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August 20, 2008

Planning Commission  
City of Chesterfield  
690 Chesterfield Parkway West  
Chesterfield, MO 63017

The agenda for the Planning Commission on August 25, 2008 will include the following for your consideration:

**Chesterfield Oaks (Capitol Land)**: An Amended Sign Package for a 7.4 acre parcel zoned "PC" Planned Commercial District, located east of Clarkson Road, south of its intersection with Chesterfield Parkway East.

Dear Planning Commission:

Dan Capps, of Capitol Land, has submitted the above-referenced Amended Sign Package for your review. The Department of Planning has reviewed the project and submits the following report:

### **BACKGROUND**

- On October 21, 2002, the City of Chesterfield approved Ordinance 1884, via P.Z. 38-2001 Davis Street Land Company, L.L.C., which rezoned the two northern-most parcels originally covered under Ordinance 393 and 411 from "C8" Planned Commercial District to "PC" Planned Commercial District.
- Ordinance 2132, which rezoned the remaining six (6) "C8" Planned Commercial District-zoned parcels to "PC" Planned Commercial District was approved on October 18, 2004.
- On March 21, 2005, the City of Chesterfield approved Ordinance 2161, repealing Ordinance 2132. The new ordinance amended the hours of operation for a bakery/coffee shop.
- On March 28, 2005, the Site Development Plan, Landscape Plan, Lighting Plan and Architectural Elevations were approved by the Planning Commission with conditions relating to tree species.

- On September 26, 2005, the Sign Package was approved with the provision that the background panels shown on various brick fascia for signs shall match the St. Louis Bread Company background panel in color.
- The City of Chesterfield approved an Amended Sign Package on September 25, 2006. The amendment allowed for omission of the background panels from overall sign calculations and for said panels to "vary in shape, color, and size but not to exceed 48" in height."

### **SUBMITTAL INFORMATION**

The request for an amended sign package presented for the Commission's review proposed to modify Section C.2.(vi) to read as follows:

C. Design Requirements

2. (vi) When Lessee's leased premises has different front building elevation elements (i.e. brick fascia, E.I.F.S. or a M.D.O. sign band) multiple signs are permitted, provided such signs shall not exceed the maximum allowed size.

The Petitioner has provided an example of the type of signage that would be permitted via the proposed change.

### **DEPARTMENTAL INPUT**

The submittal was reviewed for compliance with all City of Chesterfield ordinances. The Department of Planning and Public Works requests action on the Amended Sign Package for Chesterfield Oaks.

Respectfully submitted,



Annissa G. McCaskill, AICP  
Lead Senior Planner

Cc: City Administrator  
City Attorney  
Director of Planning and Public Works  
Planning and Development Services Director

**CHESTERFIELD OAKS, LLC**

**11850 Studt Avenue**

**P.O. Box 419121**

**St. Louis, MO 63141**

August 15, 2008

City of Chesterfield  
690 Chesterfield Parkway West  
Chesterfield, MO 63017-0760

RE: Chesterfield Oaks Shopping Center Sign Package Amendment

To Whom It May Concern:

The attached layout is for the "Alpine Shop" sign at the Chesterfield Oaks Center. This layout example is unique because there are two store front wall elements, and, because the store front elevation has different planes. We feel that this layout is the appropriate way to present the sign. When the layouts are calculated at each element, the signage does not exceed the maximum allowable area. When the sign layout is calculated using the distance between the elements the sign area exceeds the current sign package.

It is not our objective to violate the intent of the sign ordinance. Our store front design was implemented with different elements to allow for a diverse and non-linear look, which we feel is desirable for all concerned. We hope that our revision to the sign package will also accomplish that end.

Please contact me with any questions.

Thank you,



Dan Capps  
Authorized Signatory

DC/sw

Enclosure





## **Chesterfield Oaks, LLC**

11850 Studt Avenue  
P.O. Box 419121  
St. Louis, Missouri 63141  
(314) 991-8900

July 30, 2008

City of Chesterfield Planning Commission  
Chesterfield City Hall  
690 Chesterfield Parkway W  
Chesterfield, MO 63017-0670

Re: Chesterfield Oaks Shopping Center

Commission Members:

We propose one (1) modification to the sign package, specifically in the Exhibit C by adding the following sentence as 2 (vi) in Section C Design Requirements.

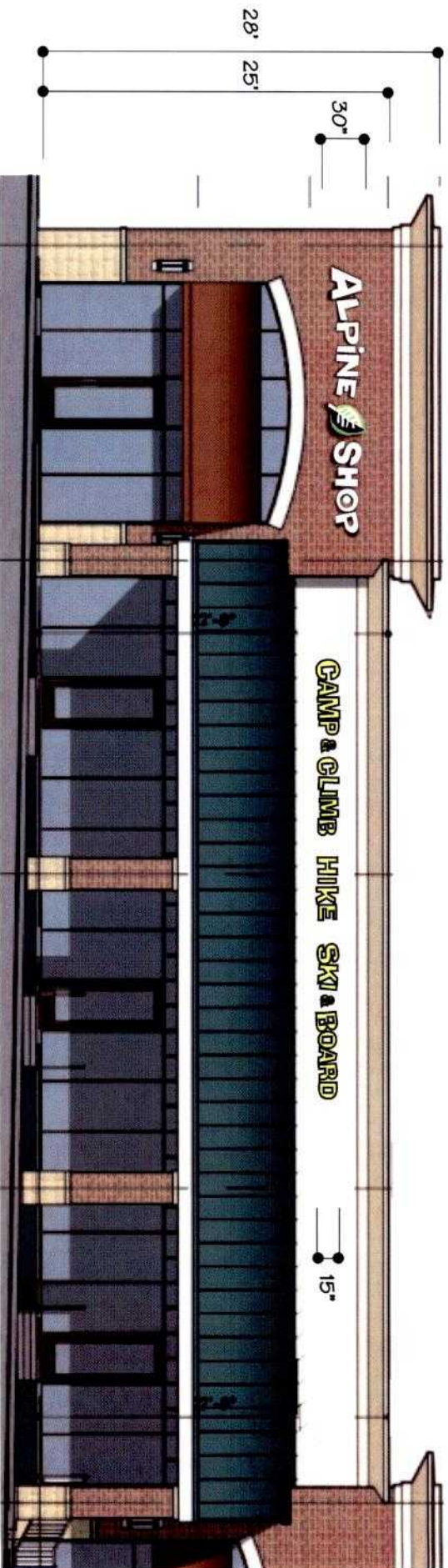
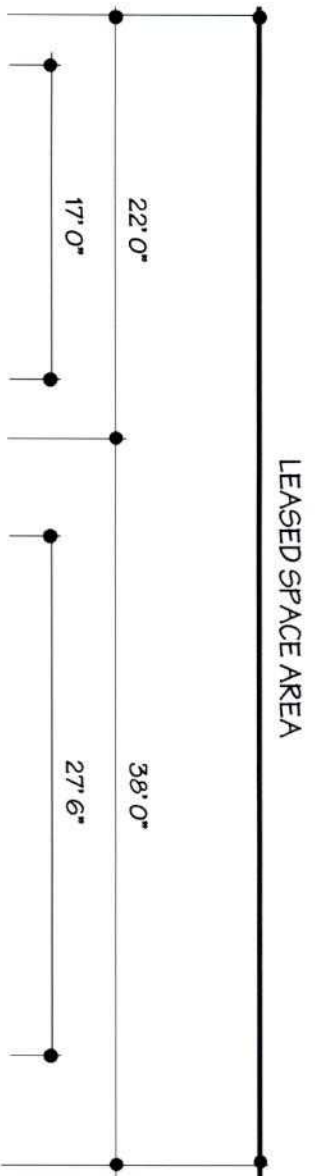
“C. Design Requirements

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Sincerely,



Dan Capps  
Authorized Signatory



**SIGN LAYOUT ON MULTIPLE ARCHITECTURAL ELEMENTS**

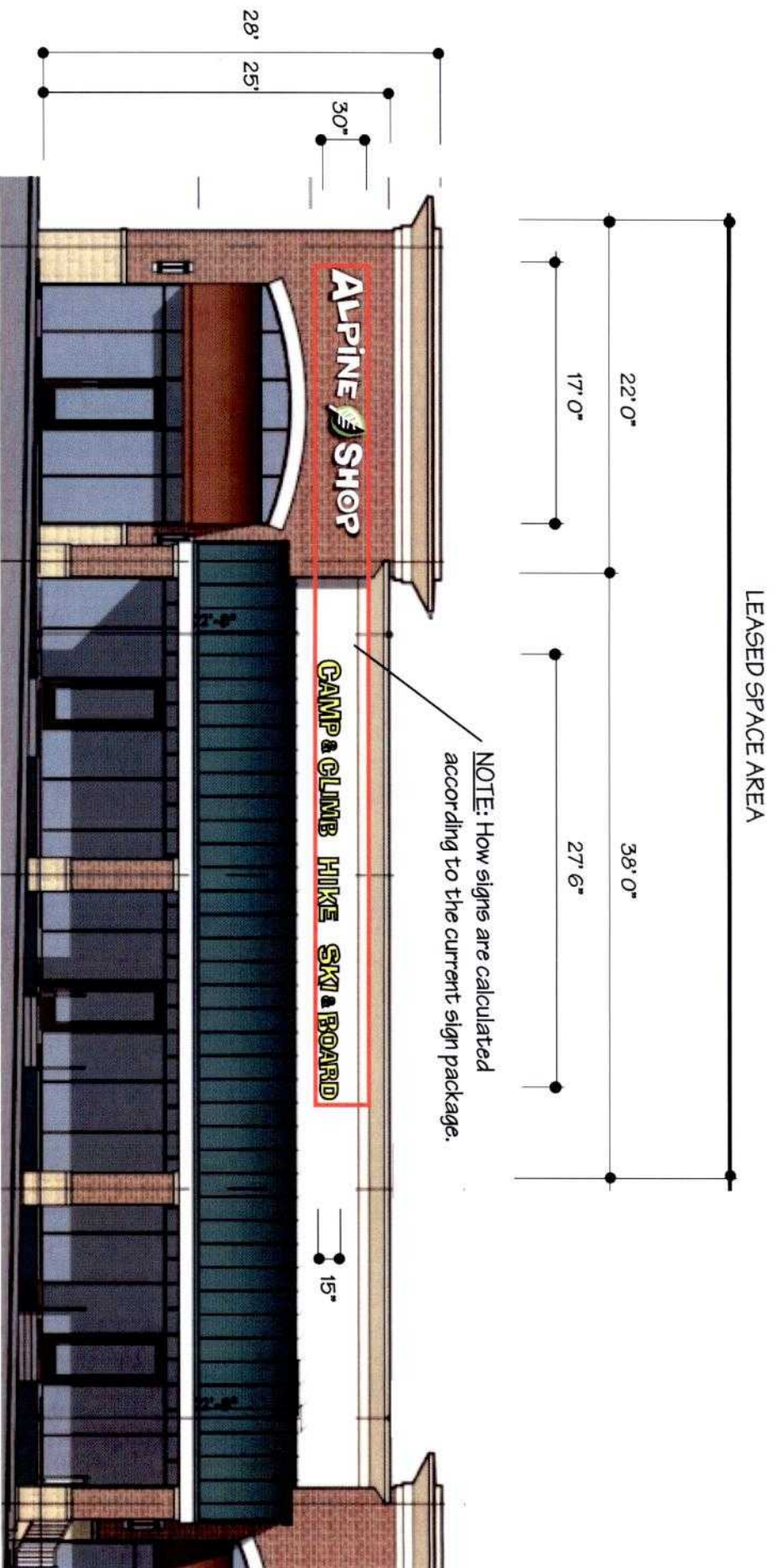
Sign Area ----- 28 X 22 + 25 X 38 X 5% ----- 78.30 Sq Ft  
 Sign ----- (2.5 X 17) (27 X 12 + 6 X 15) ----- 76.88 Sq Ft  
 144

Alpine Shop  
 1616 Clarkson Road  
 Chesterfield, MO

NOTE: Signs do not exceed maximum allowable sign area if calculated individually.

HARDSHIP: Two (2) different architectural elements -- brick & drivt areas

**Custom Sign CO**  
 3520 Ashby Rd. St. Louis, MO 314.428.7575



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Sign Area -----	28 X 22 + 25 X 38 X 5% -----	78.30 Sq Ft
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**EXHIBIT C****IDENTIFICATION SIGN CRITERIA****CHESTERFIELD OAKS SHOPPING CENTER****A. GENERAL REQUIREMENTS**

1. The sign company or the Lessee must submit two copies of detailed drawings showing the size, layout on storefront, design, color and cross-section of a letter of the proposed sign to Lessor for written approval.
2. All public permits for signs shall be obtained by the sign company.
3. All signs shall be constructed, installed and removed at Lessee's expense.
4. Lessee's sign must be illuminated between dusk and 10:00 p.m.
5. Lessee shall be responsible for the fulfillment of all requirements of these criteria.

**B. STIPULATIONS**

1. No animated, flashing or audible signs or floodlight illumination will be permitted.
2. No exposed bulbs, lamps or exposed luminous tubing (i.e., neon, argon, fluorescent, L.E.D.) will be permitted for such identification signage, and no luminous tubing (i.e.; neon, argon, fluorescent, L.E.D.) or colored lighting of any kind or shape shall be permitted on the storefront interior or exterior unless approved in writing by Lessor.
3. All signs and their installations shall comply with all local building and municipal codes and zoning requirements of City of Chesterfield.
4. All transformers, conductors and other equipment shall be concealed behind sign fascia or parapet, out of view by the public and properly supported without impairing the structural integrity of the building wall or system. No exposed raceway or conduit.
5. Painted lettering or painted sign face will not be permitted.
6. All caulking applied is to be painters acrylic latex.
7. Holes in the sign fascia for letter installation should be a maximum of 1/4" in diameter. In no event shall any hole be drilled to impair the structural integrity of the supporting wall system behind the sign fascia.
8. After erecting the sign, clean all dirty finger and hand marks around and on the canopy hatch and sign fascia.
9. All attaching bolts shall be of non-corrosive metal. All penetrations and the top of each letter where it meets the sign fascia must be sealed or caulked with a painter's acrylic latex to prevent the weather from entering inside the sign fascia. Lessee shall repair any

sign fascia damage throughout the term of the Lease caused by the sign installation at Lessee's expense.

10. All signs shall be fabricated and installed in compliance with all building and electrical codes and bear a U.L. label.
11. Within five (5) days of the expiration or sooner termination of the Lease, Lessee agrees to remove all Lessees' signs and to repair any damage caused by said removal with an exterior non-shrink spackling product and paint the sign fascia the width of the Demised Premises with a matching color. Any signs not removed within said five (5) day period shall be deemed abandoned by Lessee and become the property of the Lessor. Lessee shall nevertheless be liable to Lessor for the cost of sign removal and any repair resulting therefrom.

C. **DESIGN REQUIREMENTS**

1. Each Lessee's storefront identification sign, in the sole judgment of Lessor, shall be designed to be compatible in character and scale with the overall storefront concept and shall be centered on the sign fascia.
2.
  - (i) The maximum height of the sign on the building fascia for units C2, C3, C4, C6, C7, C8, A1, A2, A3, A4, A6, A7, A9, A10, and A11 shall not exceed 30".
  - (ii) The maximum height of the sign on the building fascia for units C1, C5, and A5 shall not exceed 36" for letters.
  - (iii) The width of the entire store identification sign cannot exceed 80% of the store frontage of the flat surface.
  - (iv) Signage for Building B shall be in accordance with the sign package submitted for Barnes & Noble.
  - (v) Signage for unit A8 shall be in accordance with the sign package submitted for St. Louis Bread Company.
3. The square footage of the sign will be in compliance with the City of Chesterfield Sign Code.
4. Signs shall be composed of individual illuminated letters. Wireways on the brick façade, painted the color of brick, shall be permitted. Sign boxes, cabinets, and raceways will not be permitted.
5. Letters are to be channel type with 3/16" plexiglass (acrylic) faces lighted behind with luminous tubing (with neon and/or argon gas, or L.E.D.). Letters to have one (1) inch jewelite trim (or equivalent), .040" aluminum returns and .063" aluminum backs or .090" aluminum backs for letters three feet (3') or larger, metal-ply is not acceptable. Minimum return depth is to be 5" for even dispersion of the illumination.
6. Any module, logo, or other variation, in conjunction with individual channel type signage, will be reviewed on an individual basis only.
7. The name and/or stamp of neither the sign contractor nor sign company shall be exposed to view.
8. The sign illumination level shall not exceed 8.0 foot candles five feet from the base of the



sign per lighting ordinance 2106, table 3.

Any deviations from this sign criteria are strictly subject to prior written approval by the Lessor.