

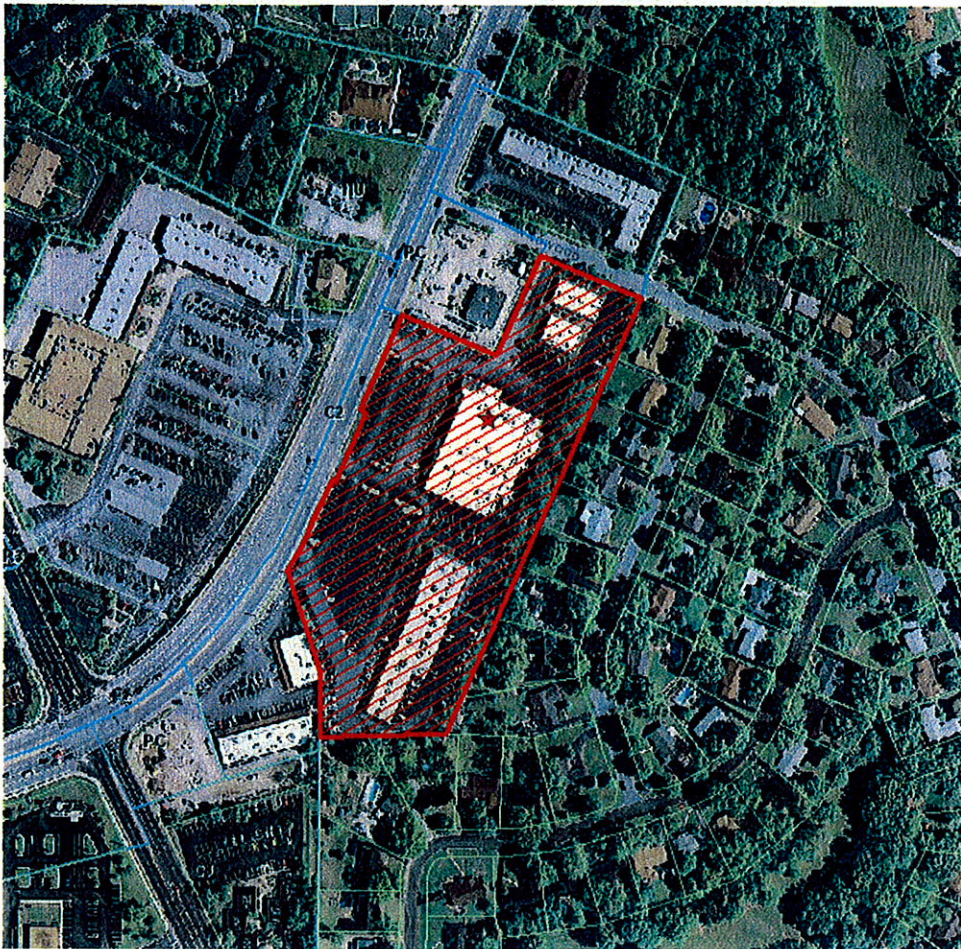
Notice of Public Hearing
City of Chesterfield
Board of Adjustment

IV. B.

NOTICE IS HEREBY GIVEN that the Board of Adjustment of the City of Chesterfield will hold a Public Hearing on Thursday, August 7, 2008 at 7:00 p.m. in the City Council Chambers at the City of Chesterfield City Hall, 690 Chesterfield Parkway West, Chesterfield, Missouri, 63017

The Board will consider the following item held from its July 10, 2008 meeting:

B.A. 06-2008 14810 W. Clayton Road (Wildwood Plaza Shopping Center/Lester's): A request for variance from Section 1003.168 of the City of Chesterfield Zoning Ordinance to permit an attached wall sign at Wildwood Plaza Shopping Center to exceed five percent (5%) of the of the wall area of the business on which it is attached. (21R420686)



All interested parties are invited to appear and be heard at the hearing.

Copies of the request are available for review at the City Government Center Monday through Friday, from 8:30 a.m. to 4:30 p.m. If you should need additional information about this project, please contact Annissa McCaskill-Clay, Lead Senior Planner telephone at 636-537-4737 or by email at amccaskill@chesterfield.mo.us

City of Chesterfield
Annissa McCaskill-Clay, AICP
Lead Senior Planner



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

July 31, 2008

Board of Adjustment
City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, MO 63017

Re: **B.A. 06-2008 14810 W. Clayton Road (Wildwood Plaza Shopping Center/Lester's)**: A request for variance from Section 1003.168 of the City of Chesterfield Zoning Ordinance to permit an attached wall sign at Wildwood Plaza Shopping Center to exceed five percent (5%) of the of the wall area of the business on which it is attached. (21R420686)

Dear Board Members:

General Sign Company, on behalf of Lester's, has submitted for your review and action a request to the Board of Adjustment for the above-mentioned variance. In review of the petitioner's request, the Department of Planning and Public Works submits the following report:

Background of site

1. Wildwood Shopping Plaza is a 6.82 acre tract of land zoned "C-2" Shopping District. This site was zoned "C-2" by St. Louis County in 1965, prior to the incorporation of the City of Chesterfield.
2. Lester's Sports Bar and Grill is a new tenant in the Plaza, which is managed by Hutkin Development.
3. Section 1003.168C.3.1(b) of the Zoning Ordinance states, "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.
4. On June 30, 2008, an Application for a Sign Permit was rejected by the City of Chesterfield as the proposed signage was **148** square feet. Per

the calculations of the Department of Planning and Public Works, the permissible square footage for signage is 68 square feet.

Petitioner's Request

From Petitioner's Application page 3: "*Larger' sign area needed to compensate from mansard roof criteria and to be the same 'lighted' area as old 'End Zone' signage. Sign is not visible to "head on" traffic due to distance of setback from Clayton Rd..*"

Basis for appeal of the above action

From the Petitioner's Application, Pg. 2: "*Lighted' area of sign same as previous 'End Zone' signage square feet. New sign design 'penalizes' square foot allowance vs. old sign.*"

Approval criteria

1. In order to grant a variance, there must be proof that the applicant did not bring the burden upon himself through some action, but instead had the burden imposed on him.
2. An individual cannot create a situation and then claim they need a variance. *Wolfner v. Board of Adjustment of City of Warson Woods*, 114 S.W.3d 298 (Mo.App.E.D., 2003).
3. The burden of proving the elements is on the applicant.
4. Missouri Revised Statue Chapter 89.090 requires that a Board of Adjustment may only grant variances when the applicant has established the necessary "practical difficulties or unnecessary hardship" and when "the spirit of the ordinance shall be observed, public safety and welfare secured and substantial justice done."
5. Section 2-216 of the City of Chesterfield Municipal Code states the Board of Adjustment shall have the following powers:
"To permit a variation in the yard requirements of any zoning district or the building or setback lines from major highways as provided by law where there are practical difficulties or unnecessary hardships in the carrying out of these provisions due to an irregular shape of the lot, topographical or other conditions, provided that such variance will not seriously affect any adjoining property or the general welfare of the public;"

6. Section 2-216(5) of the City of Chesterfield Municipal Code states that,

"In making its decision, the Board must be satisfied that the granting of such a variance will not merely serve as a convenience to the applicant but will alleviate some demonstrable and unusual hardship or difficulty which is unique to the petitioner in his use, so great as to warrant a variation from the sign regulations as established by the City of Chesterfield Zoning Code or Zoning Ordinance enacted by the City of Chesterfield and at the same time place conditions upon said variance, if necessary, so that the surrounding property will be properly protected."

Action is requested on B.A. 06-2008 14810 W. Clayton Road (Wildwood Plaza Shopping Center/Lester's).

Respectfully submitted



Annissa McCaskill-Clay, AICP
Lead Senior Planner

Exhibits:

1. City of Chesterfield Zoning Ordinance (not in packet)
2. Notice of Publication
3. Affidavit of Publication (not in packet)
4. Staff Report
5. Petitioner's Application
 - i. Application to Board of Adjustment
 - ii. Rejected Application for Sign Permit
6. Section 1003.168C.1(b) of the City of Chesterfield Zoning Ordinance



City of Chesterfield

DEPARTMENT OF PLANNING



APPLICATION TO THE BOARD OF ADJUSTMENT FOR A VARIANCE

The Board of Adjustment is a local body consisting of volunteers appointed by the Mayor. Its responsibility is to hear appeals from decisions of the City of Chesterfield Department of Planning and to consider requests for variances and exceptions. A variance is an approved departure from the provisions of the zoning requirements for a specific parcel, without changing the zoning ordinance underlying zoning of the parcel. A variance usually is granted only upon demonstration of hardship based on the peculiarity of the property in relation to other properties in the same zone district. For questions about this application, please contact the "Planner of the Day" at 636-537-4733. For information about this and other projects under review by the Department of Planning, please visit "Planning Projects" at www.Chesterfield.mo.us.

Check (✓) the type of variance for which you are applying:

- Area (bulk) variance: A request to allow deviation from the dimensional (i.e. height, bulk yard) requirements of a zoning district.
- Appeal of an Administrative determination

Note: A \$70 fee applies

Please note areas in gray will be completed by the Department of Planning.

STATE OF MISSOURI) BOA NUMBER
) HEARING DATE
 CITY OF CHESTERFIELD)
 Petition for Appeal from Zoning Regulations

06-2008
8-7-08

I. APPLICANT INFORMATION

Owner(s) of record of the hereinafter described property according to St. Louis County Assessor's Record: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Tel.: _____ Fax: _____

Petitioner, if other than owner(s): GENERAL SIGN COMPANY
 Address: 13539 NW INDUSTRIAL DR.
 City: BRIDGETON State: MO Zip: 63044
 Tel.: 314-298-0400 Fax: 314 291-7446
 Legal Interest: Sign contractor

(Provide date of contract and date of expiration of contract)

*Attach additional sheets as necessary for other Parties of Interest (Architect, Engineer, etc.)

690 Chesterfield Parkway West, Chesterfield, MO 63017-0760
Ph. (636)537-4746 Fax (636)537-4798 www.chesterfield.mo.us

II. PROPERTY INFORMATION

Project Address: 14810 W. CLAYTON RD

Locator Number(s): 21 R 42 06 86

(List additional locator numbers on separate sheet and attach to petition)

Acreage: 6.775 (To the nearest tenth of an acre)

Subdivision Name (If applicable): _____

Current Zoning District: C2

Legal Description of Property: _____

(Attach additional sheets as necessary)

III. NATURE OF REQUEST FOR VARIANCE

Unique physical characteristics of the lot (e.g., size, slope, etc.): MANSAARD ROOF "ALLOWANCE" IS LESS THAN TOTAL HEIGHT OF WALL; SET BACK DISTANCE OF BUILDING FROM CLAYTON RD.

(Attach additional sheets as necessary)

Description of the necessity of the proposed improvement: BUSINESS ID SIGN

(Attach additional sheets as necessary)

Ordinance Number and section to which a variance is sought: 1003.168

(Attach additional sheets as necessary)

Basis for appeal of the above action: "LIGHTED" AREA OF SIGN SAME AS PREVIOUS "END ZONE" SIGNAGE SQUARE FEET. NEW SIGN DESIGN "PENALIZES" SQUARE FOOT ALLOWANCE VS. OLD SIGN.

(Attach additional sheets as necessary)

Do deed restrictions or subdivision trust indentures for the property prohibit the use or construction which is requested by this petition? Check (✓) one [] Yes [✓] No

Specify the action to which the appeal is sought: "LARGER" sign area needed to compensate for mansard roof CRITERIA AND to be the same "lighted" area as old "END ZONE" signage. Sign is not visible to "HEAD ON" TRAFFIC due to distance of SET BACK FROM CLAYTON RD

(Attach additional sheets as necessary)

Description of the effect or impact on neighboring properties: N/A

(Attach additional sheets as necessary)

Statement of any other hardship or information for this appeal: SIGN DESIGNED to be legible to traffic on CLAYTON RD BASED ON speed of traffic in relation to position of sign on wall.

(Attach additional sheets as necessary)

Please complete the sections below as applicable:

A. Setbacks/Height:

The Petitioner(s) request the following setback(s): N/A

Front yard: _____
Side yard: _____
Rear yard: _____
Height: _____

The City of Chesterfield Zoning Ordinance Regulations require the following setback(s) for this site: N/A

Front yard: _____
Side yard: _____
Rear yard: _____
Height: _____

The following information correctly presents the true conditions and also describes the practical difficulties and unnecessary hardships warranting action by the Board.

Include two (2) completed copies of this application with original signatures and two (2) copies of the following:

1. A site development plan showing:
 - The dimensions and location (including distance from property lines) of all existing and proposed buildings and structures.
 - Letters from abutting property owners stating their position.
2. A \$70.00 fee. (Checks/money orders to be made payable to the City of Chesterfield.)
3. A copy of the City of Chesterfield rejection or denial.

B. Signage:

Number and size of allowable attached business signs by ordinance: _____
ONE (1) SIGN @ 68 SQUARE FEET.

Number and size of allowable freestanding business signs by ordinance: N/A

The petitioner further represents that the increased sign size or height would not be injurious to the neighborhood, or otherwise be detrimental to the public welfare for the following reasons: BUSINESS IN SIGN C WILDWOOD PLAZA NOT IN RESIDENTIAL AREA AND SIGN DESIGN, LAYOUT + SIZE IS CONSISTANT WITH OTHER BUSINESS SIGNS IN AREA.

Include two (2) completed copies of this application with original signatures and two (2) copies of the following:

1. A site plan showing:
 - The subject property with adjoining streets, existing buildings, major parking lot, and distance to property lines.
 - The location of proposed signs.
 - If attached wall signs, the cross section of wall on which sign is to be placed with dimensions and total square feet (or portion of total wall that will contain petitioner's business)

2. A detail sign plan indicating:
 - Dimension of signs with detail sign lettering layout.
 - Total square feet of signs. If attached, what percent of wall.
 - Light detail, if any.

3. Letters from abutting property owners stating their position.

4. A \$70.00 fee. (Checks/money orders to be made payable to the City of Chesterfield.)

5. A copy of the City of Chesterfield rejection or denial.

III. COMPLIANCE

Is property in compliance with all previous conditions of approval of all applicable Ordinance requirements?

Yes [] No. If no, please explain: _____

Is property in compliance with all Zoning, Subdivision, and Code requirements?

Yes [] No. If no, please explain: _____

[THIS SPACE INTENTIONALLY LEFT BLANK]

IX. LIENS AND FINES CERTIFICATION

Project Name: WILDWOOD PLAZA (LESTER'S) Ward: 3
STATE OF MISSOURI, CITY OF CHESTERFIELD N/A

[I] [we], _____ (a duly licensed attorney or title insurance company)
(print, type or stamp name of attorney or title company)

in the State of Missouri), do hereby certify to the Council of the City of Chesterfield that [I] [we] have examined the title to the herein described property; that [I] [we] find the title to the property is vested to _____ ; that there are no fines and/or liens of record on the property
(name of owner(s))

by or owed to the City of Chesterfield [or] that the following fines and/or liens are owed to the City of Chesterfield:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

(Attorney-at-law licensed in Missouri) Date
Missouri Bar # _____

-or-

(Officer of title insurance company) Date
Print, type or stamp name and title

[THIS SPACE INTENTIONALLY LEFT BLANK]

XI. STATEMENT OF CONSENT

Consent is required from the property owner(s) and contract purchaser, if applicable, to their agent if the property owner(s) or contract purchaser do not intend to attend all meetings and public hearings and submit in person all material pertaining to the application. A separate form is required from each owner/contract purchaser. Consent to a firm shall be deemed consent for the entire firm, unless otherwise specified. Consent is valid for one year from date of notary, unless otherwise specified. Attach copy of last recorded warranty deed for subject property.

STATEMENT OF CONSENT

I hereby give CONSENT to GENERAL SIGN COMPANY (type, stamp or print clearly full name of agent) to act on my behalf, to submit or have submitted this application and all required material and documents, and to attend and represent me at all meetings and public hearings pertaining to the application(s) indicated above. Furthermore, I hereby give consent to the party designated above to agree to all terms and conditions which may arise as part of the approval of this application.

I hereby certify I have full knowledge of the property I have an ownership interest in is the subject of this application. I further certify the statements or information made in any paper or plans submitted herewith are true and correct to the best of my knowledge. I understand this application, related material and all attachments become official records of the City of Chesterfield, Missouri, and will not be returned. I understand that any false, inaccurate or incomplete information provided by me or my agent will result in the denial, revocation or administrative withdrawal of this application, request, approval or permits. I acknowledge that additional information may be required to process this application. I further consent to the City of Chesterfield to publish, copy or reproduce any copyrighted document submitted as a part of this application for any third party. I further agree to all terms and conditions which may be imposed as part of the approval of this application.

OWNER/CONTRACT PURCHASER INFORMATION:

I am the [] owner [] contract purchaser. (check (✓) one)

DAVID J. MILLER
(Name- type, stamp or print clearly)

David J. Miller
(Signature)

LITTLE LESTERS LLC
(Name of Firm)

9904 CLAYTON RD * B
(Address, City, State, Zip)
ST. LOUIS, MO 63124

Note: Attach additional sheets as necessary.

NOTARY PUBLIC INFORMATION: STATE OF MISSOURI, CITY OF CHESTERFIELD

The foregoing instrument was subscribed and sworn to before me this 2nd day of July, 2008

Signed Rebecca Gayle Donnelly
Notary Public

Print Name: Rebecca Gayle Donnelly

Seal/Stamp:



My Commission Expires: 10/20/11

690 Chesterfield Parkway West, Chesterfield, MO 63017-0760
Ph. (636)537-4746 Fax (636)537-4798 www.chesterfield.mo.us

STAFF / BOA USE ONLY

Intake Date: _____

This petition is granted / denied (circle one) on the _____ day of _____ 20 _____

Signed: _____

Chairman

[THIS SPACE INTENTIONALLY LEFT BLANK]

WILLOWOOD PLAZA - LESTER'S 14810 W. CLAYTON RD

21R 420686

STAFF USE ONLY

Zoning District: CL

Check (✓) one

Compliance with Ordinance(s)

Yes

No

Notes

Conforms to Sign Package

[]

[X]

[]

[]

Calculations:

Wall = (85' x 16') x 5% = 68 ft²

Sign = 17.666' x 8.4166' = 148.016 ft²

Remarks:

Department of Planning Approval:

REJECT
Date: 6/11/03
Initial: [Signature]

Approved by: _____

Date: _____

Title: _____

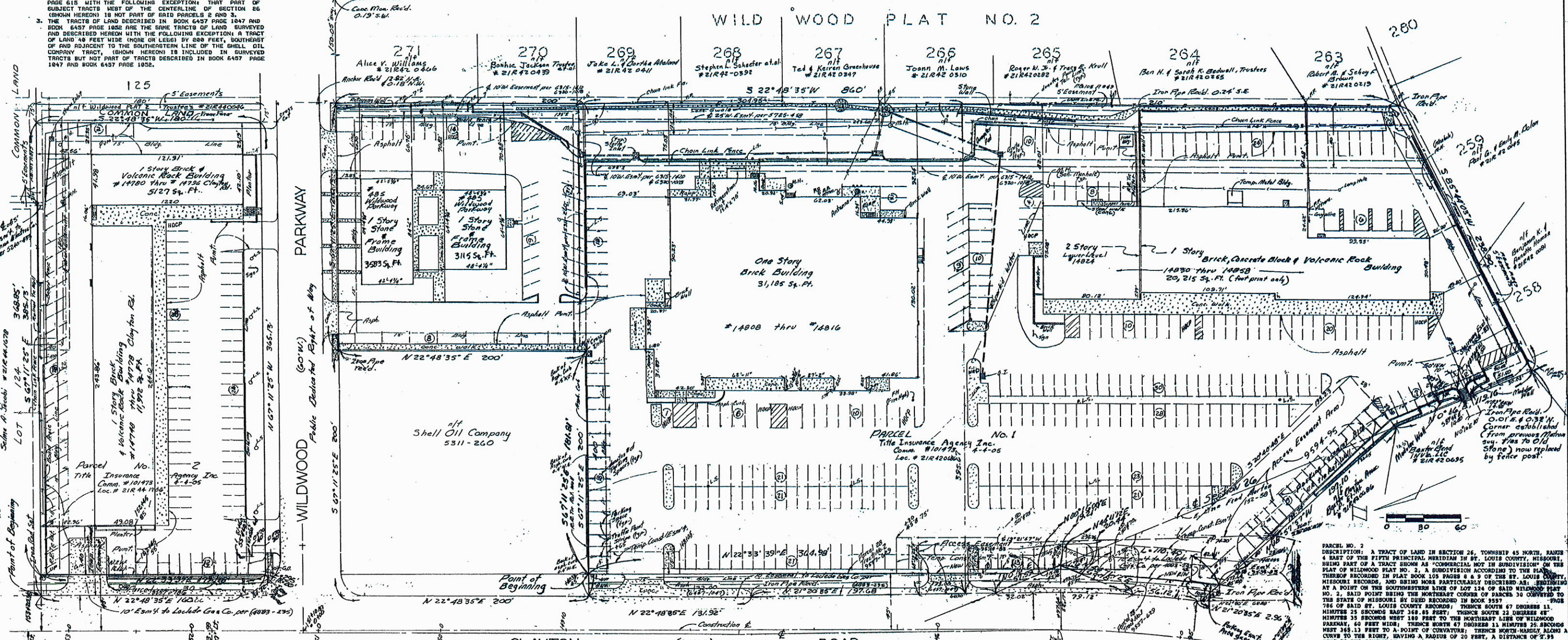
Planning Commission approval if necessary:

On _____, 20____ the application was referred to the Planning Commission for review and action. The application was *approved* / denied (CIRCLE ONE).

Remarks:

WILD WOOD PLAZA Site PLAN - 14810 W. CLAYTON RD. 63017

- NOTES:
1. THERE ARE NO ENCROACHMENTS OF THE BUILDINGS OVER THE MINIMUM BUILDING SETBACK REQUIREMENTS.
 2. SUBJECT TRACTS ARE PART OF PARCELS 2 AND 3 OF BOOK 4938 PAGE 618 WITH THE FOLLOWING EXCEPTION: THAT PART OF SUBJECT TRACTS WEST OF THE CENTERLINE OF SECTION 26 (SHOWN HEREON) IS NOT PART OF SAID PARCELS 2 AND 3.
 3. THE TRACTS OF LAND DESCRIBED IN BOOK 6457 PAGE 1847 AND BOOK 6457 PAGE 1856 ARE THE BOUND TRACTS OF LAND SURVEYED AND DESCRIBED HEREON WITH THE FOLLOWING EXCEPTION: A TRACT OF LAND 40 FEET WIDE (MORE OR LESS) BY 200 FEET, SOUTHWEST OF AND ADJACENT TO THE SOUTHWEST CORNER OF THE SHELL OIL COMPANY TRACT, (SHOWN HEREON) INCLUDED IN SURVEYED TRACTS BUT NOT PART OF TRACTS DESCRIBED IN BOOK 6457 PAGE 1847 AND BOOK 6457 PAGE 1856.



PARCEL NO. 1
DESCRIPTION: A TRACT OF LAND IN SECTION 26, TOWNSHIP 45 NORTH, RANGE 4 EAST OF THE FIFTH PRINCIPAL MERIDIAN IN ST. LOUIS COUNTY, MISSOURI, BEING PART OF A TRACT SHOWN AS "COMMERCIAL NOT IN SUBDIVISION" ON THE PLAT OF WILDWOOD PLAZA NO. 2, A SUBDIVISION ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 105 PAGES 8 & 9 OF THE ST. LOUIS COUNTY, MISSOURI RECORDS, AND BEING MORE PARTICULARLY DESCRIBED AS: BEGINNING AT A POINT ON THE SOUTHWESTERN LINE OF A TRACT OF LAND CONVEYED TO SHELL OIL COMPANY BY INSTRUMENT RECORDED IN BOOK 5111 PAGE 249 OF SAID ST. LOUIS COUNTY RECORDS, SAID POINT BEING THE NORTHEAST CORNER OF PARCEL 28 TRACT NO. 2 CONVEYED TO THE STATE OF MISSOURI BY DEED RECORDED IN BOOK 5557 PAGE 629 OF SAID ST. LOUIS COUNTY RECORDS; THENCE ALONG THE BOUNDARY OF SAID SHELL OIL TRACT SOUTH 67 DEGREES 11 MINUTES 25 SECONDS EAST 181.81 FEET; 6 NORTH 22 DEGREES 48 MINUTES 35 SECONDS EAST 200 FEET TO THE SOUTHWEST LINE OF WILDWOOD PARKWAY, 60 FEET WIDE; THENCE SOUTH 67 DEGREES 11 MINUTES 25 SECONDS EAST 200.13 FEET ALONG SAID SOUTHWESTERN LINE OF WILDWOOD PARKWAY TO THE NORTHEAST CORNER OF LOT 271 OF SAID WILDWOOD PLAZA NO. 2; THENCE ALONG THE BOUNDARY OF SAID WILDWOOD PLAZA NO. 2, SOUTH 12 DEGREES 48 MINUTES 35 SECONDS WEST 650 FEET AND SOUTH 85 DEGREES 44 MINUTES 09 SECONDS WEST 238.90 FEET TO THE CENTERLINE OF SAID SECTION 26; THENCE NORTH 00 DEGREES 16 MINUTES 11.16 FEET ALONG SAID CENTERLINE AND THE EAST LINE OF A TRACT OF LAND CONVEYED TO FRED HERTZEN AND WIFE BY DEED RECORDED IN BOOK 152 PAGE 58 OF SAID ST. LOUIS COUNTY RECORDS; THENCE NORTH 18 DEGREES 57 MINUTES 57 SECONDS WEST 197.10 FEET TO THE SOUTHWEST CORNER OF PARCEL NO. 28 TRACT NO. 1 CONVEYED TO THE STATE OF MISSOURI BY DEED RECORDED IN BOOK 5557 PAGE 629 & 786 OF SAID ST. LOUIS COUNTY RECORDS; THENCE NORTHWARDLY ALONG THE SOUTHWEST LINE OF

CLAYTON ROAD, BEING A CURVE TO THE LEFT, HAVING A RADIUS OF 926.45 FEET, A DISTANCE OF 110.43 FEET (WHICH CHORD BEARS NORTH 27 DEGREES 37 MINUTES 39 SECONDS EAST 110.33 FEET); THENCE NORTH 44 DEGREES 11 MINUTES 12 SECONDS EAST 20.44 FEET TO THE NORTHEAST CORNER OF SAID HERTZEN TRACT, BEING ALSO A POINT ON SAID CENTERLINE OF SECTION 26; THENCE NORTH 00 DEGREES 16 MINUTES 11.16 FEET ALONG SAID CENTERLINE BACK TO SAID SOUTHWEST LINE OF CLAYTON ROAD; THENCE ALONG SAID SOUTHWEST LINE OF CLAYTON ROAD, NORTH 22 DEGREES 48 MINUTES 35 SECONDS EAST 364.98 FEET BACK TO THE POINT OF BEGINNING AND CONTAINING 6.823 ACRES, MORE OR LESS.

PARCEL NO. 3
DESCRIPTION: THE NON-EXCLUSIVE EASEMENT FOR ACCESS, INGRESS AND EGRESS APPURTENANT TO AND FOR THE BENEFIT OF THE ABOVE DESCRIBED PARCEL 1, CREATED AND GRANTED BY THE RECIPROCAL CROSS-EASEMENT AGREEMENT DATED JULY 14, 1989 BY AND BETWEEN ROBERT HUTKIN AND MARY ANN HUTKIN, HUSBAND AND WIFE; DAVID KLEASMAN AND JOAN KLEASMAN, HUSBAND AND WIFE AND JOHN HUTKIN, DAVID S. HUTKIN AND ROBERT HUTKIN AND RECORDED IN BOOK 8541 PAGE 1444 AND AS AMENDED BY AMENDED AND REPEATED RECIPROCAL CROSS-EASEMENT AGREEMENT RECORDED IN BOOK 9594 PAGE 83.

NOTE: RE: BOOK 12617 PAGES 432-436 (THUM 20 & 21 OF T.I.A. COMMITMENT #101473) LOCATION OF SITE NOT SPECIFIC, REFERS ONLY TO PARCELS 1, 2 & 3. SEE EXISTING ANTENNA CLEARANCE OF ONE STORY BRICK BLDG. 31,195 SQ. FT.

A TRACT OF LAND IN SECTION 26 T.45 N. R.4 E. ST. LOUIS COUNTY, MISSOURI

Note: Subject Tracts lie within City of Chesterfield
Zoned C-2
Minimum Building Set Back Requirement
Front - 15'
Rear - 15'
Side - 15'

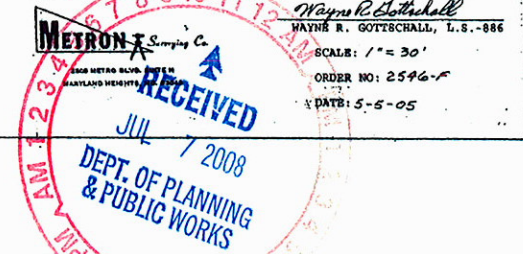
Notes: Parcels 1 & 2 are each connected to Storm Sewer, Sanitary Sewer, Water, Gas, Electric and Telephone Mains, which run in Public Rights of Way or Easements benefiting the property.



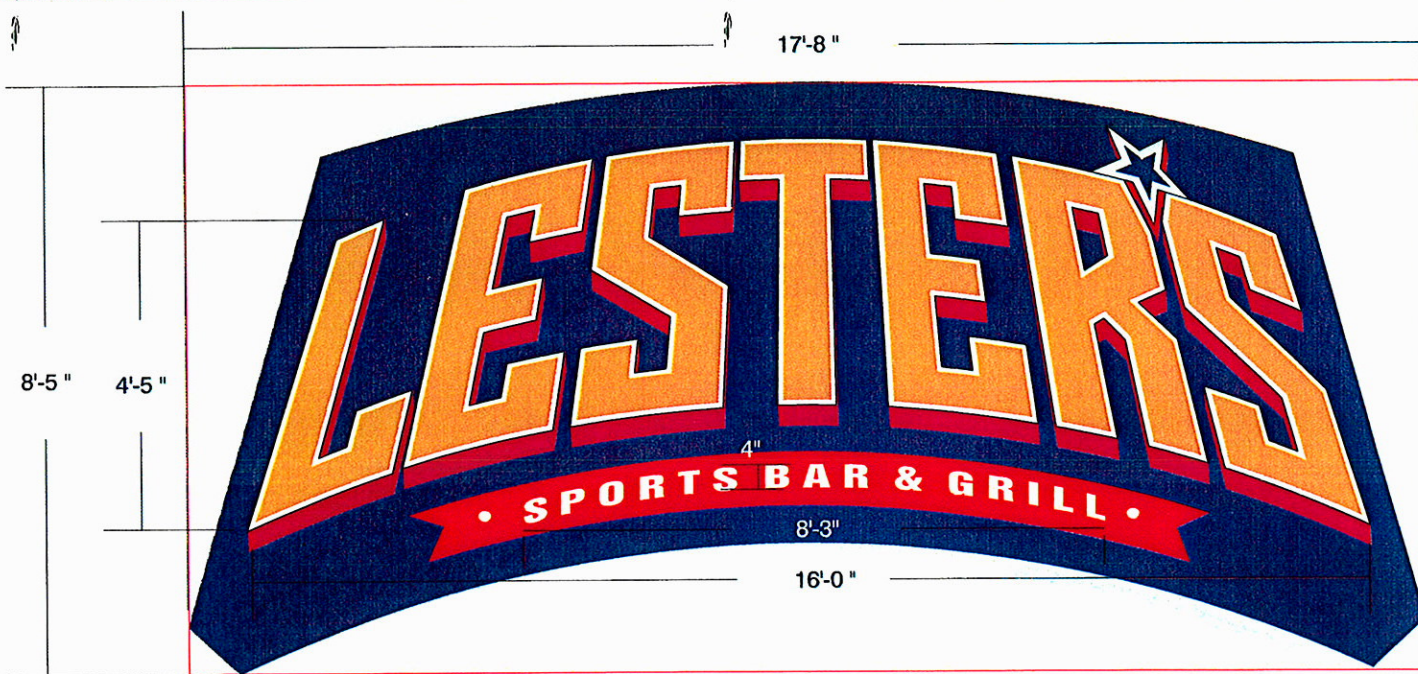
Scale: 1" = 30'
Order No: 2546C
Date: 2-24-89
Rev: 2-28-89
Rev: 3-7-89
Rev: 5-30-89
Rev: 6-8-89

I HEREBY CERTIFY THAT THE ADJACENT DESCRIBED TRACT OF LAND WAS SURVEYED UNDER MY AUTHORITY AND DIRECTION *During April & May 2008* AT THE ORDER OF *Barrie Steer* TO LOCATE THE *Boundary of Easements* AND THAT SAID SURVEY WAS EXECUTED IN ACCORDANCE WITH THE CURRENT MINIMUM STANDARDS FOR PROPERTY BOUNDARY SURVEYS AND MEETS THE ACCURACY STANDARDS FOR URBAN PROPERTY, OF THE MISSOURI DEPARTMENT OF NATURAL RESOURCES, DIVISION OF GEOLOGY AND LAND SURVEY, AND THE MISSOURI BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND PROFESSIONAL LAND SURVEYORS, AND THAT THE RESULTS OF THE SURVEY, AND ALL VISIBLE ENCROACHMENTS AND THE EASEMENTS INDICATED IN THE INSTRUMENTS REFERRED TO IN THE ADJACENT DESCRIPTION ON THIS TRACT, ARE CORRECTLY SHOWN HEREON.

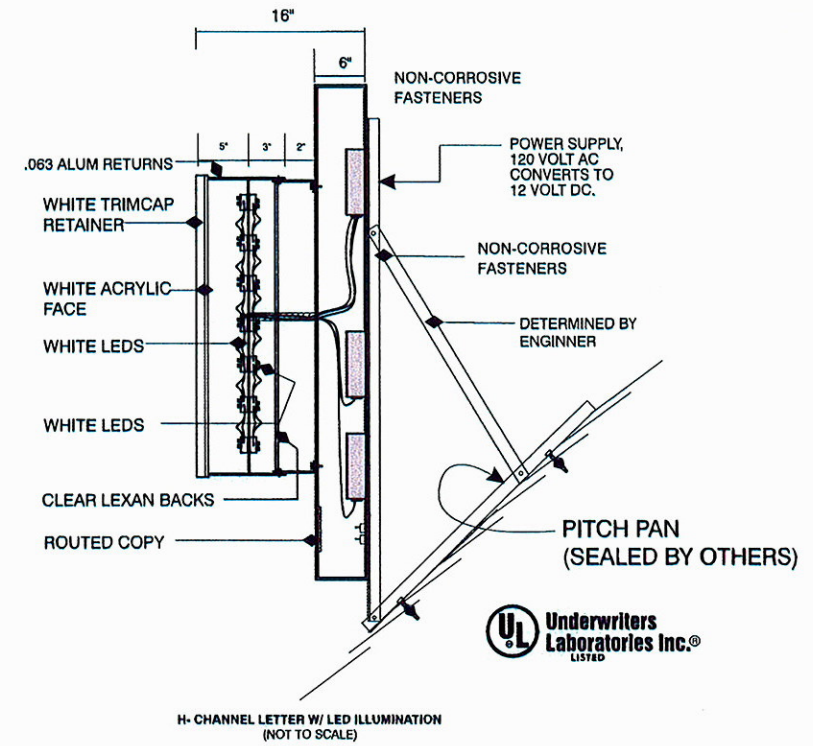
Wayne R. Gottschall
WAYNE R. GOTTSCHALL, L.S. - 886
SCALE: 1" = 30'
ORDER NO: 2546C
DATE: 5-5-05



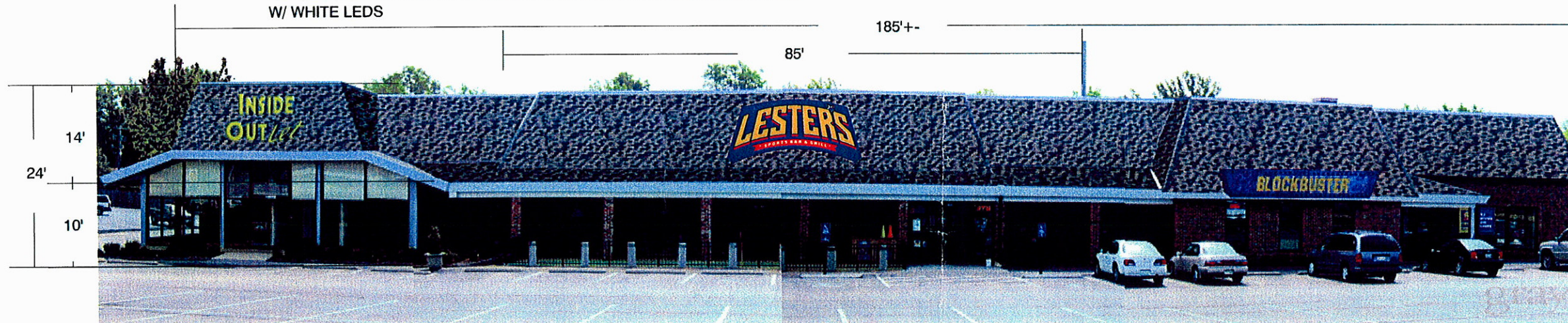
WILDWOOD PLAZA 14810 W. CLAYTON RD. 63017



8.41 x 17.6 = 148.016 sq.ft.
 illuminated area sq.ft.
 (lesters) = 4.41 x 16' = 70.5
 (sportsb&g) = .33' x 8.25' = 2.72
 70.5
 + 2.72
 73.22 sq ft.



(1) SET LED ILLUMINATED FACE LIT & BACK LIT CHANNEL LETTERS
 FABRICATED ALUMINUM CHANNELS W/ ACRYLIC FACES,
 TRIMCAP RETAINERS & LED ILLUMINATION POWERED BY REMOTE POWER SUPPLYS
 FACES: 7328 WHITE W/ 1ST SURFACE APPLIED 230-25 SUNFLOWER OVERLAY
 TRIMCAP: WHITE
 RETURNS: ACRYLIC POLYURETHANE MATCH PMS 7426 RED
 LEDS: WHITE
 BACKLIT LEDS: WHITE
 BACKGROUND PAINT ACRYLIC POLYURETHANE TO MATCH PMS 302
 "SPORTS BAR & GRILL" IS ROUTED & BACKED W/ ACRYLIC, ILLUMINATED
 W/ WHITE LEDS



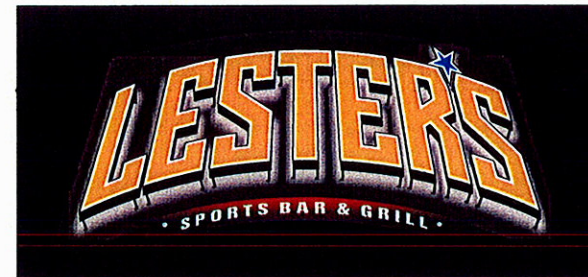
ELEVATION 1/16"=1'

REJECT
 Date: 6/23/08
 Initial: [Signature]

General SIGN COMPANY
 www.generalsignco.com

Note: All Dimensions shown on this drawing are nominal and may vary on the finished product due to fabrication tolerances.
 Note: Every attempt is made to match colors as closely to 3M films and/or PANTONE matching system colors. However no color matching scheme can guarantee an exact match, due to printing limitations, environmental and other characteristics that affect how we perceive color.

4857 COUNTY ROAD 218 P.O. BOX 999 CAPE GIRARDEAU, MO 63702-0999 (573) 334-5041 1-800-325-0205 FAX: 573-334-9578	DESIGNED FOR: LESTER'S PROJECT LOCATION: CHESTERFIELD, MO. SALESPERSON: STEVE MASINELLI DATE: 3/7/08
13546 NW INDUSTRIAL DR., ST. LOUIS, MO. 63044 (314) 298-0400 1-800-737-1102 FAX: 314-291-SIGN	PROJECT NO: 11106SM-R3 DRAWN BY: B.MOUSER SCALE: 3/8"=1' DATE: 3/7/08 SAVED AS: LESTERSCHSFR3
This is an original unpublished drawing, created by General Sign Co., Inc. It is submitted for your personal use in connection with the project being planned for you by General Sign Co., Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied or exhibited in any fashion whatsoever. All or any part of this design (except Trademarks) remain the property of General Sign Co., Inc. Copyright © 2008 General Sign Company	



INTENDED NIGHT TIME VIEW



CUSTOMER APPROVAL _____ DATE _____

WILDWOOD PLAZA 14810 W. CLAYTON RD 63017

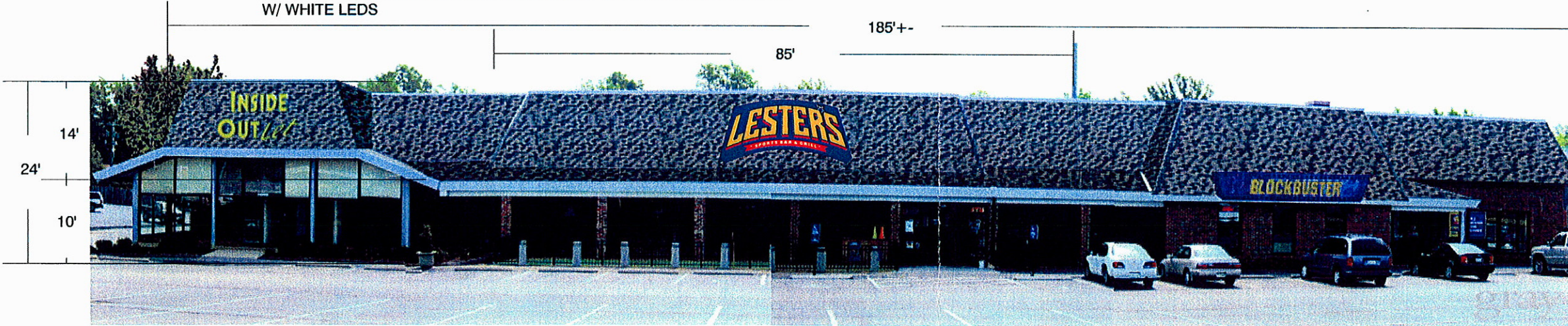


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 +2.72
 73.22 sq.ft.

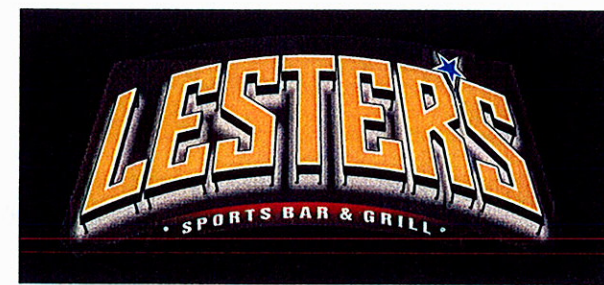
PREVIOUS SIGN = 6' X 18' 6"
 LIGHTED AREA = 6'X6'=36', 3'X13'=75', 111 TOTAL



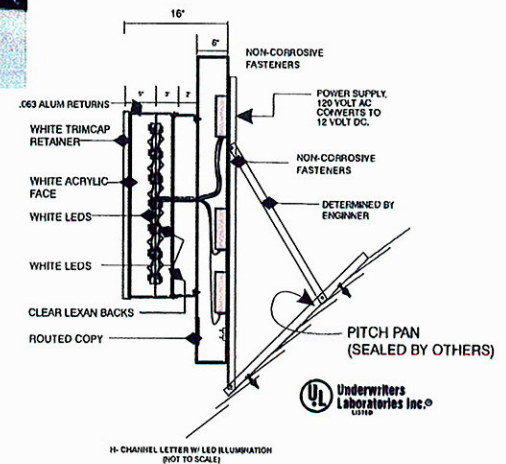
(1) SET LED ILLUMINATED FACE LIT & BACK LIT CHANNEL LETTERS
 FABRICATED ALUMINUM CHANNELS W/ ACRYLIC FACES,
 TRIMCAP RETAINERS & LED ILLUMINATION POWERED BY REMOTE POWER SUPPLYS
 FACES: 7328 WHITE W/ 1ST SURFACE APPLIED 230-25 SUNFLOWER OVERLAY
 TRIMCAP: WHITE
 RETURNS: ACRYLIC POLYURETHANE MATCH PMS 7426 RED
 LEDS: WHITE
 BACKLIT LEDS: WHITE
 BACKGROUND PAINT ACRYLIC POLYURETHANE TO MATCH PMS 302
 "SPORTS BAR & GRILL" IS ROUTED & BACKED W/ ACRYLIC, ILLUMINATED
 W/ WHITE LEDS



ELEVATION 1/16"=1'



INTENDED NIGHT TIME VIEW



General SIGN COMPANY
 www.generalsignco.com

Note: All Dimensions shown on this drawing are nominal and may vary on the finished product due to fabrication tolerances.
 Note: Every attempt is made to match colors as closely to 3M films and/or PANTONE matching system colors. However no color matching scheme can guarantee an exact match, due to printing limitations, environmental and other characteristics that affect how we perceive color.

4857 COUNTY ROAD 218 P.O. BOX 999 CAPE GIRARDEAU, MO 63702-0999 (573) 334-5041 1-800-325-0205 FAX: 573-334-9578	DESIGNED FOR: LESTER'S PROJECT LOCATION: CHESTERFIELD, MO. SALESPERSON: STEVE MASINELLI DATE: 3/7/08
13546 NW INDUSTRIAL DR., ST. LOUIS, MO. 63044 (314) 298-0400 1-800-737-1102 FAX: 314-291-SIGN	PROJECT NO: 11106SM-R3 DRAWN BY: B.MOUSER SCALE: 3/8"=1' DATE: 3/7/08 SAVED AS: LESTERSCHSFR3

CUSTOMER APPROVAL _____ DATE _____

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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.

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*

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

- (b) 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, 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. (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.
- (b) 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;
- (c) 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.

- (d) 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.

- (e) 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.

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 maximum outline area and/or height of any project identification sign may be increased to a maximum of one-hundred (100) 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.

- (f) Commercial, industrial or mixed-use 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, 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 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, 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.
 - (g) 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.
- (2) 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.
 - (3) 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 business. 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 not 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.