



VII. A.

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Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: August 12, 2013

From: Justin Wyse, AICP
Senior Planner

Location: Lot 2 of Chesterfield Blue Valley

Applicant: Simon Property Group, Inc.

Description: **Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets):** A request for an Amended Sign Package for Lot 2 of the Chesterfield Blue Valley development to modify sign criteria for the St. Louis Premium Outlets development.

PROPOSAL SUMMARY

Simon Property Group, Inc. has submitted a request for a minor amendment to the previously approved Sign Package for Lot 2 of the Chesterfield Blue Valley development (St. Louis Premium Outlets). The request seeks modifications to wall signs on several facades of the center; specifically, relocating and amending the sizes and locations of sign areas. However, all previous ratios of wall sign area / façade area will remain the same as previously approved.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The site was zoned "NU" Non-Urban District by St. Louis County prior to the incorporation of the City of Chesterfield. The areas located north of the Chesterfield Monarch Levee also included a "FP" Flood Plain Overlay in addition to the "NU" Non-Urban District zoning classification. The 55.8 acre, western portion of the Chesterfield Blue Valley development south of the levee was zoned "PC" Planned Commercial District in February of 2006 by the City of Chesterfield.

In January 2008, the 75.063 acre eastern portion of this development, also south of the levee, was zoned "PC" Planned Commercial District. The City of Chesterfield approved the consolidation of both the "PC" Planned Commercial Districts into one district in February of 2008. At that point, Chesterfield Blue Valley became one (1) "PC" Planned Commercial District, governed by City of Chesterfield Ordinance 2443.

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 Ordinance 2443 was repealed and replaced with Ordinance 2612 for the entire 137.6 acres.

A Site Development Concept Plan for the roadways only was approved by the City Council in 2008. Additional amendments to that roadway plan were approved administratively in 2010. The 2nd Amended Site Development Concept Plan with all conceptual requirements and materials was approved by the Planning Commission on March 26, 2012.

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

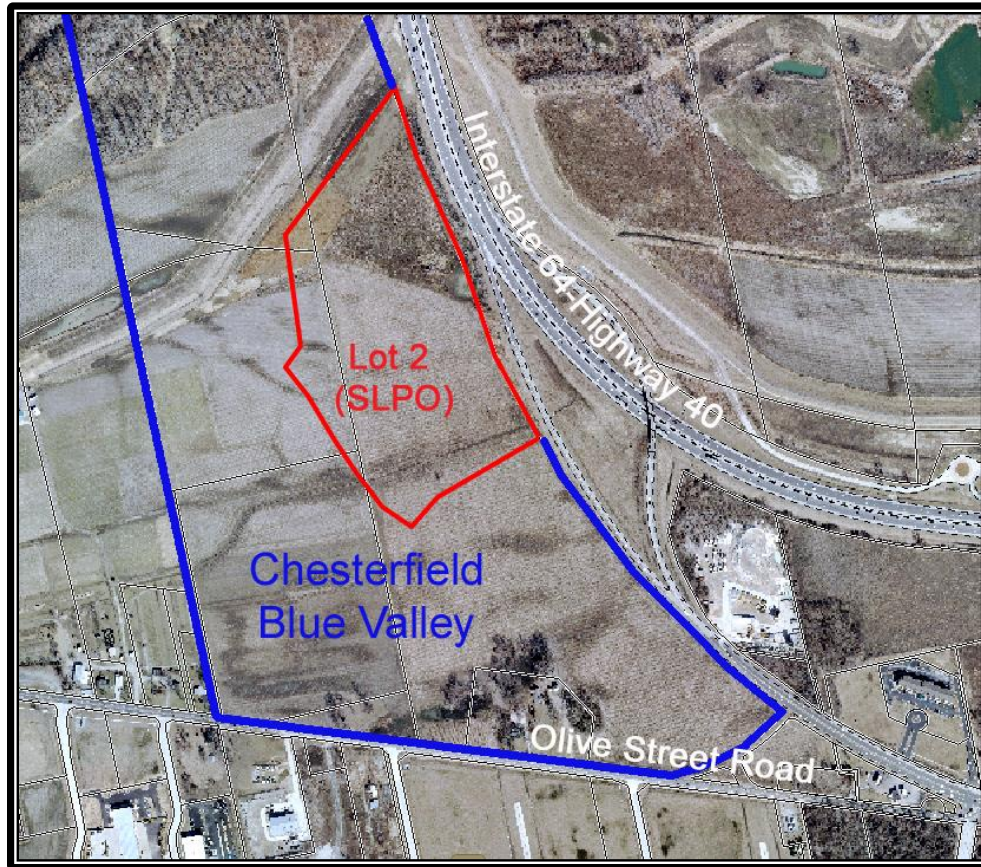
Two Sign Packages were approved to regulate signage within the Chesterfield Blue Valley Development on February 25, 2013. The first was approved to regulate signage for Lots 1, 3, 4, and 5 and the second Sign Package was approved to establish criteria associated with Lot 2 (St. Louis Premium Outlets).

Surrounding Land Use and Zoning

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

Land Use and Zoning of Surrounding Properties:

Direction	Land Use	Zoning
North	Levee/ Flood Plain/ Missouri River	N/A
South	Chesterfield Blue Valley	"PC" Planned Commercial
East	Interstate 64-Highway 40	N/A
West	Chesterfield Blue Valley	"PC" Planned Commercial



Submittal Overview

The proposed modifications to the Sign Package only impact sheets S.3 – S.6 and only pertains to wall signs. It is important to note that while individual sign band areas may change in total size, the previously approved square footage for each façade will remain as previously approved. Any increase in sign area in a given location has been offset with a decrease in sign area on the same façade.

The proposed revision includes changes to the east, west, and south facades of the development. In addition to the changes to the individual sign locations, there are several changes to the sign types in these locations. Most notably, there are several locations that were previously approved for project identification signs that are now being proposed as “Major Tenant & Logo” sign areas.

STAFF ANALYSIS AND RECOMMENDATION

Staff has review the proposed changes to the approved sign package and believes the change is minor in nature and consistent with the original Sign Package approved on the site.

After reviewing the proposed Sign Package for Chesterfield Blue Valley, Lot 2, Staff does not have any outstanding comments on the submittal. Staff recommends approval of the submittal as submitted.

MOTION

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

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

Respectfully submitted,



Justin Wyse, AICP, PTP
Senior Planner

cc: Planning and Development Services Director

Attachments: Proposed Amended Sign Package

Chesterfield Blue Valley, Lot 2 (St. Louis Premium Outlets®)
 Simon/Premium Outlets and Woodmont Outlets
 Sign Package Submission Narrative for REVISED Plan
 July 9, 2013



On February 25, 2013, the City of Chesterfield Planning Commission approved the enclosed sign package as the standards for all signage installed on the Chesterfield Blue Valley (CBV), Lot 2, St. Louis Premium Outlets (SLPO) and the four CBV monument signs along Olive Street Road. When designing the initial sign package, Simon/Woodmont (S/W) was not aware of exact sign dimensions or locations of all wall mounted periphery tenant signage. S/W is requesting to amend the elevation plans (Pages S.3-S.6) to reflect the proposed tenant signs while maintaining flexibility for potential future relocation/replacement of the signs. There are no changes to any other sections of the approved sign package. This narrative summarizes only the revisions and should supplement the approved sign package.

The revisions will only affect the East, West, and South elevations. There are multiple changes to each elevation, and these have been circled in a red revision cloud. The shaded areas on the elevation plans have been updated to reflect the new sign locations, dimensions, and designations. The signage plan has also been updated accordingly.

All the revisions are being made to accurately reflect the proposed as-built signage. Any increase in tenant signage area will be offset with a decrease on the same elevation so there is no change in the approved aggregate area for each elevation. Below is a breakdown of the approved area of all possible tenant signs and the total wall area for each side of the center followed by a brief discussion of the specific revisions.

	Tenant Signage (SF)	Total Area (SF)
East Elevation	3,275	32,708
North Elevation	947	12,838
South Elevation	896	11,977
West Elevation	1,527	31,090
TOTALS	6,645	88,613

Only the L8 and L9 signage designation descriptions are being revised. The L9 sign dimensions are being revised to depict the actual dimensions. There is still only one L9 sign type located above the exterior doors on Building 3 (South Elevation). This sign area is being reduced from 162 SF to 131 SF.

The L8 sign type has been modified to a single tenant or logo sign of *varying dimensions*. The maximum area will remain 100 SF. The varying dimensions will provide increased flexibility for signage placement. The L8 sign designation will replace other signs proposed on certain towers, at entry points, and at specific locations where the proposed sign does not comply with the designated sign band height. The L8 sign will also replace two Project ID signs on Buildings 4 and 5.

Other changes include the increase/decrease of the L1 and L2 sign designations in specific locations to better reflect the actual dimensions of the proposed signs, and a new L7 designation on the South Elevation of Building 2.

NOTES:

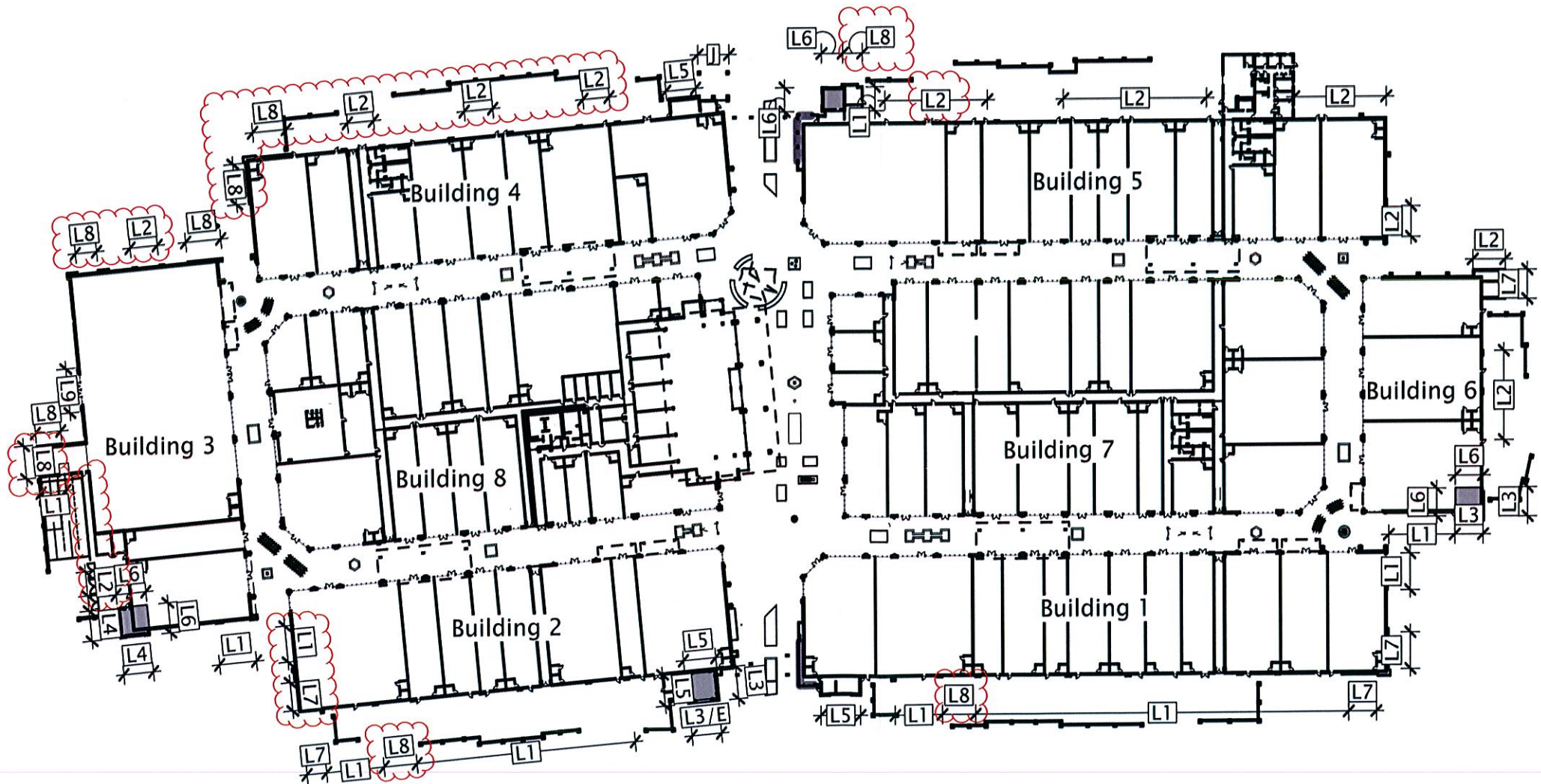
HEIGHT OF L1 & L2 BUILDING SIGNAGE IS LISTED FOR LETTER HEIGHTS ONLY AND SHALL NOT INCLUDE THE ELECTRICAL RACEWAY SUCH LETTERS REST UPON.

ALL SIGNAGE INTERIOR OF THE BUILDING ENTRY WAYS ARE NOT LIMITED AND NOT INCLUDED IN ALLOWABLE AGGREGATE AREA OF EXTERIOR SIGNAGE.

NO SINGLE, ATTACHED BUSINESS SIGN OR LOGO WILL EXCEED 200 SF.

SIGNAGE TYPE LEGEND - WALL MOUNTED

- L1** 42" HEIGHT SIGN BAND
- L2** 36" HEIGHT SIGN BAND
- L3** APPROXIMATE 25' HIGH X 18' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 300 SF.
- L4** APPROXIMATE 25' HIGH X 14' WIDE MAJOR TENANT & LOGO SIGNAGE AREA. THIS AREA MAY CONTAIN UP TO FOUR (4) SIGNS. TOTAL SIGN AREA NOT TO EXCEED 250 SF.
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- E** PROJECT IDENTIFICATION SIGN POTENTIAL LOCATION - 126 SF MAXIMUM AREA.
- []** PROJECT BUS PLAZA AREA SIGNAGE - 100 SF MAXIMUM AREA



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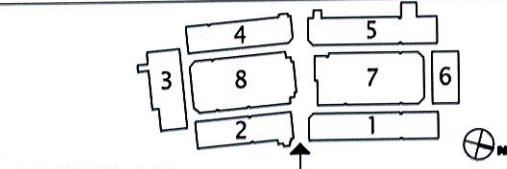
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EAST SIGNAGE CALCULATION:

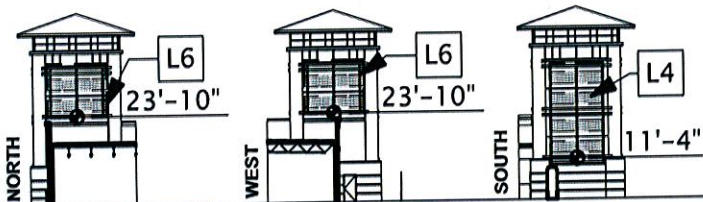
TENANT: 3,275 SF
 PROJECT ID: 68 SF
 TOTAL ELEVATION AREA: 32,708 SF

SIGNAGE TYPE LEGEND - WALL MOUNTED

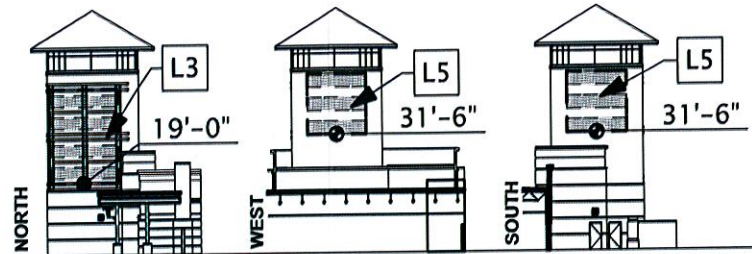
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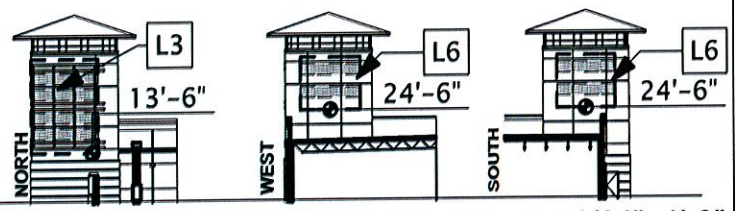
KEY PLAN



TOWER: BUILDING 3

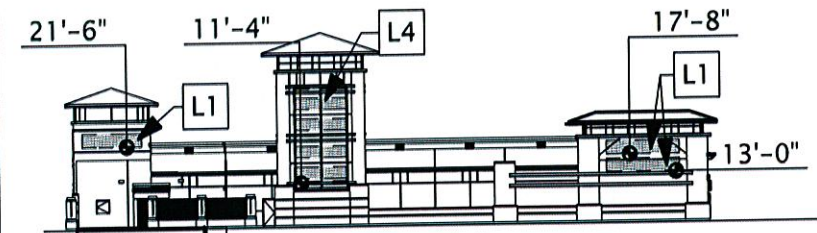


TOWER: BUILDING 2

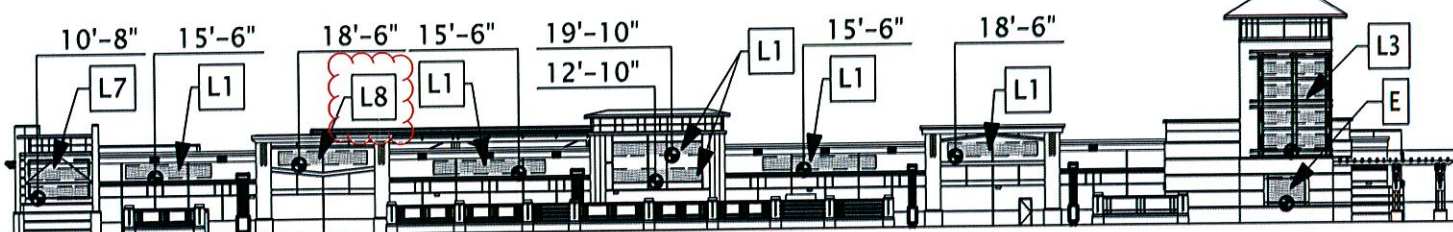


TOWER: BUILDING 6

1/64"=1'-0"

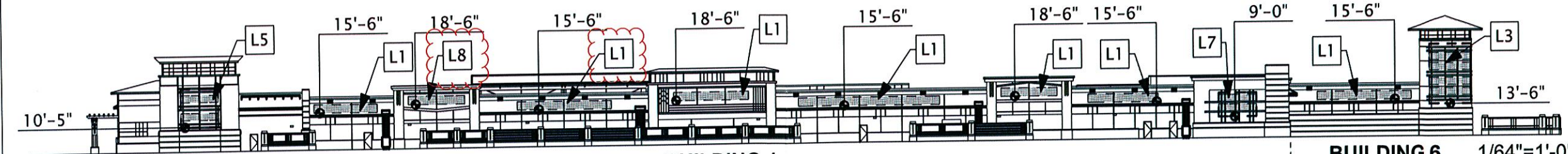


BUILDING 3



BUILDING 2

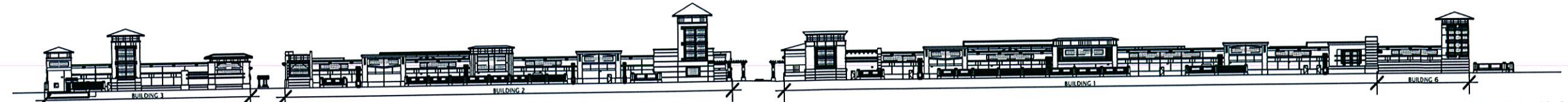
1/64"=1'-0"



BUILDING 1

BUILDING 6

1/64"=1'-0"



OVERALL EAST ELEVATION - BUILDINGS 3, 2, 1 & 6

1/128"=1'-0"

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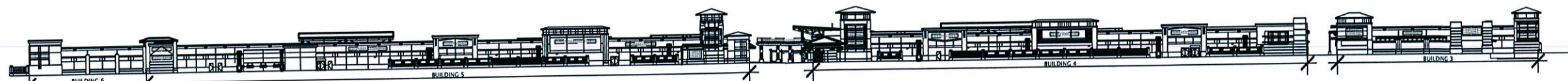
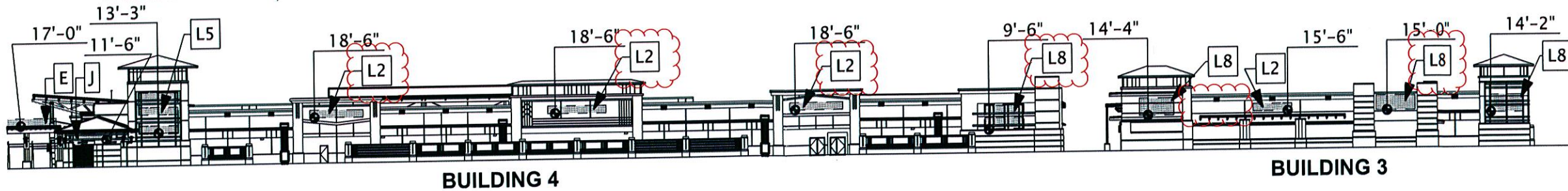
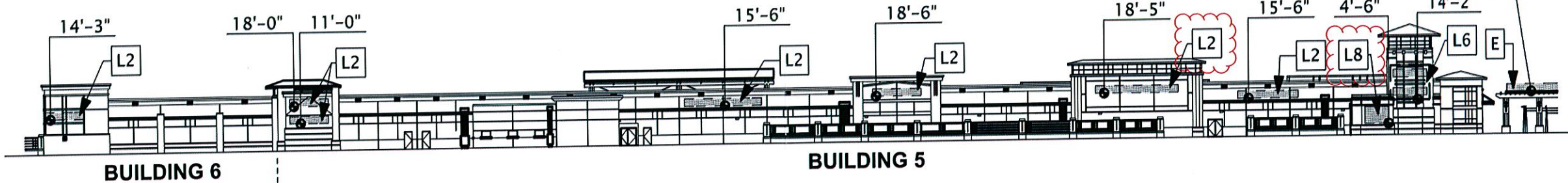
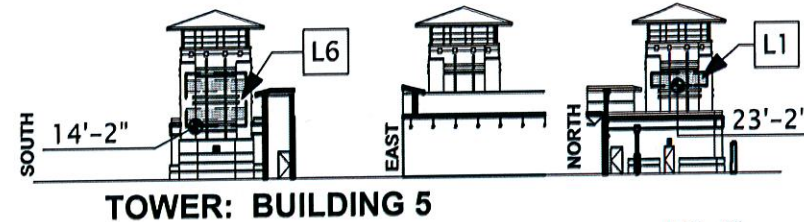
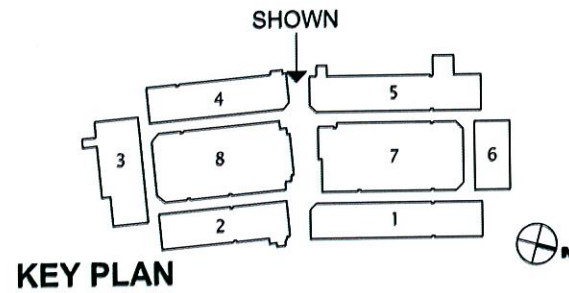
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WEST SIGNAGE CALCULATION:

TENANT: 1,527 SF
 PROJECT ID: 144 SF
 TOTAL ELEVATION AREA: 31,090 SF

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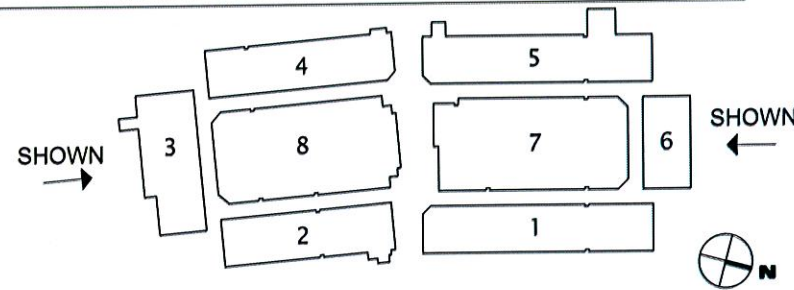
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NORTH SIGNAGE CALCULATION:
 TENANT: 947 SF
 PROJECT ID: 0 SF
 TOTAL ELEVATION AREA: 12,838 SF

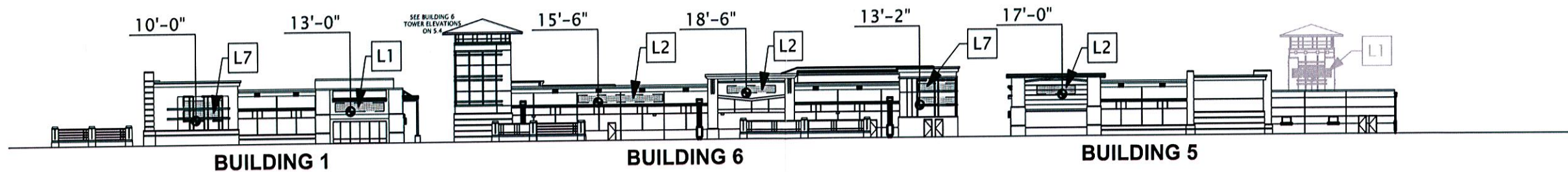
SOUTH SIGNAGE CALCULATION:
 TENANT: 896 SF
 PROJECT ID: 0 SF
 TOTAL ELEVATION AREA: 11,977 SF

SIGNAGE TYPE LEGEND - WALL MOUNTED

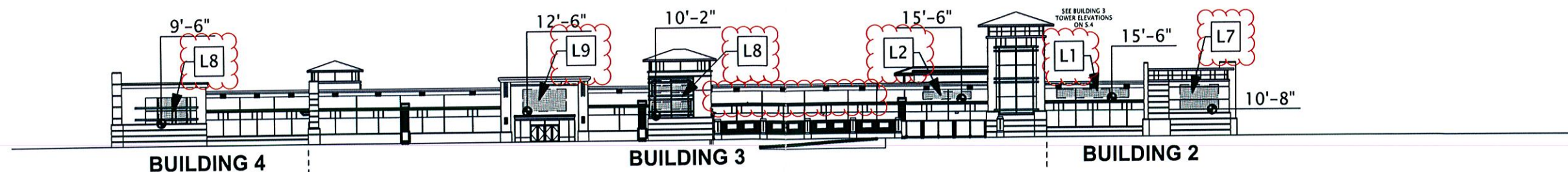
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KEY PLAN



OVERALL NORTH ELEVATION - BUILDINGS 1, 6 & 5



OVERALL SOUTH ELEVATION - BUILDINGS 4, 3 & 2