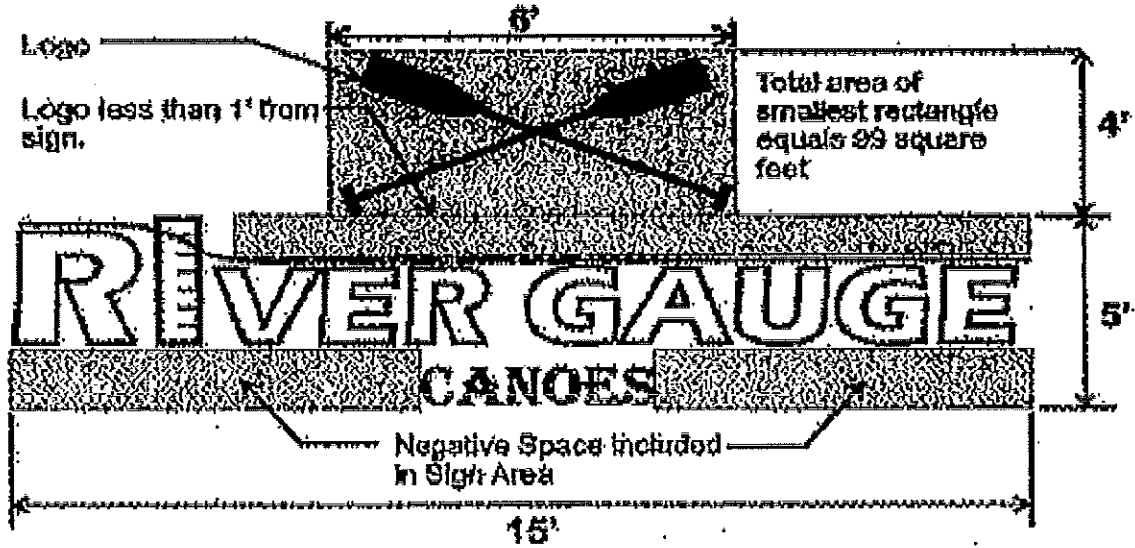
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Graphic Representations

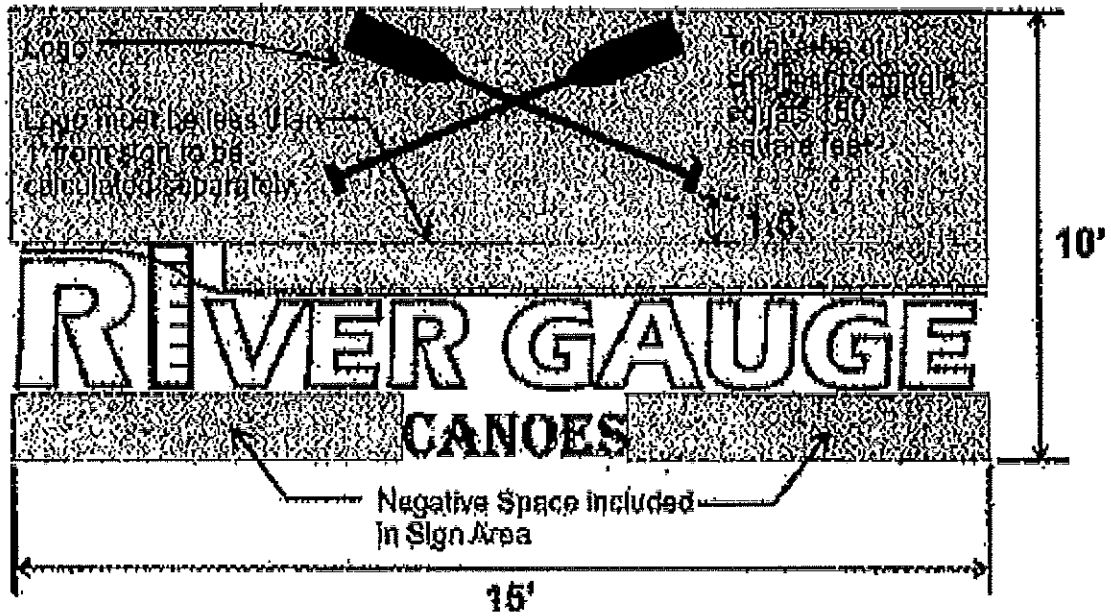


Graphic Representations

#4



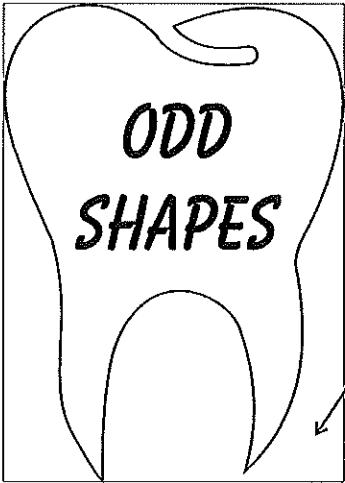
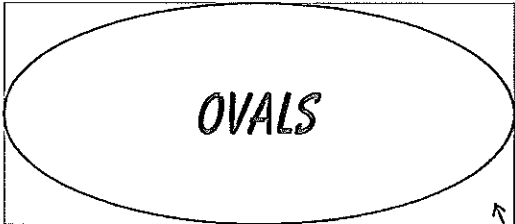
#5



Graphic Representations

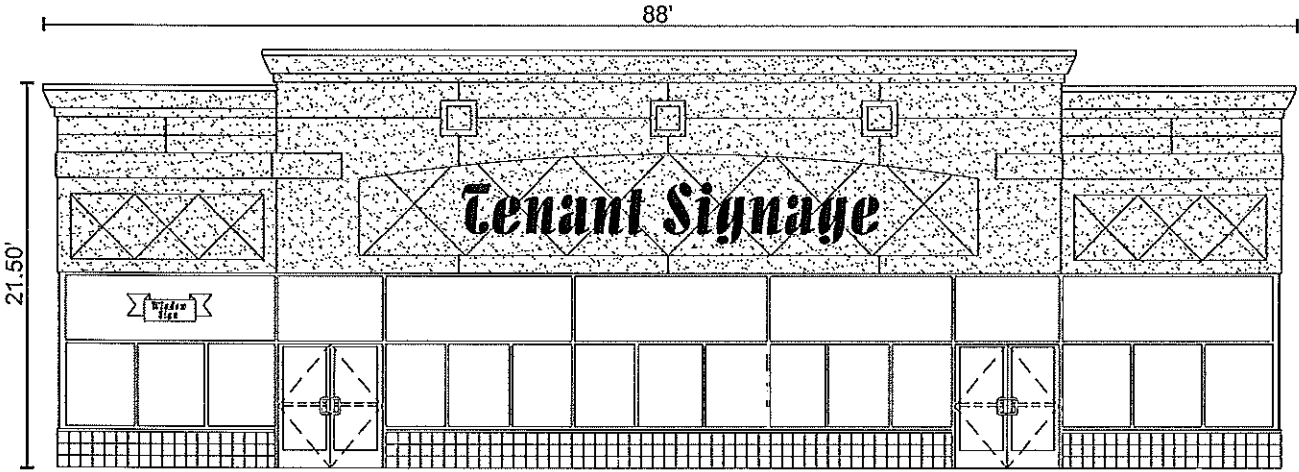
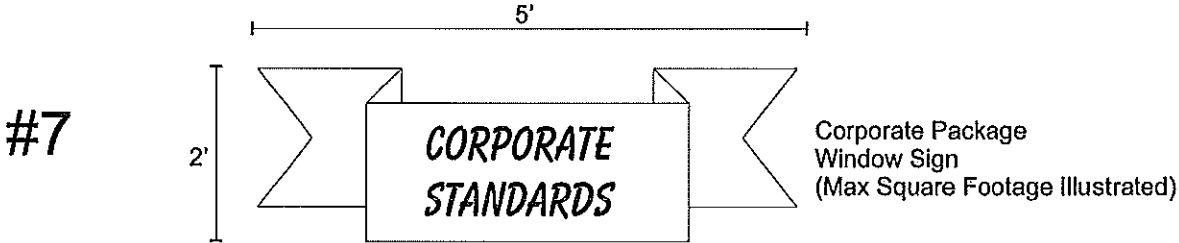
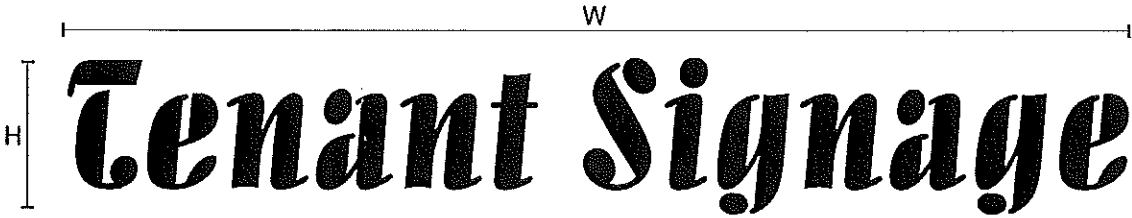
Window Signs
Limited to 5 Sq.Ft.

#6



Negative Space
Included in Area
Calculations.

Graphic Representations



21.50' X 88' X 7.50% = 141.90 SQ.FT. Total Available
-5.00 SQ.FT Window Sign Overage
136.90 SQ.FT Available Wall Signage

APPENDIX A ZONING*

1003.430. City of Chesterfield Lighting Ordinance.

1. *Purpose.* The purpose of this Code is to provide minimum standards for effective, economical, and attractive outdoor lighting. It is the intent of this Code to:

- a) Discourage excessive lighting, to minimize glare and light trespass protecting neighbors from the consequences of stray light.
- b) Create a safe environment in hours of darkness.
- c) Regulate the type of light fixtures, lamps and standards.

The requirements of this Code shall apply to all uses, including residential, and all jurisdictions, including public, private, and municipal, except as provided elsewhere in this Section.

2. *Definitions.* For the purposes of this ordinance, terms used shall be defined as follows:

- a. **Direct light:** Light emitted directly from the lamp, off of the reflector or reflector diffuser, or through the refractor or diffuser lens, of a luminaire.
- b. **Fixture:** The assembly that holds a lamp and may include an assembly housing, a mounting bracket or pole socket, a lamp holder, a ballast, a reflector or mirror, and a refractor or lens.
- c. **Footcandle:** A unit of illumination produced on a surface, all points of which are one foot from a uniform point source of one candle.
- d. **Glare:** Direct light emitted by a luminaire that causes reduced vision or momentary blindness.
- e. **Illuminance:** The level of light measured at a surface.
- f. **Lamp:** The component of a luminaire that produces the light.
- g. **Light-emitting diode (LED):** a p-n junction solid-state diode whose radiated output is a function of its physical construction, material used, and exciting current. The output can be in the IR or in the visible region.
- h. **Light pollution:** General sky glow caused by the scattering of artificial light in the atmosphere, much of which is caused by poorly-designed luminaires.
- i. **Light shield:** Any attachment which interrupts and blocks the path of light emitted from a luminaire or fixture.
- j. **Light trespass:** Light emitted by a luminaire that shines beyond the boundaries of the property on which the luminaire is located.
- k. **Lumen:** A unit of measure of luminous flux.
- l. **Luminaire:** The complete lighting system, including the lamp and the fixture.
- m. **Luminaire full cutoff:** A luminaire that allows no direct light emissions above a horizontal plane through the luminaire's lowest light-emitting part.
- n. **Outdoor light fixture:** Outdoor artificial illuminating devices, installed or portable, used for floodlighting, general illumination, or advertisement.
- o. **Temporary outdoor lighting:** The specific illumination of an outside area of object by any man-made device located outdoors that produces light by any means for a period of no more than thirty (30) days, with at least one hundred eighty (180) days passing before being used again.
- p. **Shielded:** A light fixture whose output is controlled in such a manner that a direct view of the light emitting surface from an adjacent property is either minimized or prevented. This control could be as a result of the fixture housing, external of internal control devices.
- q. (louvers, shields, barn doors, etc.), placement of the luminaire on the subject property, or the combinations of these elements. Shielding may either be full or partial.

r. **Shielded-fully:** Outdoor light fixtures shielded or constructed so that no light rays are emitted by the installed fixture at angles above the horizontal plane passing through the lowest point of the fixture from which the light is emitted as certified by a photometric test report.

s. **Shielded-partially:** Outdoor light fixtures shielded or constructed so that the lower edge of the shield is at or below the centerline of the light source or lamp so as to minimize light emissions above the horizontal plane.

3. *Applicability.*

1) These regulations shall apply to all outdoor lighting including, but not limited to lighting for:

- a) buildings and structures.
- b) recreation areas.
- c) parking lot lighting.
- d) landscape lighting.
- e) other outdoor lighting.

2) All required lighting installations must be regularly maintained (cleaned, repaired, etc.), such that they always provide acceptable luminance levels and glare control.

4. *Light fixtures and usage.*

1) All outdoor light fixtures and lamp types installed and hereafter maintained shall use only shielded and/or enclosed light fixtures as specified in Table 1 below.

Table 1: Shielding and Enclosure Requirements

<i>Fixture Lamp Type</i>	Shielding	Enclosure
<i>Mercury vapor</i> ¹	Fully shielded	None
Low pressure sodium ²	Fully shielded	None
High pressure sodium	Fully shielded	None
Metal halide ³	Fully shielded	Yes
Fluorescent ⁴	Fully shielded	Yes
Quartz ⁵	Fully shielded	None
Incandescent greater than 160 watt	Fully shielded	None
Incandescent 150 watt or less	Partial shielding	None
Glass tube filled with argon, krypton	None	None

Footnotes:

1. Clear mercury lamps for general illumination are discouraged. Only mercury vapor lamps that are environmentally safe, as defined (by the manufacturer) by their ability to be recycled and self-extinguish, are permitted.

2. Except where color rendition is critical, this lamp type may be a permissible light source to minimize undesirable emission into the night sky due to its monochromatic spectral distribution.

3. Metal halide lamps shall be installed only in enclosed luminaires.

4. Warm white and natural lamps are required to minimize detrimental effects.

5. For the purposes of this Code, quartz lamps shall not be considered an incandescent light source.

2) Exterior lighting shall be fully-shielded flat-lens enclosed luminaires with the following exceptions:

- a) For street light standards, see Section 6 "STREET LIGHTING".
- b) Dusk to dawn post-top luminaires for residential subdivisions only provided, by AmerenUE, are permitted.

3) Building mounted lighting, including both utilitarian and decorative applications, shall be limited to fully shielded, cut-off optics, flat lens luminaires.

- 4) The height of all light standards shall be reviewed by the City of Chesterfield.
- 5) Exterior building lighting shall be architecturally integrated with the building style, material, and color. The color of exterior lamps shall be consistent with that on surrounding buildings.
- 6) All accent lighting, including Light-Emitting Diodes or LEDs, and lighting used for signage shall be subject to the approval of the City of Chesterfield.
- 7) To achieve uniformity of light distribution and reduce light pollution, glare, and spill-over, all outdoor lighting for non-security purposes shall meet the foot candle standards set forth in Table 2 below:

Table 2: Footcandle Standards

Location	Avg. Maintained Footcandles	Uniformity Ratio (avg: min)
Roadways, local residential	0.4	6:1
Roadways, local, commercial	0.9	6:1
Walkways and bikeways	0.5	5:1
Building entrances and exits	5.0	n/a
Material storage areas		
Active	8.0	n/a
Inactive	1.0	n/a

5. *Parking area lighting plan.* Parking lot lighting shall be designed to provide the minimum lighting necessary to ensure adequate vision and comfort in parking areas, and to not cause glare or direct illumination onto adjacent properties or streets.

- 1) Parking area lighting shall be designed and installed so as to achieve the illumination levels set forth in Table 3 below. Lighting shall be maintained so as to achieve not less than eighty (80) percent of the minimum and average illumination levels set forth by the following table.
- 2) The Director may permit lighting arrangements exceeding the maximum initial level set forth in Table 3 below to allow lighting designs which substantially exceed the required minimum and average illumination levels.
- 3) The source of illumination shall not be lower than ten (10) feet above grade except as approved by the Planning Commission.
- 4) Parking lot lighting shall be fully shielded flat-lens enclosed luminaires.
- 5) Mounting heights of lighting fixtures shall not exceed twenty (20) feet.

Table 3: Illumination standards in foot candles for structures and their parking areas:

	Residential	Commercial	Other
Minimum initial level at any point on the parking area.	0.07	0.5	0.3
Average initial level	0.35	1.0	0.5
Maximum initial level 5 feet from the base of a light standard.	3.0	8.0	5.0

For the purpose of this subsection, "commercial" refers to parking areas for any land use, regardless of zoning designation, in which goods or services are offered to the general public on the premises.

6. *Street lighting.* Street lights shall be required in residential and nonresidential subdivisions in accordance with the criteria set forth in this Light Ordinance along public or private streets or roadway easements which provide access to or through any lot or driveway connecting the subdivision to a public street.

1) *Street lighting plan submission and review for preliminary plats.* The developer shall submit for review and approval such number of copies as requested by the Department of Planning of the approved preliminary plat indicating the location of light standards in compliance with the following:

- a) Illumination standards for street lighting for residential developments shall comply with Table 4A:

TABLE 4A: Illumination Standards for Residential

Height	Not less than 16 feet above grade
Lumen Output	Minimum 6,800 output
Illumination level	Not greater than 5 feet from the base of the light source shall be no greater than 3.0 footcandles.

- b) Illumination standards for street lighting for nonresidential developments shall comply with Table 4B:

TABLE 4B: Illumination Standards for Nonresidential

Height	Not less than 22 feet above grade
Lumen Output	Minimum 25,500 output
Illumination level	As recommended by the IESNA

c) In a nonresidential subdivision, single-family residential subdivision or multiple-family subdivision, street lights shall be provided at each intersection of a street within the subdivision, on street frontage between intersections, at each intersection of a street with a pedestrian way, at each circular turnaround, and within parking lot areas to comply with the provisions and regulations described herein. In a large lot subdivision or a subdivision in the Non-Urban District utilizing the density development procedure, a street light shall be required only at each intersection of a private roadway easement with an existing or proposed public street. A street light shall also be provided at each intersection of a street within a subdivision in the Non-Urban District utilizing the density development procedure.

- d) Light criteria for Residential subdivisions shall comply with Table 5.

Table 5: Distance Requirement for Residential Subdivision Light Standards

Type of District/Street	Maximum Distance Permitted between Light Standards
Cul-de-sac and loop streets not in special procedure districts	325 feet
Local streets	325 feet
Collector streets	250 feet
Arterial streets not in special procedure districts	200 feet
Arterial streets in R-1, R-1A, R-2, E-1, E-2, E-3, PEU	250 feet
Cul-de-sac and loop streets in "R-1" Residence District	400 feet
Cul-de-sac and loop streets in R-1A, R-2, E-1, E-2, E-3, PEU	325 feet

- e) Light criteria for Nonresidential subdivisions shall comply with Table 6.

Table 6: Distance Requirement for Nonresidential Subdivision Light Standards

Type of District/Street	Maximum Distance Permitted between Light Standards
Cul-de-sac streets, loop streets, local streets	325 feet
Collector streets	250 feet
Arterial roadways not located in "PI", or "M" District	200 feet
Collector streets in "PI" and "M" Districts	325 feet
"C-8" and/or "PC" Planned Commercial District	325 feet

Alternate street lighting for nonresidential subdivisions to accomplish the above standard may be considered as provided in Section 1005.160 of this appendix.

- 2) Lighting shall be designed and maintained to avoid unnecessary illumination of residential interiors.
- 3) *Energy source.* All energy sources supplying illumination shall be buried a minimum of eighteen (18) inches below grade. All piping and wiring to illumination sources shall be contained within the light standards or pole structure.
- 4) All electric lighting shall be controlled automatically by programmed time devices, photo electric cells, or the like. Street and residential lighting shall be on from dusk to dawn.
- 5) *Location.* Light standards shall not be located within three (3) feet of the street pavement. Where sidewalks are required, street light standards shall be located between the sidewalk and street pavement. Variation to this section may be approved by the Director.
- 6) *Maintenance and operation.* The developer shall submit to the Department a maintenance agreement, a trust indenture, or

other similar instrument setting forth the person, corporation, trustees, or other agency responsible for the assessment as well as the collection of the monies necessary for the operation of the lighting system within the subdivision.

- 7) *Installation.* All lighting shall be installed and maintained in accordance with the approved lighting plan.
- 8) *Fixtures.* Street lighting fixtures for new developments shall be approved by the City of Chesterfield Planning Commission.
 - a. To achieve uniformity, existing developments shall utilize the same light fixture, standard, and luminaire throughout the entire development.
 - b. Existing commercial developments shall utilize the same fixture, standard and luminaire throughout the entire development, unless otherwise approved by the Department of Planning.
- 9) *Review.* Street lighting plans are reviewed by the City of Chesterfield Planning Commission if there is a change in light fixture, standards, or luminaire.

7. *Special procedures and usage.* The following special procedures and uses must adhere to all lighting criteria set forth in the City of Chesterfield Light Ordinance in addition to specific requirements as detailed below. These special procedures and uses include but are not limited to Recreational facilities, Commercial Holiday Lighting, Outdoor Theatres, Medical Facilities, and Planned Commercial Districts, Planned Industrial Districts and Urban Core. Other special procedures and uses not listed below must follow the applicable light criteria set forth by the IESNA and the applicable standards established in the City of Chesterfield Lighting Ordinance.

1) *Recreational facilities.* Any light source permitted by this Code may be used for lighting or outdoor recreational facilities (public or private), such as, but not limited to, football fields, soccer fields, baseball fields, softball fields, tennis courts, and horse or show areas, provided all of the following conditions are met:

- a) Lighting for parking lots and other areas surrounding the playing field, court, or track shall comply with this Lighting Ordinance.
- b) All fixtures used for even lighting shall be fully shielded. To the extent that it is not feasible to use fully shielded fixtures than lighting shall be designed and provided with sharp cut-off capability, so as to minimize any light nuisance, spill-light, and glare.
- c) Illumination of the playing field, court, or track shall not be permitted after 10:30 p.m., except to conclude a scheduled event that was already in progress.

2) *Holiday Lighting.* Residential and commercial holiday lighting is permissible from November 15 to January 25.

- a) Commercial holiday flashing lights are prohibited.
- b) Commercial holiday lights are encouraged to be turned off after the close of business.

3) *Outdoor Theatres.*

- a) Lighting will be installed in such a manner that it will not create a driving hazard on abutting streets and it will not cause direct illumination, nuisance, or glare on abutting property.
- b) All lamp source types shall meet the guidelines of the IESNA or the National Building Code requirements.
- c) A lighting plan shall be submitted for review before the City of Chesterfield Planning Commission and adhere to all the requirements set forth in Section 9 of the City of Chesterfield Lighting Ordinance.
- d) Marquee lighting shall not spill over into adjacent or surrounding property.
- e) A marquee structure may be permitted which may have signage thereon. Such marquee may project over a private sidewalk or drive-way but not over a public right-of-way. Such marquee structures shall be permanently attached to the principal building, and be located no closer than five (5) feet from the edge of curve or edge of pavement.
- f) Lighting Standards must adhere to the illuminances levels set forth by the IESNA as described in Table 7 below.

Table 7. Recommended Illuminances and Theatre Advertising Sign Luminances in Various Locations.

Type of Area in Which Theatre Is Located	Range of Ambient Horizontal Illuminances, lx (fc)	Recommended Sign Luminance, cd/m ²
City center	50-100 (5-10)	500-1200
Shopping mall	20-70 (2-7)	400-700
Residential	10-50 (2-5)	300-500

Under Marquee

200-500 (20-50)

2000-5000

4) *Medical Facilities.*

- a) All exterior lighting shall be unobtrusive, harmonious with the local area, and constructed or located so that only the intended area is illuminated and off-site glare is fully controlled.
- b) Parking lot lighting for medical facilities shall conform to the standards set forth in Section 5 of the City of Chesterfield Lighting Ordinance.
- c) The minimum luminance level recommended by the IESNA for hospital parking lot lighting is .6 footcandles.
- d) A lighting plan shall be submitted for review before the City of Chesterfield Planning Commission and adhere to all the requirements set forth in Section 9 of this Ordinance.
- e) The height of all light standards shall be submitted for review before the City of Chesterfield Planning Commission.

5) *Planned Commercial Districts and Planned Industrial Districts.*

- a) All exterior lighting shall be unobtrusive, harmonious with the local area, and constructed or located so that only the intended area is illuminated and off-site glare is fully controlled.
- b) Parking lot lighting shall adhere to the conditions set forth in Section 5 of the City of Chesterfield Lighting Ordinance.
- c) Advertising signs must adhere to the conditions set forth in Section 7 of the City of Chesterfield Lighting Ordinance.
- d) Building mounted lighting, including both utilitarian and decorative applications, shall be limited to fully shielded, cut-off optics, flat lens luminaires.
- e) The height of all light standards shall be reviewed by the City of Chesterfield Planning Commission.
- f) Exterior building lighting shall be architecturally integrated with the building style, material, and colors and the color of exterior lamping shall be consistent with the surrounding buildings.
- g) A lighting plan shall be submitted for review before the City of Chesterfield Planning Commission and adhere to all the requirements set forth in Section 9 of this Ordinance.
- h) The facades of buildings facing I-64/US 40 should utilize accent lighting, as opposed to flood lighting. All lighting should consist of metal halide with flat lenses and mounted at a maximum height of 30 feet.

6) *Urban Core.*

- a) All street lighting located in the Urban Core of the City of Chesterfield, specifically along Chesterfield Parkway, shall be reviewed and approved by the City of Chesterfield.
- b) Street lighting shall be unobtrusive and not create any light nuisance or glare.
- c) The street lighting assembly including, but not limited to, illumination levels, lamping, fixtures, enclosure, mast arm, pole, photo cell, and any other device shall be subject to the review and approval of the City of Chesterfield.
- d) The location, spacing, and height of street lighting shall be as directed by the City of Chesterfield.

7) *Lighting of Gasoline Station Aprons and Canopies.*

- a) Lighting levels on gasoline station aprons and under canopies shall be adequate to facilitate the activities taking place in such locations as well as to provide a safe, secure environment.
- b) All lighting illumination levels and fixtures shall comply with the provisions of the City of Chesterfield Lighting Ordinance.
- c) All lamp source types and illuminance levels shall meet the guidelines of the IESNA.
- d) Areas on the apron away from the gasoline pump islands used for parking or vehicle storage shall be illuminated in accordance with the requirements for parking areas set forth in Section 5 of the City of Chesterfield Lighting Ordinance. If no gasoline pumps are provided, the entire apron shall be treated as a parking area.
- d)[e)] Areas around the pump islands and under canopies shall be illuminated so that the minimum horizontal illuminance at grade level is no more than 5.5 foot-candles. The ratio of average to minimum illuminance shall be no greater than 4:1. This yields an average illumination level of no more than 22.0 footcandles.

e)[f] Light fixtures mounted on canopies shall be recessed so that the lens cover is recessed or flush with the bottom surface of the canopy and/or shielded by the fixture or the edge of the canopy so that light is restrained to no more than 85 degrees beyond the vertical plane.

8. *Submittal requirements.*

Submission Contents. The applicant for any site development plan, site development concept plan and site development section plan shall also submit a lighting plan that shall comply with this Lighting Code. Lighting plans are approved by the Planning Commission. The following information shall be included in the plan:

1. A diagram indicating the location of all standards and fixtures and the proposed type of illuminating devices, fixtures, lamps, supports, reflectors, and other devices as well as a photometric plan denoting foot candle levels;
2. A description of the illuminating devices, fixtures, lamps, color of lights, supports, reflectors, and other devices.
3. A cut sheet will be required delineating all light standards and fixtures.

9. *Prohibitions.*

- 1) The operation of searchlights for advertising purposes is prohibited.
- 2) The use of laser source light or any similar high intensity light for outdoor advertising, when projected above the horizontal, is prohibited.
- 3) With the following exceptions, all lamp source types are acceptable provided they are installed in equipment which meets the Illuminating Engineers Society's requirements:
 - a) The use of mercury vapor lamps and low pressure sodium lamps is discouraged.
 - b) Fluorescent lamps with a color rendering index greater than seventy (70) and color temperatures between 3000°K and 4100°K are required.

10. *Neon.*

- 1) Neon Prohibited. The use of visible neon tubing as a sign or for architectural element, whether located on the exterior or interior of a wall or window, if visible from the street is prohibited.
- 2) Exceptions.
 - a) Neon window "OPEN" signs are permitted and are not subject to review by the Planning Commission. Said signs shall not exceed in aggregate an area equal to more than twenty-percent (20%) of the window glass area on which it is located.
 - b) Request for Exception: Requests for the allowance of a neon sign shall be made to the Planning Commission, which shall review the same in accordance with the following criteria:
 - i) Upon a written statement from an architect explaining the intended use of the neon lighting and its relationship to the project and surrounding environment shall be submitted to the Planning Commission demonstrating that the neon will encourage, promote, or reward good architecture and/or urban planning.
 - ii) The Light Plan, including neon, shall be submitted for review to the Department of Planning and shall adhere to all conditions set forth in Section 8 of this Lighting Ordinance.
 - iii) In reviewing a request for such an exception, the Planning Commission shall consider safety, design and other factors deemed appropriate and shall verbally make a record relative to their specific determination.

11. *Times of operation.*

- 1) Exterior lighting for security purposes may be on from dusk to dawn.
- 2) Non-security lighting, other than that used for special and infrequent occasions, shall not be on past approved hours of operation, if any, or 11:00 p.m., whichever is later.

12. *Airport lighting.* Airport lighting which is required for the safe and efficient movement of aircraft during flight, take off, landing, loading, unloading, servicing areas and taxiing is exempt from the provisions of this Code. All other outdoor lighting at airports shall comply with this Code.

Strobe lights on communication towers and other hazards to aerial navigation, required by the Federal Aviation Administration

(FAA) during the daytime and permitted but not required at night, may not be used at night. Other lights used at night on such structures shall not be brighter than the minimum required by the FAA.

13. *Exemptions.*

1) *"Grandfathered" Existing fixtures.* All other outdoor light fixtures lawfully installed prior to and operable on the effective date of this Code are exempt from all requirements of it unless:

- a) It involves removing or replacing existing light fixtures with light fixtures that will increase the footcandle level above the originally approved level or changes the shielding of the fixture from what was originally approved; or
- b) Fossil Fuel Light is used.

2) *Fixture design exemptions.* The Planning Commission may approve decorative light fixtures as an alternative to shielded fixtures when it can be proven that there will be no off-site glare light trespass in excess of .5 foot candle and the proposed fixtures will improve the appearance of the site.

a) *Lamp or fixture substitution.* Should any outdoor light fixture, or the type of light source be subject to a lighting plan required by this Section, be changed after zoning authorization or the issuance of a permit, a change request must be submitted to the Planning Commission for their approval, together with adequate information to assure compliance with this Code. Such submittals and approval must be received prior to substitution.

3) *Temporary Exemptions.* Lighting that is required for a lawful use, where compliance with this Code would substantially impair its use, shall be considered for a temporary exemption by the Planning Commission.

a. Any person may submit a written request to the Director of Planning for consideration of a temporary exemption. Temporary exemption requests shall contain:

- i. specific exemption or exemptions requested;
- ii. type and use of outdoor light fixture involved;
- iii. duration of time for the requested exemption;
- iv. type of lamp and calculated lumens;
- v. total wattage of lamp or lamps;
- vi. proposed location on premises of the outdoor light fixtures;
- vii. previous temporary exemption, if any;
- viii. physical size of outdoor light fixtures and type of shielding provided; and
- ix. such other data and information as may be required by the Director of Planning.

b. *Approval Duration.* If approved, temporary exemptions shall not be valid for longer than thirty (30) days from the date of issuance. Approvals may be renewable upon the discretion of the Director of Planning and each such renewal shall not be valid for more than thirty (30) days.

14. *Appeal.* Decisions of the Director of Planning regarding the application of this ordinance may be appealed to the Board of Adjustment in accordance with applicable procedures as established by the Board of Adjustment.

15. *Penalty for violation.* This ordinance and the requirements thereof are exempt from the warning and summons for violation set out in Section 1003.410 of the Zoning Ordinance of the City of Chesterfield.

(Ord. No. 2077, § 1(Att. A), 3-15-04; ; Ord. No. 2228, 1-6-06)

APPENDIX A ZONING*

1003.168. Sign regulations--General.1. *Purpose.*

(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:

- 1) Fostering the economic viability of the community, and;
- 2) 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.

2. *Scope of provisions.*

(1) These regulations are supplemented and qualified by the regulations of the particular zoning district in which a sign may be located and by additional general regulations appearing elsewhere in this appendix which are incorporated as part of this section by reference. This section contains regulations applicable to all signs in all zoning districts.

(2) Regulations for any signs may be made more restrictive in the conditions of the ordinance governing a particular Planned Commercial District, Planned Industrial District, "MXD" Mixed Use Development District Conditional Use Permit or Commercial-Industrial Designed Development Procedure.

(3) On the effective date of this ordinance, no sign, except a sign presently so lighted, shall be illuminated by intermittent light sources. This prohibition shall not apply to signs displaying time and temperature, stock market quotes or the manual changeable copy on a sign.

(4) When sign illumination is desired, it shall be arranged so as to not cast light directly from any source of illumination on any public right-of-way or on adjoining properties in the "NU" Non-Urban, "PS" Park and Scenic, "AG" Agricultural or any residential district.

3. *Permits and zoning authorizations for signs.*

(1) Unless excepted by these regulations or the City of Chesterfield Building Code, no sign shall be erected, constructed, posted, altered, enlarged, maintained, or relocated, until a zoning authorization has been issued by the Department of Planning and a sign permit issued by St. Louis County Department of Public Works. Before any zoning authorization is issued, an application, provided by the Department of Planning, shall be filed, together with drawings and specifications as may be necessary to fully advise and acquaint the Department of Planning and

St. Louis County Department of Public Works with the location, construction, materials, manner of illuminating, and securing or fastening, and the wording or delineation to be carried on the sign. All signs that are to be illuminated by one (1) or more sources of artificial light shall require a separate electrical permit and inspection conducted by St. Louis County Department of Public Works.

(2) Structural and safety features and electrical systems shall be in accordance with the requirements of the City of Chesterfield Building Code or any applicable building codes being enforced by the City of Chesterfield. No sign shall be approved for use unless it has been inspected by the Department issuing the permit and is found to be in compliance with all the requirements of this ordinance and applicable technical codes. Signs found to be in violation of the requirements of this ordinance and/or applicable technical codes and which are determined to be a danger to public health, and safety may, after fifteen (15) days of an inspection determining said violation and after notification to the property owner, be dismantled and removed by the City of Chesterfield. The expense for such action shall be charged to the owner of the property on which the sign is erected and shall be filed as a special lien thereon.

(3) Planning Commission Approval. The proponent of an sign subject to Planning Commission Approval as set out in subsequent sections shall file with the Department of Planning, in addition to those document requirements specified in Section 1003.168.3(1), a written statement addressing the following information:

(a) The underlying business, directional, or informational purpose of such a sign.

(b) Why such a sign should exceed the maximum height and/or outline area specification for a particular sign in order to accomplish the underlying purpose as stated in item (a) above.

(c) What the proponent of such a sign believes the adverse impact may be upon the underlying business, directional, or informational purpose of such a sign if the proponent is compelled to reduce the height and/or outline area of such a sign to within the maximum height and/or outline area specification for any one (1) sign and the factual basis supporting such belief.

(d) The approximate distance the proposed sign will be from other existing or planned structures visible or planned to be visible within a radius of one thousand (1,000) feet from said sign, identifying such structures with sufficient particularity to enable the Planning Commission to determine whether there is a reasonable likelihood of an adverse public health, convenience, welfare and/or safety impact within the one thousand (1,000) foot radius area while maintaining the high aesthetic quality of said area.

(e) What steps, if any, the proponent has taken to integrate the design with the surrounding environment including, but not limited to, use of colors and materials, size and character of typeface(s), regularity of overall shape, type of illumination, orientation and situation of such a sign in order to minimize the amount of visual clutter, and to avoid the distraction to pedestrians and motorists beyond that necessary to convey the underlying business, information, or directional purpose of said sign.

(f) If no steps (referred in item (e) above) have been taken, why such steps should not be required of the proponent.

(g) Any other information, such as length of frontage, special speed limit or topographic considerations, that the proponent deems pertinent to the approval of such a sign

request.

4. *Sign Package Submittals.*

(1) When a sign package is required for a proposed or existing development, the criteria for signs located in the City of Chesterfield Zoning Ordinance Section 1003.168 is no longer applicable. The reasons for the variation is because the purpose of a Sign Package is to provide for flexible sign criteria that promote superior design and are tailored to a specific development which may vary from general ordinance provisions, if it can be demonstrated that the proposed terms would encourage, promote, and reward good architecture and urban planning.

(2) When a sign package is required to be submitted to the Department of Planning a completed sign package shall include the following:

- (a) Location, size, height, construction, material and placement of signs.
- (b) Illumination level, color and type. Illumination shall conform to the City of Chesterfield Lighting Ordinance.
- (c) The number of proposed signs.
- (d) Elevations of all detached signs.
- (e) Dimensions, height, square footage of all existing signs or note that none exist for both freestanding and attached signs (submit picture of all existing signage).
- (f) Description of advertising copy or wording to be displayed on signs.
- (g) Material specifications for proposed signs including sign materials and colors.
- (h) Landscaping of detached signs.

(Ord. No. 1269, § 1, 5-19-97; Ord. No. 1524, § 1, 6-21-99; Ord. No. 2057, § 1(Att. A), 1-21-04)

APPENDIX A ZONING*

1003.168A. [Reserved.]

Editor's note: Ord. No. 1524, § 1, adopted June, 21, 1999, repealed Section 1003.168A which pertained to sign regulation definitions. See the Ordinance Disposition Table.

APPENDIX A ZONING*

1003.168B. Sign regulations--Area and height computations.

- 1. *Area computations.* The following regulations shall govern the computation of sign area

computations:

(1) *Outline area--Freestanding signs.*

(a) The outline area of a freestanding sign shall include the area within a continuous perimeter of a plane enclosing the limits of writing, graphic representation, logo, or any figure or similar character together with the outer extremities of any frame, or other material or color forming an integral part of the display which is used as a background for this sign. The area of a freestanding sign of individually cut out writing, graphic representation, logo, or any figure or similar character which is not enclosed by framing, and which projects from a sign support or main body of a sign, is the sum of the areas of all of the triangles or parallelograms necessary to enclose each writing, graphic representation, logo, or any figure or similar character, including the space between individual letters comprising a word, but not including the space between individual words.

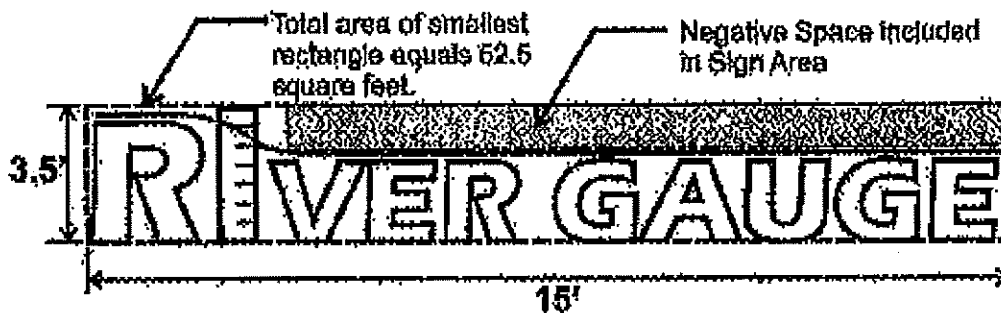
(b) The outline area of a freestanding sign shall not include the necessary supports for the sign when such supports do not extend above the sign and are not a part of the overall design of a sign. The outline area of a freestanding sign shall also not include the area between separate cabinets or modules of such sign or any pole covers, lighting fixtures, or landscaping provided they contain no writing, graphic representation, logo, or any figure or similar character.

(2) *Outline area--Attached sign.*

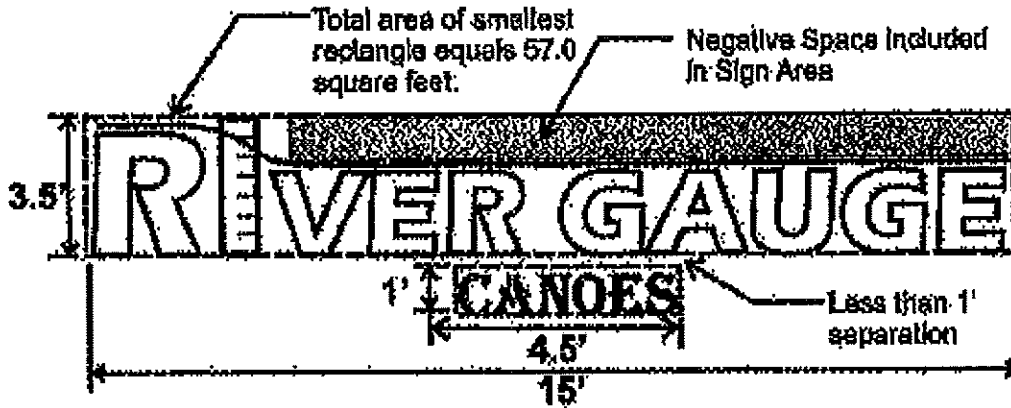
The size of attached wall signs shall be measured in the following manner:

(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.

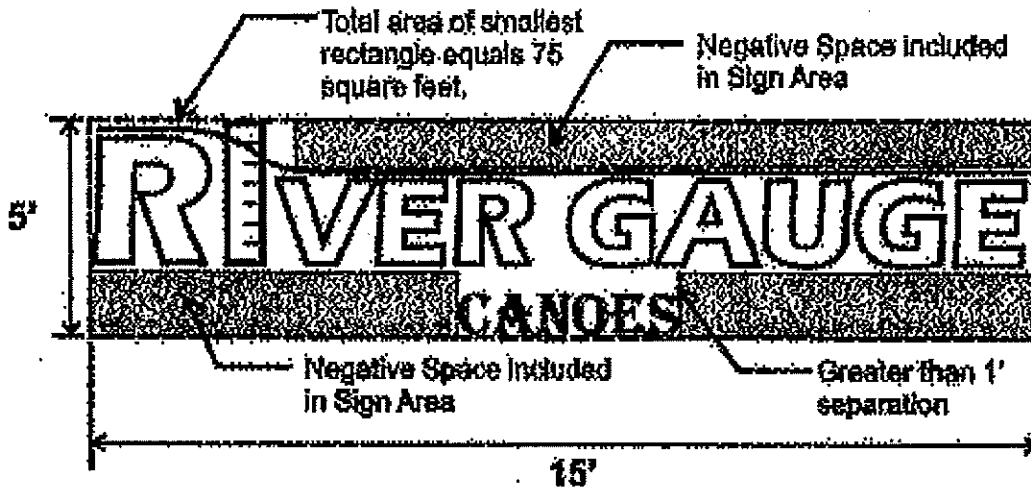
(b) A sign consisting of individually cut out writing is measured as the total area of a rectangle or square enclosing all words. This includes any negative space.



(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.

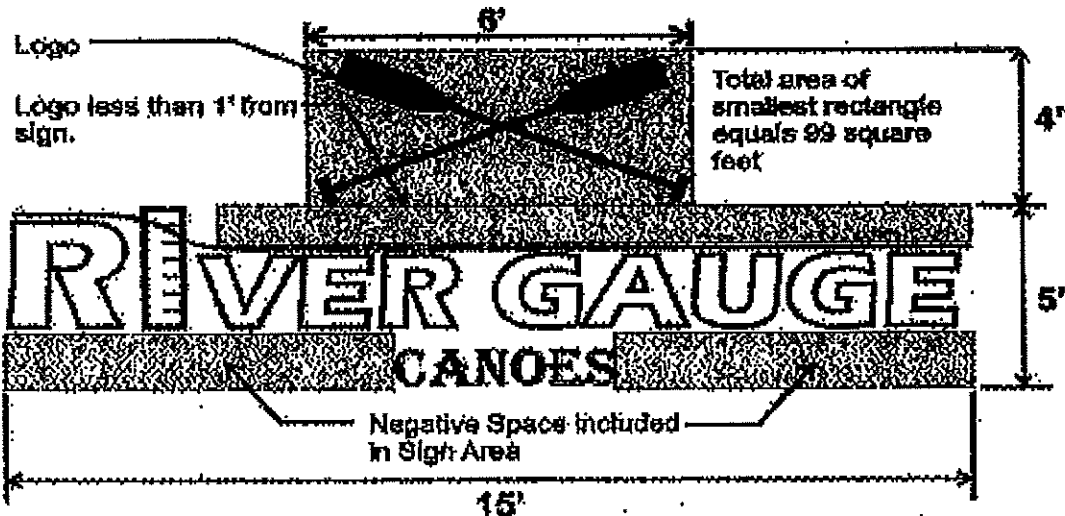


(d) A sign with multiple lines of wording where the lines are greater than one foot apart shall be measured as the total area of the smallest rectangle or square enclosing all words.

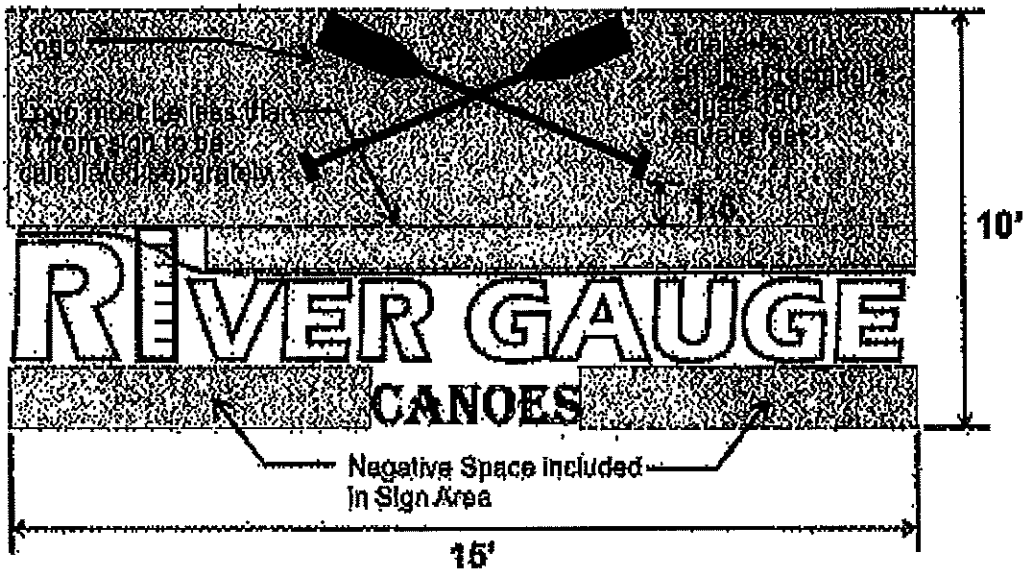


(e) Logos of other graphic representation:

(i) When an attached wall sign includes a graphic representation or log 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.



(ii) 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.



(3) *Outline area--Double-faced signs.* Only one side of a double-faced sign shall be included in the sign area. Double-faced signs shall include those signs where the sign face is parallel or where the interior angle formed by the faces of a V-shaped sign is sixty (60) degrees or less. If the two (2) faces of a double-faced sign are of unequal area, the area of the sign shall be the area of the larger face.

(4) *Sign area on walls of circular buildings and other buildings with curved wall surfaces.*

(a) The area constituting a single wall of a circular building shall be designated by

the owner on a portion of the wall, but shall be limited to be determined by multiplying three-fourths (3/4) of the diameter of an area the building by the average height of the exterior walls of the building at the finished ground elevation of the building.

(b) The area contained on a single wall of a non-circular building with continuous curved wall surfaces shall be designated by the owner on a portion of the wall but shall be limited to an area determined by multiplying three-fourths (3/4) of the average diameter of the building by the average height of the exterior walls of the building at the finished ground elevation of the building.

(c) The area contained on any single curved wall of a building that is not totally circular or is not composed of a continuous curved wall surface shall be determined by multiplying the shortest distance between the two (2) ends of the arc forming the curved wall surface by the average height of the exterior walls of the curved wall surface at the finished ground elevation of that surface.

(d) The horizontal length of any single wall of a building that is characterized by the multiple curved wall surfaces or other irregular wall surfaces shall be measured as a straight line extending between both edges of the wall.

(5) *Outline area - exceptions.* The total outline area for any freestanding board signs shall be exclusive of any decorative trim. Said trim shall not exceed thirty (30) percent of the outline area as determined in accordance with Section 1003.168B.1.1a.

2. *Height computations.* The following regulations shall govern the computation of sign height:

(1) Except as may be specifically noted in these regulations, setbacks for all signs shall be governed by the minimum setback yard requirements in each particular zoning district.

(2) Freestanding business signs shall not exceed the maximum allowed height above the ground elevation. The ground elevation of freestanding signs shall be measured at the elevation of the adjacent street or the average existing finished ground elevation at the base of the sign, whichever is higher.

(3) The height of all signs on corner lots shall not exceed three (3) feet above the elevation of the adjacent street pavement when located within the sight distance triangle.

(Ord. No. 628, § 1, 10-21-91; Ord. No. 892, § 1(2)--(6), 3-21-94; Ord. No. 899, § 1(9), 4-18-94; Ord. No. 1112, § 1, 11-20-95; Ord. No. 1139, § 1, 2-5-96; Ord. No. 1269, § 1, 5-19-97; Ord. No. 2246, § 1, 3-6-06)

APPENDIX A ZONING*

1003.168C. Sign regulations--Permanent signs.

The following provisions shall govern the erection of all permanent signs, together with their appurtenant and auxiliary devices with respect to size, number, height, location and construction.

1. *General provisions.*

(1) Permitted business, information, and directional signs may either be a flat sign permanently affixed to the face of a building, awning or canopy or be freestanding. Business information and directional signs affixed to buildings shall not project above the eave line of the roof except as an integral roof sign.

(2) Permitted information or directional signs may be flat signs permanently affixed to a boundary wall or fence. However, other than a horizontal projection of not more than six (6) inches, such signs shall not project beyond the surface of the boundary wall or fence.

(3) All freestanding signs shall be located as not to impair the visibility of any official highway sign or marker and no business sign shall be so placed as to unnecessarily obstruct the visibility of any other business sign.

2. *Business and identification signs - freestanding.*

(1) *General.* Subject to other provisions of this section, each developed lot may have no more than one freestanding business sign facing each roadway on which the lot has frontage regardless of the number of buildings upon the lot. Furthermore, each building regardless of the number of lots upon which it may be located, shall have no more than one freestanding business sign facing each roadway on which its lot or lots has frontage. For the purpose of these regulations, an aggregation of two (2) or more structures connected by a wall, firewall, facade or other structural element, except for a sidewalk shall constitute a single building.

The height of all business and identification signs shall not exceed six (6) feet when located within the minimum front yard setback of a particular zoning district.

(2) *Specific regulations and exceptions.*

(a) A freestanding business sign shall not exceed six (6) feet in height above the average existing finished grade at the base of the sign, or the elevation of the adjacent street, whichever is higher. The total outline area per face shall not exceed fifty (50) square feet or twenty-five one hundredths (0.25) square feet of signage per linear foot of street frontage up to one hundred (100) feet of street frontage and one-tenth (0.1) square foot of signage per linear foot of street frontage thereafter, whichever is less. (See exceptions below.)

Said sign face shall be attached to a proportionate enclosed base, integrated planter or structural frame, the width of which shall be a minimum of one-half (1/2) the width of the widest part of the sign face. The bottom of the sign face shall not exceed a height of three (3) feet above the average existing finished grade at the base of the sign, or elevation of the adjacent street, whichever is higher. An enclosed sign base or integrated planter shall not be required if the sign face is within one (1) foot of the average finish grade at the base of the sign.

Exceptions:

For each additional four (4) foot setback from the minimum yard requirement, one (1) additional foot may be added to the sign height to a maximum of ten (10) feet above the average existing finished grade at the base of the sign or elevation of the adjacent street, whichever is higher. However, at no time shall the bottom of the sign face exceed a height of three (3) feet above the average existing finished grade at the base

of the sign or the elevation of the adjacent street, whichever is higher, or;

The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet in outline area and/or twenty (20) feet in height above the average existing finished grade elevation at the base of the sign or elevation of the adjacent street, whichever is higher, with no height restriction for the bottom of the sign face subject to Planning Commission approval as outlined in Section 1003.168.3(2) Sign Regulations-General.

(b) An individual lot having a minimum of eight hundred fifty (850) feet of frontage on any roadway and a minimum size lot of twenty (20) acres or more, shall be allowed two (2) freestanding business signs on each roadway frontage exceeding seven hundred fifty (750) feet of frontage. However, a minimum of four hundred (400) feet shall separate the two (2) permitted signs.

In lieu of the two (2) permitted freestanding signs, one (1) freestanding business sign may be permitted, the maximum outline area of which may be increased to one hundred fifty (150) square feet, subject to Planning Commission approval as outlined in Section 1003.168.3(2) Sign Regulations- General.

(c) 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. The sign may include the name and/or logo of the development or subdivision. Such sign may be located on any platted lot or common ground of a development or subdivision or any unplatted portion of the development or subdivision identified as part of a particular development on an approved preliminary plat, site development concept plan, site development section plan, or site development plan.

A project identification sign shall not exceed six (6) feet in height average existing finished grade at the base of the sign or elevation of the adjacent street, whichever is higher, with the total outline area per face not to exceed fifty (50) square feet or twenty-five one hundredths (0.25) square feet of signage per linear foot of street frontage up to one hundred (100) feet of street frontage and one tenth (0.1) square foot of signage per linear foot of street frontage thereafter, whichever is less.

Exceptions:

For each additional four (4) foot setback from the minimum yard requirement, one (1) additional foot may be added to the sign height of a project identification sign to a maximum of ten (10) feet above the average existing finished grade at the base of the sign or elevation of the adjacent street, whichever is higher. However, at no time shall the bottom of the sign face exceed a height of three (3) feet above the average existing finished grade at the base of the sign or the elevation of the adjacent street, whichever is higher; or,

The minimum outline area and/or height of any project identification sign may be increased to a maximum of one hundred (100) square feet in outline area and/or twenty (20) feet in height above the average existing finished grade elevation at the base of the sign or elevation of the adjacent street, whichever is higher, with no height

restriction for the bottom of the sign face subject to Planning Commission approval as outlined in Section 1003.168.3(2) Sign Regulations General.

(d) Commercial, industrial or mixed-use subdivisions of ten (10) lots/units or more that are less than twenty acres shall be permitted a subdivision identification sign at each main entrance to the subdivision and may include the name, logo and/or the directory of tenants of the subdivisions. Such sign shall not exceed fifty (50) square feet in outline area per face, nor extend more than six (6) feet above the average existing finished grade at the base of the sign or elevation of the adjacent street, whichever is higher. Commercial, industrial or mixed-use subdivision identification signs shall be located within an easement on any platted lot or on common ground of subdivision. Such sign may also be located on any unplatted portion of the subdivision identified as part of a particular development on an approved preliminary subdivision plat, site development concept plan, site development section plan, or site development plan. No subdivision identification sign shall be permitted for a development permitted a project identification sign.

(e) Developments over 20 acres located adjacent to Primary Arterials may increase the height and the size of the project identification sign by decreasing the number of permitted project identification signs with approval of the Planning Commission. The maximum size of one (1) sign utilizing this section shall be thirty (30) feet in height and one hundred and fifty (150) square feet of outline area per face. Total square footage is not to exceed the original allowed by the Planning Commission.

(f) Landscaping. All permanent freestanding business and identification signs shall have landscaping, which may include, but not be limited to, shrubs, annuals, and other materials, adjacent to the sign base or structural supports. If the outline area and/or a height increase for any permanent freestanding sign is requested the required landscaping for such a sign will be subject to Planning Commission approval.

(3) A service station shall be permitted one (1) separate price sign attached to the same structure of any one (1) permitted freestanding business sign on the lot or lots on which the use may be located. The outline area of a separate price sign shall not exceed twenty (20) square feet per face.

(4) A movie theater shall be permitted one (1) additional freestanding business sign, with manual changeable copy only, facing each roadway on which the lot containing the movie theater has frontage.

3. *Business signs - Attached to wall.*

(1) *General provisions.*

(a) Subject to the specific regulations set out below, each business occupying a tenant space or being the sole occupant of a freestanding building shall have no more than one (1) attached business sign on any two (2) walls of a building that are exterior walls of the particular building or tenant space. In addition to identifying a particular business, such signs may be used for the name and logo of the building or development project.

(b) The outline area of each sign shall not exceed five (5) percent of the wall

area of the business on which said sign is attached. No business sign shall exceed three hundred (300) square feet in outline area.

(c) 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. However, the countable area of mansard roofs shall be limited to the area not greater than six (6) feet above the eave line of the roof times the length of associated wall.

(2) *Specific regulations and exceptions.*

(a) For a business being the sole occupant of a building located on a corner lot or a lot with double frontage, said business may have one (1) attached business sign on any three (3) walls of a building that are exterior walls.

(b) Where a lot or parcel of land is developed with more than one (1) building, interior buildings shall be permitted the same type and number of wall signs on the interior buildings as are allowed on peripheral buildings. The mounting requirements of the permitted signs shall be the same as any attached business sign.

(c) In buildings containing single or multiple tenants where public access to individual tenant space(s) is gained via interior entrances, said building shall be allowed no more than one (1) attached business sign on any two (2) walls having roadway frontage. Said attached business signs shall be the same, each identifying either the building or major tenant.

(d) Individual letters (exclusive of words), a symbol or graphic logo pertaining to a business on premises, may be painted or otherwise permanently affixed to the surface of an awning or canopy. The outline area of the message shall not exceed fifteen (15) percent of the horizontal projection in elevation of the exterior surface of the awning or canopy. Said message outline area, when utilized as a design accent only as described above, shall not be counted toward the allowable outline area for a business sign.

4. *Directional signs.*

(1) 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.

(2) The height of all directional signs shall not exceed three (3) feet when located within the minimum front yard setback of each particular zoning district.

(3) No directional sign shall be located on or over a public right-of-way without approval of the City of Chesterfield, and/or St. Louis County Department of Highways and Traffic, and/or the Missouri Highway and Transportation Department as applicable.

5. *Advertising signs (billboards).*

(1) Advertising signs are permitted in the "C-8" Planned Commercial District, "M-

3" Planned Industrial District, and "MXD" Mixed Use Development District if permitted in the conditions of the ordinance governing the particular planned district.

(2) Advertising signs shall not exceed eight hundred (800) square feet in outline area, nor extend more than thirty-five (35) feet above the elevation of the adjacent street. Subject to more restrictive regulations of the zoning district in which it is located, an advertising sign shall not be located closer than one hundred (100) feet to any other advertising sign or building, nor within fifty (50) feet of any "PS" Park and Scenic or any "R" Residence District zoned property or any property line of any "NU" Non-Urban zoned property, nor within ten (10) feet of any side or rear property line. Not more than one (1) advertising sign shall be permitted on one (1) structure, except that where a structure is located perpendicular to the street right-of-way, two (2) sign facings shall be permitted in each direction.

(3) No outdoor advertising sign shall be located within fifty (50) feet of any roadway right-of-way line, except that where existing buildings on immediately adjacent tracts (on both sides) are located closer to the roadway right-of-way than fifty (50) feet an advertising sign may be placed within the average setback of the existing buildings on each side of the advertising sign. Where a building on an adjacent tract exists on one (1) side only, located closer to the roadway right-of-way than fifty (50) feet, an advertising sign may be placed within the average setback of the existing building and the fifty (50) foot setback required by these regulations.

(4) Notwithstanding the regulations as set out above, all Advertising Signs (Billboards) must be in conformance with Chapter 226.540 RSMo. as amended.

(5) Separation from Other Zoning Districts. No advertising sign shall be located within one thousand (1,000) feet of any "NU" Non Urban District, "AG" Agricultural, residential districts, or "PS" Park and Scenic District zoned tract, or any tract subject to the Landmark and Preservation Area Special Procedure.

(6) Separation from Other Advertising Signs. No advertising sign shall be erected within five (5) miles of any existing sign on the same side of the highway. No sign shall be located in such a manner as to obstruct or otherwise physically interfere with the effectiveness of any official traffic sign, signal, or device, or obstruct or physically interfere with motor vehicle operators' view of approaching, merging, or intersecting traffic. The separation requirements between advertising signs outlined in this subsection shall be measured perpendicular to the centerline off the subject highway. The separation distance shall apply only to advertising sign structures located on the same side of the subject highway.

(7) *Reserved.*

(8) *Lighting.* No revolving or rotating beam or beacon of light that simulates any emergency light or device shall be permitted as part of any advertising sign. No flashing, intermittent, or moving light or lights shall be allowed. External lighting, such as floodlights, thin line and gooseneck reflectors may be permitted in the conditions of the Ordinance governing a particular planned or mixed use district, provided the light source is directed upon the face of the sign and is effectively shielded so as to prevent beams or rays of light from being directed into any portion of the public right-of-way. Lights shall not be of such intensity so as to cause glare, impair the vision of the driver of a motor vehicle, or otherwise interfere with a driver's operation of a motor vehicle. No sign shall be so illuminated that it interferes with the effectiveness of, or obscures, an official traffic sign, device, or signal, nor shall any sign illumination cast light on adjacent properties in the "NU" Non-Urban, "PS" Park and Scenic, "AG" Agricultural, or any residential district.

6. *Informational signs.*

(1) Informational signs shall not exceed sixteen (16) square feet in outline area per facing. Freestanding informational 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.

(2) No informational sign shall be located on or over a public right-of-way without approval of the City of Chesterfield, and/or St. Louis County Department of Highways and Traffic, and/or the Missouri Highway and Transportation Department as applicable.

(3) The height of all informational signs shall not exceed six (6) feet when located within the minimum front yard setback of each particular zoning district.

(4) Outdoor public artwork or public art displays are permitted one (1) information sign. Signage shall not exceed three (3) feet in height, from grade to top of sign, and the sign face shall not exceed ten (10) inches by ten (10) inches or five (5) by twenty (20) inches in outline area. Requests for modification to the size limitation shall be reviewed by the City of Chesterfield City Council. Said modification shall require a two-thirds (2/3) vote of the City Council.

7. *Residential subdivision identification signs.* Residential subdivisions of ten (10) lots/units or more shall be permitted a subdivision identification sign at each main entrance to the subdivision and may include the name or logo or both of the subdivision. Such sign shall not exceed fifty (50) square feet in outline area per face, nor extend more than six (6) feet above the average existing finished grade at the base of the sign or elevation of the adjacent street, whichever is higher. Residential subdivision identification signs shall be located within an easement on any platted lot or on common ground of a subdivision. Such sign may also be located on any unplatted portion of the subdivision identified as part of a particular development on an approved preliminary subdivision plat or site development concept plan, site development section plan, or site development plan.

8. *Supplementary regulations.*

(1a) A church or house of worship located in any district shall be permitted one (1) freestanding identification sign. Said sign may have manual changeable copy. However, a church or house of worship in the "NU" Non-Urban, "AG" Agricultural or any residential district which has a minimum frontage of four hundred (400) feet on each of two (2) or more roadways, shall be permitted one (1) freestanding identification sign on each of two (2) such roadways. Said identification sign height shall be in accordance with Section 1003.168C.2(2) Permanent Signs. The copy portion of such sign shall not exceed fifty (50) square feet in area, exclusive of one (1) separate religious symbol without lettering, which may have an additional outline area not exceeding twenty (20) square feet.

(1b) A church or house of worship shall have no more than one (1) attached identification sign with the size requirements in accordance with Section 1003.168C.3(1) Sign Regulations - Permanent Signs.

(1c) A church or house of worship within the City of Chesterfield is permitted to have two (2) off-site directional signs, not to exceed six (6) square feet. The sign message shall be limited to church name and location/direction. A permit is required for all church signs. If the sign is not maintained, the City will require its repair or removal.

(2a) Hospitals, public park and recreation facilities, schools, libraries, auditoriums, and similar institutions for public assembly located in the "NU" Non-Urban District, "AG" Agricultural or any residential district and having a minimum frontage of two hundred fifty (250) feet on a roadway shall be permitted one (1) freestanding identification sign not to exceed fifty (50) square feet in outline area per face on each roadway meeting the above minimum frontage requirements. Said identification sign height shall be in accordance with Section 1003.168C.2(2) Permanent Signs.

(2b) Each hospital, public park and recreation facility, school, library, auditorium, or other similar institutional use located within the "NU" Non-Urban District, "AG" Agricultural or any residential district shall have no more than one (1) attached identification sign, with the size requirements in accordance with Section 1003.168C.3(1) Sign Regulations - Permanent Signs.

(3) 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 and no more than twenty (20) percent of any window on any other level of the building. A sign permit shall not be required for any window sign.

(4) Signs placed on vending machines, express mailboxes, or service station pumps advertising products sold or services offered from the particular machine, mailbox, or pump are permitted. However, no vertical or horizontal projection greater than six (6) inches from the surface of the machine, mailbox, or pump is permitted. Any other sign placed on the machine shall be considered as an advertising, business, directional, or information sign, subject to the regulations of the zoning district in which such sign is located.

(5) A restaurant with a drive-up or drive-through food pick up facility may have either one (1) freestanding or one (1) wall menu sign not to exceed thirty-two (32) square feet in area associated with the order station. No freestanding menu sign shall exceed eight (8) feet in height or width or be illuminated in any manner other than from an internal source.

(6) A financial institution 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 facility. No freestanding sign for such a facility shall exceed eight (8) feet in height or width or be illuminated in any manner other than from an internal source.

(7) A service station with a canopy may have no more than one (1) sign which may include the name and logo of the business and one (1) sign which may include the words "self-service" and "full service" 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 lots, such signs may be located on each of any three (3) sides of the vertical face of the canopy, excluding canopy supports.

(8) In addition to other freestanding or attached wall signs in this section, an individual lot or project may have a sign displaying time and temperature, and/or stock market activity not to exceed twenty-four (24) square feet in outline area per face. Such sign may be attached to the same structure of any permitted freestanding business sign, or may be a flat sign permanently affixed to the face of a building. When affixed to a building, such

sign shall not project above the eave line of the roof.

(Ord. No. 1269, § 1, 5-19-97; Ord. No. 1524, § 1, 6-21-99; Ord. No. 1551, § 1, 8-19-99; Ord. No. 2619 §1(Attch. A), 8-16-10)

APPENDIX A ZONING*

1003.168D. Sign regulations--Temporary signs and attention getting devices.

The provisions of this section shall govern the erection of all temporary signs and attention getting devices, together with their appurtenances, with respect to size, height, location, and construction.

1. *General.*

(1) A sign not permanently affixed to a vehicle or trailer, which is parked or located such that the primary purpose is to display such sign, is prohibited. This prohibition shall not apply to signs or lettering on buses, trucks, or other vehicles while in use in the normal course of business.

(2) For, the purpose of these regulations, a temporary sign shall be considered any sign permitted for a duration not to exceed one (1) year.

2. *Exempted temporary signs.* The following additional temporary signs are permitted in any zoning district without a temporary sign permit:

- (1) Temporary signs indicating danger.
- (2) Public notices and legal notices required by law.
- (3) Window signs.
- (4) Holiday or seasonal displays.
- (5) Signs mandated by the Federal, State, local or city government.

(6) Now Hiring Banners under twenty-five (25) square feet and attached to a permanent structure.

3. *Advertising/informational signs (on-premises).* The following provisions shall govern the erection of all temporary advertising/informational signs and appurtenances with respect to size, height, location and construction.

(1) *Banners.* Commercial banners, except those used for real estate leasing, affixed to a fence or wall or similar structure are allowed in conjunction with a special promotion or grand opening with a temporary sign authorization. Such signs are permitted in all commercial districts, industrial districts and "MXD" Mixed Use Development Districts and in the "NU" Non-Urban Districts, "AG" Agricultural, and all residential districts with a Conditional Use Permit. The use of a banner in conjunction with a grand opening shall be limited to a fifteen (15) day period. Banners used for special promotions shall be limited to

thirty (30) days per calendar year for each business. Said banner shall not exceed fifty (50) square feet in outline area.

(2) *Flags.* One (1) commercial flag incorporating a business name and/or logo may be flown in conjunction with a flag display in all Commercial, Industrial and Mixed Use Development Districts. One (1) commercial flag incorporating a business name and/or logo used in conjunction with a flag display may be flown in the "NU" Non-Urban District, "AG" Agricultural and all residential districts with a Conditional Use Permit. A minimum of three (3) flags, including a local, State or National flag in addition to one (1) permitted commercial flag shall constitute a flag display. All flag lengths excepting the national flag, shall not exceed ten (10) feet, with a pole height not to exceed forty (40) feet. A zoning authorization and building permit is required prior to erecting any flag pole.

(3) *Garage sale.* Garage sale signs may be erected on premises in the "NU" Non-Urban District, "AG" Agricultural and all residential districts only. A temporary sign authorization is not required for garage sale signs.

(4) *Public information signs.* Freestanding public information signs are allowed in any zoning district with a temporary sign authorization. Said signs shall not exceed thirty-two (32) square feet nor extend more than ten (10) feet above the elevation of the street adjacent, or the average existing finished grade at the base of the sign, whichever is higher. The height of any public information sign shall not exceed six (6) feet when located in the minimum front yard setback of a particular zoning district.

(5) *Sandwich boards.* Sandwich boards, not to exceed eight (8) square feet per face may be used to convey commercial messages in all Commercial Districts, Industrial Districts and "MXD" Mixed-Use Development Districts. A sandwich board shall be considered as an incidental sign, and therefore, should not be visible from off-site. At no time shall a sandwich board block a public walkway. A zoning authorization is not required for a sandwich board.

(6) *Window signs.* Window signs may be placed on any window in addition to other permitted signs. However, the outline area of the signs, whether temporary or permanent, shall occupy no more than forty (40) percent of or first floor level of the outline area of any window on the ground building and nor more than twenty (20) percent of any window on any other level of the building. A zoning authorization shall not be required for window signs.

(7) *Living or human signs.* Living or human signs associated with a commercial or retail business or activity are permitted on the premises of the business for which the advertising is for. The maximum size of a sign that may be held by an individual is 3 square feet. These signs do not require municipal zoning authorization and are not permitted off-site, nor within the right-of-way.

4. *Advertising/informational signs (off-premises).*

(1) *General.* Temporary off-premises advertising/informational signs such as signs on bus shelters and portable signs attached to vehicles are prohibited by the provisions of these regulations.

(2) *Specific regulations and exemptions.* Banners and freestanding public information signs which convey public, not-for-profit, or civic information are permitted with a temporary sign authorization. Street banners shall not exceed thirty (30) inches by eighty-four (84) inches per face. Freestanding public information signs shall not exceed thirty-two (32) square feet in outline area or ten (10) feet in height above the elevation of the adjacent street, or average existing finished grade at the base of the sign, whichever is higher. Signs that are accessory to signage for a civic, non-commercial event, shall be subject to

Department of Planning approval.

5. *Political signs.* Political campaign signs announcing the candidates seeking public political office and other pertinent data. The maximum area for any one (1) sign shall be eight (8) square feet, with a total area of sixteen (16) square feet permitted for each lot or unit. These signs shall be erected only on private property and shall be removed within seven (7) days after the election for which they were made.

6. *Temporary off-premise - directional signs.*

(1) Temporary off-premise directional sign(s) shall be allowed for businesses where recent changes in traffic patterns adversely affect access to said business, as determined by the Department of Planning. Said temporary directional sign(s) may be erected for a period not to exceed six (6) months following completion of construction.

(2) Said temporary directional sign(s) shall not exceed ten (10) square feet in outline area per face, nor 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.

(3) The height of a temporary directional sign shall not exceed three (3) feet when located within the minimum front yard setback of each particular zoning district.

(4) No temporary directional sign shall be located on or over a public right-of-way without approval of the City of Chesterfield, and/or St. Louis County Department of Highways and Traffic, and/or the Missouri Highway and Transportation Department, as applicable.

7. *Temporary signs - development related.*

(1) *General.* Only one (1) construction, future use of site, or subdivision promotion sign may be erected per roadway frontage at any one time after first obtaining the required zoning authorization and sign permit. At no time shall guy wires or auxiliary support posts be used to anchor a temporary development related sign.

(2) *Banners, subdivision identification.* Subdivision identification banners are allowed in any zoning district with a temporary sign authorization. Said banners shall not exceed thirty (30) inches by eighty-four (84) inches in sign area and shall be erected, internal to a subdivision, for a period not to exceed two (2) years.

(3) *Flags, subdivision promotion.* Within developing subdivisions, subdivision promotion flags are allowed without securing a temporary sign authorization; however, a zoning authorization and building permit is required prior to erecting a flag pole. Said flags shall not be flown on poles exceeding sixteen (16) feet in height with a flag length not to exceed two and one-half (2 1/2) feet. Subdivision promotion flags shall be internal to a subdivision and not visible from beyond the limits of said subdivision.

(4) *Temporary construction signs.* Construction signs which identify the architects, engineers, contractors or other individuals or firms involved with construction on a site may be erected during the construction period. Each construction site may have no more than one (1) such sign facing each roadway on which the site has frontage. No construction sign shall exceed thirty-two (32) feet in outline area, nor exceed ten (10) feet in height above the average existing finished grade.

The signs shall be confined to the site of the construction and shall be removed no

later than fourteen (14) days after completion of all construction on the site or after ninety (90) days of suspension of work. The message on a construction sign shall not include any advertisement of an product but may include information announcing the character of the business enterprise or the purpose for which the business is intended.

The maximum outline area of a temporary construction sign may be increased to sixty-four (64) square feet subject to Planning Commission approval as outlined in Section 1003.158.3(2) Sign Regulations - General.

(5) *Temporary signs announcing future use of site.* Signs announcing the future use of a site, by a use permitted by the regulations of the particular zoning district in which the lot or development is located or by an approved special procedure permit, may be erected 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 fourteen (14) days after the completion of construction of a building on the site in the case of a previously undeveloped site, or the occupancy of an existing building, or the beginning of the intended use of the site where no building is to be constructed.

Each site may have no more than one (1) such sign facing each roadway on which the site has frontage. No such sign shall exceed thirty-two (32) square feet in outline area per facing, nor exceed ten (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 sixty-four (64) square feet, subject to Planning Commission approval, as outlined in Section 1003.168.3(2) - Sign Regulations General.

(6) *Subdivision direction signs.*

(a) For the purpose of these regulations a subdivision direction sign is a sign placed at some location outside the limits of a residential subdivision intended to inform and direct the general public to an approved or pending development. Subdivision direction signs may not be erected until a site plan or preliminary plat has been approved for the subject development, The message upon the sign shall be limited to the name of the subdivision, the name of the developer, insignia, price range, a directional arrow, and written directions.

(b) Signs may have one (1) face, a face on each side of the sign board, or be V-shaped (not to exceed an interior angle of sixty (60) degrees) and contain two (2) faces.

(c) Subdivision direction signs may be erected on properties at any of the corners of intersecting streets, highways or roads, subject to the following criteria:

1) Location:

i) Within the area bounded by the street right-of-way lines, a line connecting two (2) points from the street right-of-way lines one hundred thirty (130) feet from the point of intersection of the street right-of-way lines, but not including the area within the sight distance triangle; or

ii) Subdivision direction signs may be erected beyond a point

located not closer than one hundred thirty (130) feet, but not farther than two hundred thirty (230) feet from the point of intersection of the street right-of-way lines, as measured along the right-of-way line.

iii) In the case of non-symmetrical intersections, the limits established for sign placement shall be measured from the prolongation of the right-of-way lines on the opposite side of the street.

iv) No subdivision direction sign shall be erected within the sight distance triangle or otherwise be placed to obstruct vehicular sight distance.

2) Subdivision direction signs shall be located no closer to the street right-of-way line than permitted under the requirements for structure setbacks of the applicable zoning district.

3) Guy wires shall not be utilized to anchor the sign.

4) Subdivision direction signs shall not be located closer than twenty (20) feet to any other sign.

(d) Not more than four (4) subdivision direction signs, each authorizing the placement of a single subdivision direction sign at a location, will be authorized for each development, at any given time. Each development is allowed not more than four (4) sign locations concurrently. For the purposes of this section, multiple plats or phases of contiguous development shall be considered a single development without regard to ownership.

(e) All subdivision direction signs shall be removed within one (1) year of the date the authorization was issued for said sign.

(f) A limit of one (1) sign per development shall be allowed at an intersection.

(g) A residential subdivision located outside the City limits of the City of Chesterfield shall be permitted one (1) subdivision directional sign to be located within the City of Chesterfield.

(h) A limit of four (4) subdivision direction signs shall be allowed per intersection. Only one (1) of the four (4) subdivision direction signs per intersection shall be permitted for a residential development located outside the City limits of the City of Chesterfield.

(i) Each sign face shall have a decorative border of a minimum width of one and one-half (1 1/2) inch.

(j) No single sign shall exceed thirty-two (32) square feet or be less than sixteen (16) square feet in outline area. The total permitted sign area allocated for an individual development shall not exceed ninety-six (96) square feet.

(k) A municipal zoning authorization shall be obtained from the City of Chesterfield, Department of Planning and Public Works for the placement of all

subdivision direction signs. Applicant must provide a written consent authorizing the removal of said sign upon permit expiration. Any existing subdivision directional sign erected prior to the establishment of this ordinance shall be permitted until expiration of the municipal zoning authorization.

(l) **Sign Maintenance.** The permittee of any approved subdivision direction sign is required to maintain such signage in a safe and satisfactory manner. A sign is considered to be unsafe and in unsatisfactory condition if the sign contains peeling paint, and/or the sign surface or support structures is rotted, warped, damaged, faded, sun baked or deteriorated. If the City of Chesterfield determines repair is needed and the owner fails to repair said sign within thirty (30) days of receiving notification of the disrepair, the City will remove such signs at the permittee's expense.

(7) *Subdivision promotion signs.*

(a) For the purpose of these regulations, a subdivision promotion sign is a sign which may be erected within a subdivision in progress and which is intended to inform the general public about the project. Subdivision promotion signs may not be erected until a site plan or preliminary plat has been approved for the subject development. The message upon the sign shall be relevant to the subdivision. Including the name of the subdivision, the name of the developer, insignia, price range and related information.

(b) Subdivision promotion signs shall not exceed thirty-two (32) square feet. The maximum outline area of a subdivision promotion sign may be increased to sixty-four (64) square feet subject to approval by the Planning Commission as outlined in Section 1003.168.3(2), Sign Regulations.

(c) Subdivision promotion signs shall not exceed ten (10) feet in height above the average existing finished grade at the base of the sign or above the elevation of the adjacent street.

(d) **Location:**

i) Subdivision promotion sign(s), may be erected at each main entrance to a subdivision or at the entry to each individual plat of a subdivision.

ii) No subdivision promotion sign shall be erected within the sight distance triangle or otherwise be placed to obstruct vehicular sight distance.

iii) No subdivision promotion sign shall be located within a street right-of-way, access easement or designated emergency access way.

(e) Guy wires shall not be utilized to anchor the sign.

(f) A municipal zoning authorization shall be obtained from the City of Chesterfield, Department of Planning and Public Works for the placement of all subdivision promotion signs. Applicant must provide a written consent authorizing the removal of said sign upon permit expiration.

(g) Sign maintenance. The permittee of any approved subdivision promotion sign is required to maintain such signage in a safe and satisfactory manner. A sign is considered to be unsafe and unsatisfactory condition if the sign contains peeling paint, and/or the sign surface or support structures is rotted, warped, damaged, faded, sun baked or deteriorated. If the City of Chesterfield determines repair is needed and the owner fails to repair said sign within thirty (30) days of receiving notification of the disrepair, the City will remove such signs at the permittee's expense.

(8) *Display house signs.*

(a) For the purpose of these regulations a display house sign is a sign placed on a subdivision lot where a display house has been properly permitted by the City. The display house sign is intended to provide information to the general public related to the display home. In those instances where lots have not yet been permitted, display house signs shall only be permitted in those locations where construction has been authorized by an approved display house plat.

(b) A single display house promotion sign may be erected on each lot on which a display house has been erected.

8. *Attention-getting devices (on-premises).*

(1) *General.* Attention-getting devices which shall include, but are not limited to balloons, beacons, festoons, pennants and streamers shall be allowed in conjunction with a grand opening for each business. Said devices shall be in use for a period not to exceed fifteen (15) consecutive days and only upon the initial opening of each business. Attention-getting devices, with the exception of balloons, may be used in conjunction with a special promotion for a period not to exceed forty-five (45) days per calendar year. A temporary zoning authorization is not required for an attention-getting device.

(Ord. No. 664, § 1, 3-16-92; Ord. No. 1189, § 1, 6-17-96; Ord. No. 1269, § 1, 5-19-97; Ord. No. 1524, § 1, 6-21-99; Ord. No. 1551, § 1, 6-21-99; Ord. No. 1555, § 1, 8-19-99; Ord. No. 2486, § 1(Attach. A), 10-6-08; Ord. No. 2623, § 1(Attach. A), 9-1-10)

APPENDIX A ZONING*

1003.168E. Sign regulations--Exempt and prohibited signs.

1. *Exempt signs.* The following signs shall be exempt from the provisions of this ordinance. However, setback and height requirements for all structures, where applicable, shall be in accord with the regulations of the particular zoning district in which the structure is located.

- (1) Official traffic or government signs, including memorial plaques and signs of historical interest.
- (2) Flags of any nation, government, or non-commercial organization.
- (3) Scoreboards on athletic fields.

(4) Display window signs, not attached to a window, incorporated and related in content to such a display.

(5) Temporary signs indicating a potential danger.

(6) Public notices and legal notices required by law.

(7) Holiday or seasonal display. Property owners and tenants shall be permitted to put up and display decorations and displays celebrating or denoting religious holidays or events, the seasons of the year, state and national holidays, and similar occasions; provided, however, that this shall not allow balloons or similar devices prohibited herein; nor shall such seasonal displays be in place for a period longer than thirty (30) days. Should any seasonal display fail to meet these criteria, it shall be considered a sign under this section. If any seasonal display conveys a commercial advertising message or bears the name of the business, it shall be considered a sign.

(8) Gravestones.

(9) Statues.

(10) Commemorative tablets and monument citations of less than ten (10) square feet that are an integral part of a permanent structure.

(11) Incidental signs such as signs placed on vending machines, mailboxes, or service station pumps. Any sign such as a sandwich board with a commercial message that cannot be understood from a position off-site shall be considered incidental.

(12) Accessory signs not exceeding four (4) square feet in outline area, which have an accessory use with respect to the lot on which the sign is located.

(13) Identification signs which shall consist of lettering permanently attached to a wall or building, not exceeding four (4) square feet in outline area, which announce the name, and/or occupation, of the building occupant and is absent of any illumination.

(14) Post office address.

(a) All buildings and structures having a post office address, shall list the street number of such post office address on the front of the building or structure in a type of sufficient size as to be clearly visible from any street adjacent to the property. In any case where the building or structure is not visible from the street that is adjacent to the property, or if the building is more than one hundred fifty (150) feet from the street adjacent to the property, the street number must be placed at some location on said property within fifty (50) feet of the adjacent street. This number need not always be on a mailbox, but a number on the mailbox on said property will satisfy the requirements of this statute. In the case of buildings or structures which are adjacent to more than one (1) street, the number shall be visible from the street to which the post office address corresponds.

(b) All buildings or structures which are used for business, commercial industrial, manufacturing or public purposes which have post office addresses shall list the street number of such post office address on the front of the building in a type of sufficient size (minimum three (3) inches, maximum twelve (12) inches) as to be clearly visible from a street adjacent to the property and on the rear of the building on the right edge of the building

when facing the rear of the building and not less than six (6) feet nor more than eight (8) feet above the ground level.

2. *Prohibited signs.* All signs not expressly permitted under this ordinance or expressly exempt from regulation hereunder in accordance with the above section are prohibited within the City of Chesterfield. Such signs shall include:

- (1) Abandoned signs.
- (2) Balloons.
- (3) Electronic message centers.
- (4) Off-premises signs.
- (5) Portable signs, unless used to convey public, not-for-profit, or civic information.
- (6) Projecting signs.
- (7) Rooftop signs,
- (8) Signs attached or painted on vehicles parked and visible from the public right-of-way unless said vehicle is used in the normal day-to-day operations of a business.
- (9) Signs affixed to bus stop shelters or other similar structures.

3. *Real estate signs.* Real estate signs advertising the sale, rental or lease of a property or portion thereof may be erected on the property being offered. Each property may have no more than one (1) such sign facing each roadway on which the property has frontage. These signs may be either freestanding or attached wall signs or banners. Such signs shall be confined to the property in question and shall be removed within fourteen (14) days after the sale, rental or lease being advertised. A sign permit and zoning authorization shall not be required for freestanding real estate signs which are not greater than twenty-five (25) square feet in outline area.

(a) Total area of real estate signs in the "FP" Flood Plain District, "PS" Park and Scenic District, "NU" Non-Urban District, "AG" Agricultural" or any residential district on vacant, undeveloped property containing five (5) or more acres in area shall not exceed thirty-two (32) square feet in outline area per frontage or eight (8) feet in height.

(b) Total area of other real estate signs located in the "FP" Flood Plain District, "PS" Park and Scenic District, "NU" Non-Urban District, "AG" Agricultural, and all residential districts shall not exceed sixteen (16) square feet in outline area per frontage or three (3) feet in height.

(c) Total area of real estate signs located in any commercial district, industrial district, or "MXD" Mixed Use Development District shall not exceed thirty-two (32) square feet in outline area per frontage or five (5) feet in height.

(Ord. No. 1269, § 1, 5-19-97; Ord. No. 1353, § 1, 11-17-97; Ord. No. 1524, § 1, 6-21-99)

APPENDIX A ZONING*

1003.168F. Sign regulations--Nonconforming signs.

1. *Scope of provisions.* The provisions of this section shall apply to all nonconforming signs. A nonconforming sign is one which existed lawfully whether by variance or otherwise, on the date this Zoning Ordinance or any amendment thereto became effective, and which fails to conform to one or more of the applicable regulations of the Zoning Ordinance or such amendment thereto.

Such non-conformities may be incompatible with permitted land uses and structures in the zoning districts in which they are situated; and they confer upon their owners and users a position of unfair advantage.

2. *Statement of intent.* Non-conformities are not to be expanded, and they should be abolished or reduced to conformity as quickly as the fair interest to the parties will permit.

3. *General provisions.*

(1) An existing nonconforming sign shall not cause or authorize further departures from the Zoning Ordinance. An existing nonconformity may be continued except as hereinafter limited in this section. A nonconforming sign may be changed to another sign only in accord with the following:

(a) The new sign may be one that is permitted in the underlying district governing the property in which the nonconformity is situated, provided that the new sign complies with the regulations of that district; or

(b) The new sign may be one that is permitted in the most restrictive district in which the nonconforming sign is a permitted sign, provided that the new sign complies with the regulations of that district.

For the purpose of this paragraph, a permitted sign means only a sign listed as a permitted sign under one of the districts of this appendix, excluding the "C-8," "M-3," "PC," "PI" or "MXD" Districts.

(2) The existence of any present nonconformity anywhere in the city shall not itself be considered grounds for the issuance of a variance for a sign on other property.

(3) A nonconformity shall not be deemed to have existed on the date this Zoning Ordinance or any amendment thereto became effective; unless:

(a) It was in existence on a continuous basis and to its fullest extent on such date.

(b) If such nonconformity and such use has not been abandoned as hereinafter defined.

Provided, however, that nothing in this ordinance shall be deemed to require a change in the plans, construction, or designated use of any sign on which actual construction was lawfully begun in good faith prior to such date, if such construction is diligently prosecuted to completion within six (6) months following such date. Actual construction is hereby defined to include the

placing of construction materials so that they are in a permanent position and fastened to the earth in a permanent manner.

(4) A nonconforming sign shall not be enlarged or relocated except:

(a) As may be required by law or where relocation is relocated by governmental authority.

(b) To the extent hereinafter permitted.

(c) An existing advertising sign which is legally nonconforming or would be legally nonconforming, but, for failure to have terminated such nonconformity within five (5) years as provided in Section 1003.260 of the St. Louis County Zoning Order of 1946, or Section 1003.170 of the St. Louis County Zoning Ordinance of 1965, may be repaired, reconstructed or structurally altered, but may not be enlarged or relocated.

(d) Restoration, alteration or reconstruction of the sign face shall not be considered as an increase in nonconformity of a nonconforming sign.

(5) Nothing in this ordinance shall be deemed to prohibit the restoration of any sign and its use where such sign has been destroyed by any means out of the control of the owner to an extent less than sixty (60) percent of its replacement value at the time of destruction, provided the restoration of such sign and its use in no way increases any former nonconformity, and provided further that restoration of such structure is begun within six (6) months of such destruction and diligently prosecuted to completion within six (6) years following such destruction. Whenever such sign has been destroyed by any means out of the control of the owner to an extent of more than sixty (60) percent of its replacement value at the time of destruction, as determined by the Zoning Enforcement Officer, or by any means within the control of the owner to any extent whatsoever, the sign shall not be restored except in full conformity with all regulations of the district in which such structure is situated. When a sign is determined to be substandard (i.e., deteriorated, in disrepair, or is unsightly) by the Zoning Enforcement Officer of the City of Chesterfield under any applicable ordinance of the City and the cost of placing the sign in condition to satisfy the standards under such ordinance shall exceed sixty (60) percent of the reconstruction cost of the entire sign, such nonconforming sign shall not be restored for the purpose of continuing a nonconforming use. However, none of the restrictions contained in this section shall limit the authority of the Board of Zoning Adjustment to grant relief for reconstruction of a nonconforming sign, as provided in Section 1004.070.

4. *Abandonment of signs.*

(1) Any nonconforming sign which has been abandoned shall not thereafter be re-established.

(2) The term "abandonment," as used herein, shall mean the voluntary discontinuance of a use, when accompanied by an intent not to re-establish such use. Any one of the following shall constitute prima facie evidence of intent to abandon.

(a) Any positive act indicating such intent; or

(b) Any conscious failure to take all necessary steps to resume the nonconforming use with reasonable dispatch in the circumstances, including advertising of the property for sale or for lease; or

(c) In the case of a sign or of a sign structure and land in combination, discontinuance of the nonconforming use for twelve (12) consecutive months.

(Ord. No. 1269, § 1, 5-19-97; Ord. No. 1524, § 1, 6-21-99)

APPENDIX A ZONING*

1003.168G. Sign Regulations--Real Estate Signs.

The following provisions shall govern the erection of all real estate signs, together with their appurtenant and auxiliary devices with respect to size, number, height, location and construction.

(1) *Real estate signs.* Real estate signs advertising the sale, rental or lease of a property other than single family residential property or portion thereof may be erected on the property being offered.

(a) *Signs erected prior to occupancy of a building.*

(i) Each property may have no more than one (1) such sign facing each roadway on which the property has frontage. These signs may be either freestanding, attached wall sign, or banner attached to the unoccupied building.

(ii) Such signs shall be confined to the property in question and shall be removed within fourteen (14) days after the closing of the sale, rental or lease being advertised.

(iii) A sign permit shall not be required for freestanding real estate signs which are not greater than nine (9) square feet in outline area; however, a zoning authorization is required for all real estate signs.

(iv) Real estate signs in the "FP" Flood Plain District, "PS" Park and Scenic District, "NU" Non-Urban District, or any residence district on vacant, undeveloped property containing five (5) or more acres in area shall not exceed thirty-two (32) square feet in outline area per facing. Signage for parcels less than five (5) acres shall not exceed nine (9) square feet in outline area per facing.

(v) Real estate signs located in any planned commercial district, planned industrial District, or "MXD" Mixed Use Development District shall not exceed thirty-two (32) square feet in outline area per facing.

(b) *Signs erected after occupancy of a building.*

(i) Each property may have no more than one (1) such sign facing each roadway on which the property has frontage. These signs shall be freestanding.

(ii) Such signs shall be confined to the property in question and shall be removed within fourteen (14) days after the closing of the sale, rental or lease being advertised.

(iii) Signs shall not exceed sixteen (16) square feet in outline area per facing.

(iv) Approval shall be required by the City of Chesterfield for all signage with the exception of the "FP" Flood Plain District, "PS" Park and Scenic District, "NU" Non-Urban District, or any residence district.

1. Application shall include:

a. Information on how such sign coordinates with the overall sign package for the development.

b. For real estate signs indicating property for rent or lease, a report shall accompany the application indicating the available lease space. Such reports shall be updated on a yearly basis (January 1) for as long as the sign is being requested.

(Ord. No. 1551, § 1, 8-19-99)

Complete Sign & Lighting



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CUSTOMER
Wolfe Properties

JOB LOCATION
Chesterfield Blue Valley

CONTACT
Dean Wolfe

PROJECT
Chesterfield Blue Valley Pylon

SALES PERSON
Dave Brand Sr.

DATE
12/18/12

RENDERING #
12-0173-1

SCALE
3/16"=1'-0"

DRAWN BY
Dave Filla

SAVED AS
CBV pylon-monuments

REVISION DATE

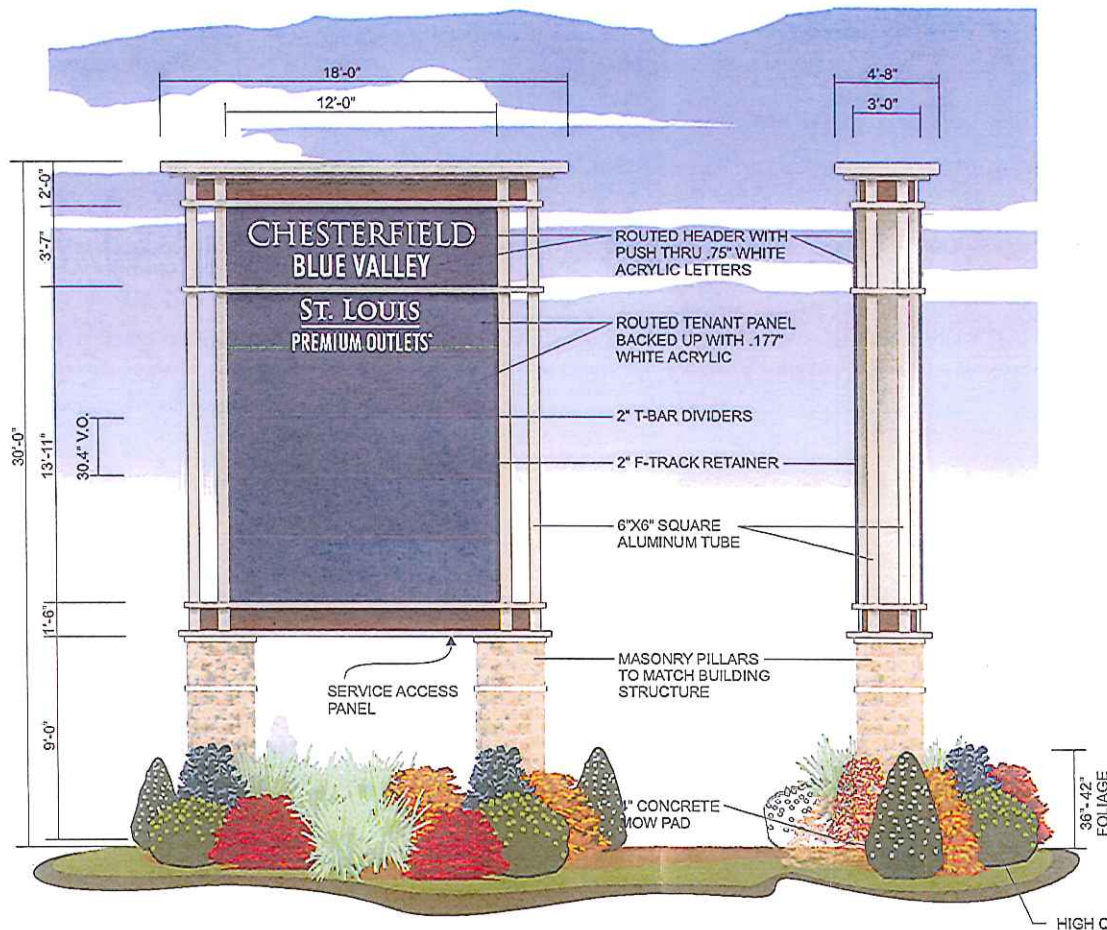
REVISION(S)
Increased the height of foliage.



- APPROVED AS IS
- APPROVED AS NOTED
- REVISE & RESUBMIT

INITIALS _____

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ILLUMINATED TENANT PYLON

SCALE: 3/16"=1'-0"

INTERNALLY ILLUMINATED DOUBLE FACED TENANT PYLON.

STRUCTURE FABRICATED WITH EXTRUDED ALUMINUM ANGLE AND SKINNED WITH .080" ALUMINUM FLAT STOCK AND 6"X6" ALUMINUM TUBE PILLARS. STRUCTURE PAINTED AS SHOWN WITH MATTHEWS MP11531 BARBERA RED SATIN SMOOTH FINISH AND 2ND COLOR TBD (MATCH BUILDING COLOR) WITH TEXTURED FINISH. STRUCTURE ILLUMINATED WITH 250 WATT METAL HALIDE LAMPS.

CHESTERFIELD CABINET - CNC ROUTED FACE WITH .75" PUSH THRU WHITE ACRYLIC LETTERS. ACRYLIC LETTERS SECURED WITH STUDS AND VHB TAPE. CABINET PAINTED MATTHEWS MP08065.

TENANT CABINET - EXTRUDED ALUMINUM ANGLE FRAME WITH 2" T-BAR DIVIDERS AND REMOVABLE F-TRACK RETAINERS ON EACH END. CNC ROUTED TENANT PANELS BACKED UP WITH .177" WHITE ACRYLIC SECURED WITH STUDS AND VHB TAPE. CABINET STRUCTURE AND TENANT PANELS PAINTED MATTHEWS MP08065.

STRUCTURE BASE TO HAVE SERVICE ACCESS PANEL ON UNDERSIDE.

MASONRY TO MATCH BUILDING STONE AND COLOR. MASONRY DONE BY OTHERS.

4" CONCRETE MOW PAD AROUND PILLARS.

DECORATIVE HIGH QUALITY LANDSCAPING DONE BY OTHERS.

SIGN UL LISTED.

- MATTHEWS ACRYLIC POLYURETHANE MP08065 BLUE VALLEY SATIN SMOOTH FINISH
- MATTHEWS ACRYLIC POLYURETHANE MP11531 BARBERA RED SATIN SMOOTH FINISH
- COLOR TBD (MATCH BUILDING COLOR) TEXTURED FINISH



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 680 OF THE NATIONAL ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

Exhibit 10

Single Occupant Retail Buildings 30,000 Sq.Ft. or Greater



Combination of Tenant Signage Plus Tagline/Logo N.T.E. 7.50% of Wall Area

