

Memorandum

Department of Planning



To: Planning and Public Works Committee

From: Alyssa Ahner, Planner

Date: September 8, 2022

RE: **The District, Sign Package:** An Amended Sign Package for a 48.15-acre tract of land zoned “PC” Planned Commercial District located north of North Outer 40 Road and east of Boone’s Crossing.

Summary

TSG Chesterfield Lifestyle, LLC, has submitted a request to amend an existing sign package for the development known as “The District”. This request includes additional signage on the north elevation, an update to the sign criteria for the south elevation, and an additional freestanding sign along North Outer 40 Road.

On August 8, 2022, this project was reviewed by Planning Commission, who made two motions. One, a motion to approve the requested exception to the image display duration allowing The District to retain a minimum image display duration of 10 seconds for the existing Electronic Message Center vs. 30 minutes, passed by a vote of 7 to 0. Two, a motion to approve the Amended Sign Package, allowing an image display duration of 10 seconds, passed by a vote of 7 to 0.

On August 11, 2022, Power of Review was called in accordance to Section 405.02.200 of the Unified Development Code. After review by the Planning and Public Works Committee, a final recommendation will be forwarded to City Council, who will then take appropriate action relative to the proposal.

A full description of the applicant’s request, site history, and staff analysis pertaining to the Sign Package may be found in the August 8, 2022 Planning Commission report attached to this document.

Attachments: August 8, 2022 Staff Report
Attachment A
Exhibit A



Figure 1: Subject Site Aerial



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Planning Commission Staff Report

Meeting Date: August 8, 2022

From: Alyssa Ahner, Planner

Location: 17017 North Outer 40

Description: The District, Sign Package: An Amended Sign Package for a 48.15-acre tract of land zoned "PC"—Planned Commercial District located north of North Outer 40 Road and east of Boone's Crossing.

PROPOSAL SUMMARY

TSG Chesterfield Lifestyle, LLC, has submitted a request to amend an existing sign package for the development known as "The District". This request includes additional signage on the north elevation, an update to the sign criteria for the south elevation, and an additional freestanding sign along Chesterfield Airport Road.



Figure 1: Subject Site

HISTORY OF SUBJECT SITE

1965 – Zoned “NU” Non-Urban District.

2011 – The City of Chesterfield approved Ordinance 2682, which zoned the subject site from a “NU” Non-Urban District to a “PC” Planned Commercial District.

2012 – Subsequent to the change in zoning, a Site Development Plan was approved proposing a 472,282 square foot outlet retail center on the site. An additional amendment was approved in October of 2012 to relocate the management office from the westernmost building to the easternmost building.

2019 – The current governing ordinance, City of Chesterfield Ordinance 3049, was approved by City Council. The primary purpose of this ordinance amendment was to establish a maximum height of 60 feet for the proposed pavilion and indoor theater uses, including rooftop mechanical equipment, screening, and architectural features. Following the ordinance amendment, an Amended Site Development Plan was approved to allow for the construction of Phase 1 of an entertainment district consisting of a 3,000-seat indoor theatre for a live music venue, a 2-story structured parking garage, and a 48,559 square foot recreational facility. The current existing sign package was approved in October of 2019.

2020 – An Amended Site Development Plan was approved by Planning Commission to remove the two-story parking garage from the Site Development Plan and add surface parking in its place. The office component that created the demand for the garage was removed from concept.

2021 – An Amended Site Development Plan was administratively approved for the realignment of the westernmost entrances into the development.

2022 – An Amended Site Development Plan was approved to accommodate an open-air entertainment venue referred to as “The Hub” through the removal of “Building J”.

ZONING AND LAND USE

The subject site is zoned “PC” Planned Commercial under the provisions of Ordinance 3049.

| Direction | Zoning | Land Use |
|-----------|----------------------------------|---------------------|
| North | “NU”— Non-Urban | Park |
| South | Interstate 40/64 | Interstate 40/64 |
| East | “PC”—Planned Commercial District | Hotel/Golf Facility |
| West | “PC”—Planned Commercial District | General Office |

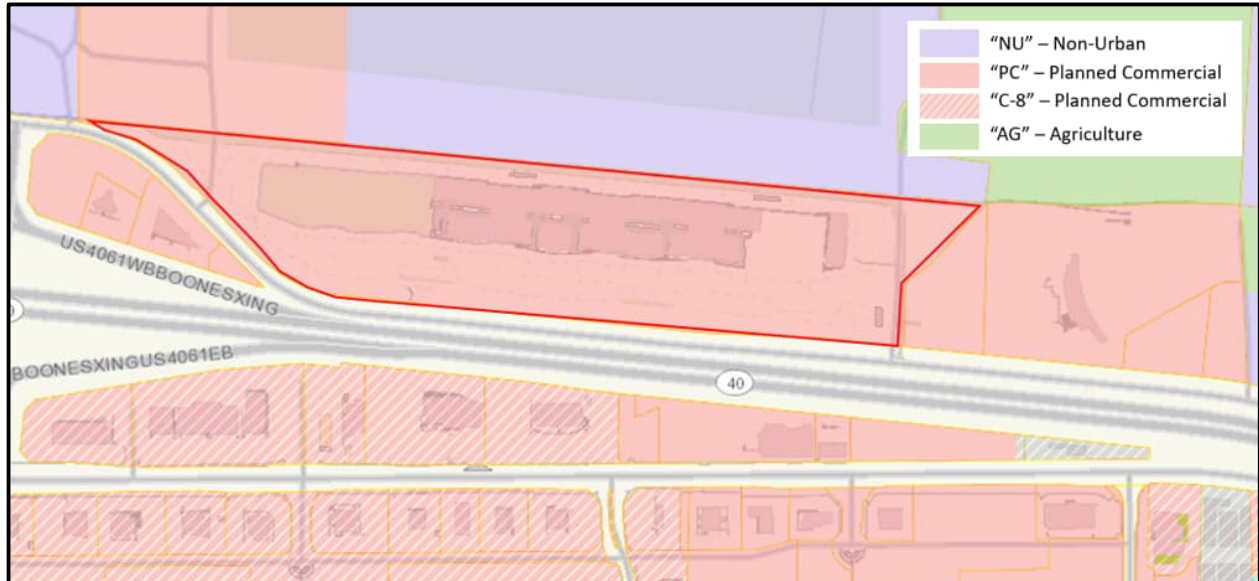


Figure 2: Zoning Map

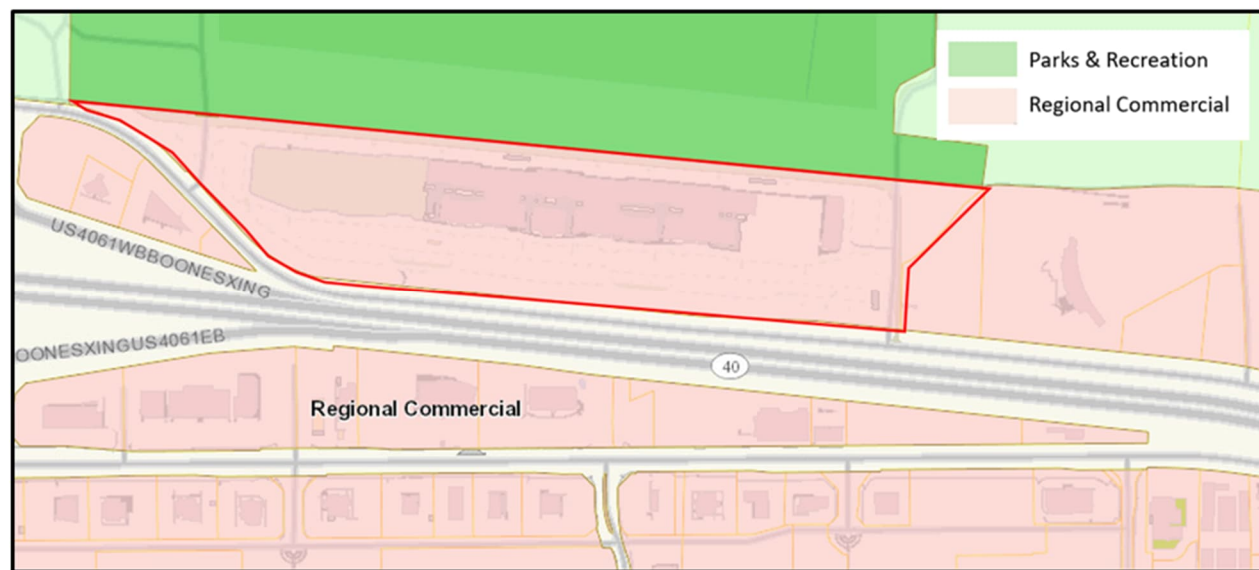


Figure 3: Land Use Map

COMPREHENSIVE PLAN

The subject site is located within Ward 4 of the City of Chesterfield. The City of Chesterfield Land Use Plan indicates the subject site as being part of the Regional Commercial land use designation. The description states; "Areas that serve regional commercial needs (emphasizing retail, dining, entertainment, hotel, and leisure components) and draw visitors from both Chesterfield and the surrounding areas. Multiple buildings planned and developed together using unified project development standards".

STAFF ANALYSIS

The purpose of a Sign Package is to provide comprehensive, complementary, and unified signage throughout a development. The UDC states that “in order to encourage superior design, quality, and character, comprehensive sign packages allow for specialized review of signs and flexibility from standard signage requirements”.

The UDC includes the following review factors that are to be considered by the Planning Commission when discussing the appropriateness of any requested sign package.

- 1) The physical impact of the proposed comprehensive sign package;
- 2) The quality of the proposed comprehensive sign package; and
- 3) Mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts.

Freestanding Signs

Existing Sign Package

- 1) Permitted two (2) freestanding business signs
 - a) Maximum height of each sign shall not exceed 8’5”
 - b) Maximum outline area of each sign shall not exceed 210 square feet

Proposed Sign Package

- 1) To be governed as read on the Attachment A.

Project Identification Sign

Existing Sign Package

- 1) Permitted one (1) project identification sign to be located as depicted as “4” on Exhibit A.
- 2) Maximum height shall not exceed forty-five (45) feet
- 3) Two signage areas are permitted within the Project Identification sign
 - a) Signage Area 1
 - A. Maximum height shall not exceed 39’6”
 - B. Outline area shall not exceed 256 square feet
 - b) Signage Area 2
 - A. Maximum height shall not exceed 28’
 - B. Outline area shall not exceed 240 square feet
 - C. Permitted the use of an Electronic Message Center
- 4) Follows the Unified Development Code Electronic Message Center regulations that existed at the time of the sign package amendment in 2019.

Proposed Sign Package

- 1) To follow the Unified Development Code Electronic Message Center regulations with exception to the image display duration. The applicant is requesting to retain the minimum image display duration of ten (10) seconds for the existing Electronic Message Center. The language pertaining to Electronic Message Centers in the Unified Development Code was amended earlier this year changing the minimum image display duration of ten (10) seconds to a minimum image display duration of thirty (30) minutes. A separate two-thirds vote will be required for this sign package to retain an image display duration of ten (10) seconds.

Wall Signs

Existing Sign Package

- 1) Permitted for tenants with a public entrance facing I-64
 - a) No wall sign shall exceed three hundred (300) square feet in outline area
 - b) No wall sign shall be mounted above forty-five (45) feet from finished floor
- 2) Permitted a projecting sign ("blade sign") located on the southern façade of "Building C"
 - a) Maximum outline area of sign shall not exceed three hundred fifteen (315) square feet
- 3) Permitted nine (9) rooftop signs located on top of the future open-air pavilion
 - a) Each individual sign shall be 6' x 8' or forty-eight (48) square feet totaling four hundred thirty-two (432) square feet

Proposed Sign Package

- 1) To be governed as read on the Attachment A.

STAFF RECOMMENDATION

Staff has reviewed the Sign Package request and found that it meets the requirements to be presented to the Planning Commission for review, and staff recommends action.

MOTION

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

- 1) "I move to approve (or deny) the Sign Package for The District, as presented.
- 2) "I move to approve the Sign Package for The District with the following conditions..."

(Conditions may be added, eliminated, altered or modified)

Attachments

1. Attachment A
2. Exhibit A

The District Comprehensive Sign Package

All signage within the development shall be in conformance with the Comprehensive Sign Package.

All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 405.04.050 of the City of Chesterfield Unified Development Code.

This document shall be read as a whole and any inconsistency to be integrated to carry out the overall intent of the document.

I. ATTACHED WALL SIGNS

A. BUILDINGS H & K AS DEPICTED ON THE EXHIBIT A

1. Solely permitted for tenants with a public entrance facing I-64
 - a. In addition, all elevations of the corner tower end caps of Buildings H&K shall be allowed signs regardless of a public entrance
2. The outline area of signs for Buildings H&K shall not exceed 7.5% of the overall wall area
3. No individual wall sign shall exceed 300 square feet
4. No maximum number of signs for Buildings H&K
5. No wall sign shall be mounted above 45' from finished floor

B. BUILDINGS C, F, L/M, N & P AS DEPICTED ON THE EXHIBIT A

1. Permitted wall signs on east, south, and west elevations
 - a. The outline area of wall signs shall not exceed 7.5% of the overall wall area of the building they are on
 - b. No individual wall sign shall exceed 300 square feet
 - c. No maximum number of signs
 - d. No wall sign shall be mounted above 45' from finished floor
2. Permitted wall signs on the north elevation
 - a. Permitted one (1) wall sign adjacent to each entrance of an exterior public corridor as depicted on the Exhibit A
 - b. Solely permitted within ten (10) feet of the said entrance of an exterior public corridor
 - c. No individual wall sign shall exceed 100 square feet
 - d. The outline area of wall signs shall not exceed 7.5% of the overall wall area of the building they are on
3. Building C is permitted a blade sign in addition to wall signs. The blade sign is permitted an outline area of 315 square feet and the top of the blade sign shall not exceed 50' tall

C. THE HUB AS DEPICTED ON THE EXHIBIT A

1. Permitted nine (9) rooftop signs
 - a. Each individual rooftop sign not to exceed 35 square feet in outline area
2. Permitted one (1) wall sign
 - a. Outline area of wall sign not to exceed 7.5% of the outline area of the south wall
 - b. No individual wall sign shall exceed 300 square feet

D. INTERIOR PEDESTRIAN AREAS

1. All signage for the interior pedestrian areas will be treated similarly to interior signage found in shopping areas of the traditional enclosed mall. All signage that is interior to the development – not visible from the public realm such as parking lots and streets – is to be solely reviewed and approved by owner/landlord.

E. NEW BUILDINGS TO BE CONSTRUCTED OR MODIFICATIONS TO EXISTING

1. Any new building to be constructed or modifications made to existing buildings that vary from what is shown on EXHIBIT A shall follow the wall signage criteria of Buildings C, F, L/M, N & P as depicted on the EXHIBIT A

II. FREESTANDING SIGNS

A. FREESTANDING BUSINESS SIGN

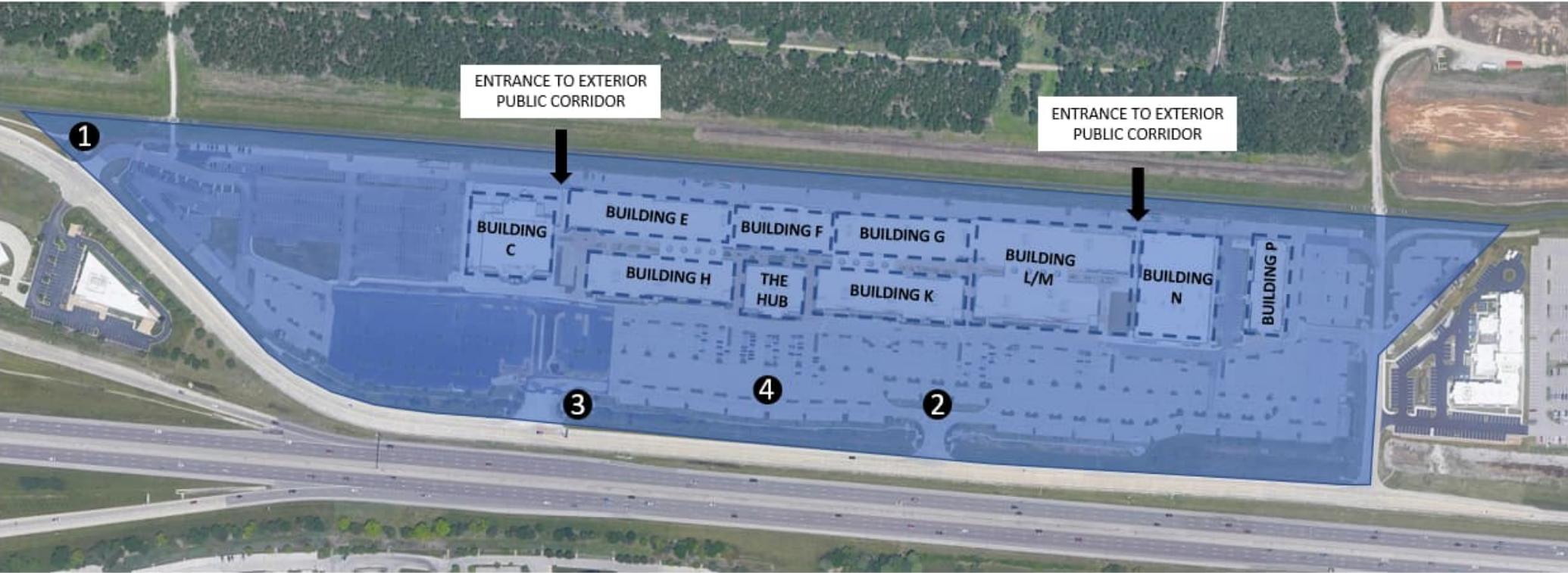
1. Permitted two (2) freestanding business signs to be generally located as depicted as “1” and “2” on the EXHIBIT A
 - a. The maximum height of each sign shall not exceed 8’5” tall
 - b. The maximum outline area of each sign shall not exceed 210 square feet
2. Permitted one (1) freestanding business sign to be generally located as depicted as “3” on the EXHIBIT A
 - a. The maximum height of sign shall not exceed 10’-0” tall
 - b. The maximum outline area of sign shall not exceed 100 square feet.



B. PROJECT IDENTIFICATION SIGN

1. Permitted one (1) project identification sign to be generally located as depicted as “4” on the Exhibit A
2. Maximum height shall not exceed 45’ tall
3. Two signage areas are permitted within the Project Identification Sign
 - a. Signage Area 1
 - a) Maximum height shall not exceed 39’6” tall
 - b) Outline area of the signage shall not exceed 256 square feet

- b. Signage Area 2
 - a) Maximum height shall not exceed 28' tall
 - b) Outline area of the signage shall not exceed 240 square feet
 - (i) In addition, Signage Area 2 is permitted the use of an Electronic Message Center that shall comply with the following:
 1. Duration of image display. Each image shall have a minimum duration of 10 seconds.
 2. Presentation. The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, twirl, change color, or in any manner imitate movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted.
 3. Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.
 4. Dimmer Control. The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.
 5. Brightness. The electronic message center shall not exceed a maximum of seven thousand (7,000) nits (candelas per square meter) during daylight hours and a maximum illumination of six hundred (600) nits (candelas per square meter) between sundown and sunrise measured from the sign's face at maximum brightness.
 6. Fluctuating Or Flashing Illumination. No portion of the electronic message center may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement.
 7. Malfunction And Non-Compliance. In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one (1) position.
 8. Resolution And Pixel Spacing. The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
 9. Angle. When the interior angle formed by the faces of a V-shaped sign is less than one hundred eighty degrees (180°), both faces of the sign must display the same image.

EXHIBIT A



-  Subject Site
-  General Building Location
- 1, 2, 3: Freestanding Sign Location
- 4: Project Identification Sign Location

THE

Environmental Graphics
DISTRICT

A T C H E S T E R F I E L D

Tenant sign square footage, quantity, and placement are all approximate and will vary based upon tenant names, logos, and dimensions. Architectural features will not be altered. The sum total of all installed individual tenant signage will not exceed the maximum approved square footage.

Exterior Signage

18 September 2019

Revised: 23 September 2019

Revised: 26 September 2019

Revised: 16, October 2019

Revised: 20, April 2022

D E V E L O P E R

P R E P A R E D B Y



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O'Toole Design / HDA Architects
4565 McRee Ave, Suite 100
St. Louis, Missouri 63110 - (314).909.1905
otooledesign.com/HDAI.com



Statement of Intent: The District is an "Entertainment Mall" without a roof. As such, all the signage found in the interior pedestrian shopping areas will be treated similarly to the interior signage found in the shopping areas of the traditional enclosed mall. All signage that is "interior" to the project, meaning the signage that does not face the "public realm" (such as parking lots, streets, and trails) will be handle and approved solely by the ownership / landlord.

TSG Chesterfield Lifestyle, LLC (“TSG”) is requesting a sign package for the property located at 17057 North Outer 40 Road (the “Property”). TSG is planning to redevelop and reposition the Property into a regional entertainment district known as The District (the “Project”). The Project will include, among other things, dining, retail, entertainment uses, and an indoor live music venue.

The details of the proposed signs, including outline areas where signs will be permitted, are included in the renderings submitted with this Narrative Statement. No business wall sign shall exceed three hundred (300) square feet in outline area. No wall sign shall be mounted above forty five (45) feet from finished floor.

Additionally, wall signs on the building facade of the in-line retail buildings facing I-64 shall only be permitted for tenants with public entrance facing I-64. This change will reduce the number of wall signs, eliminate sign clutter along the I-64 facing façade, and improve the architectural character of the Project by allowing installation of architectural features on the façade. These features will replace the current monotony of the I-64 facing façade and make the façade an inviting entrance to the Project. Despite removal of tenant signs on the I-64 facing façade, tenants will still have appropriate signage and advertising on-site with the Identification Sign (defined below).

The corner tower end caps at the retail buildings “H” & “K” shall be allowed signs on the building facade of all sides even without a public entrance.

Free standing anchor buildings, (Buildings “C”, “LM”, “N” and “P”) that are not attached to the in-line retail buildings shall be allowed signs on the building facade of all sides even without a public entrance. No business wall sign shall exceed three hundred (300) square feet in outline area. No wall sign shall be mounted above forty-five (45) feet from finished floor.

In order to complete the Project, the requested sign package must include the following signs:

- One project and tenant identification sign (“Identification Sign”) with an electronic message center (“EMC”). It is intended that the EMC will provide advertisements for acts performing at the indoor live musical venue and tenants at the Project, as well as public service announcements. The Identification Sign shall be located at the specific location identified on the Site Development Plan submitted with this Narrative Statement. The height and size of the Identification Sign is necessary for visibility and readability, given the Project’s location in Chesterfield Valley, elevation change and distance between the Project and I-64, and the large scale of the Project.

- A sign that will read “THE DISTRICT” in individual letters will be located on top of the new facade wall for the new open air “HUB” area. The sign will serve as the “welcome” sign to the project and will be an architectural feature that sets the tone for the design theme.

- A wall sign for the “HUB” area will be on the new facade wall for identification of “THE HUB STL” area of the project, formerly building “J”. The wall sign shall not exceed three hundred (300) square feet in the outline area.

- A projecting sign (“blade sign”), to be located on the southern façade of “Building C”. This blade sign will be three hundred fifteen (300) square feet and identify the live music venue.

The unique, superior quality and character of the Project justifies the requested amendments in this circumstance. The Project is the first of its kind in the St. Louis area. It adds another significant entertainment amenity that continues the growth of the North Outer 40 corridor into a regional entertainment district. Additionally, all of the signs and architectural features will be designed in accordance with the “retro-industrial” design theme of the Project and will promote superior architectural design and quality.

The Project will include an indoor music facility that will attract regional and national acts. Such a facility does not presently exist anywhere in West St. Louis County. The indoor music facility will hold approximately 150 concerts and events per year. The Identification Sign with EMC is required to advertise those events.

This sign package will not have a substantial negative physical impact on any neighboring properties and will conform with the requirements of the City’s lighting code, permit the efficient navigation of traffic visiting the Property for concerts and other events, and mitigate excess signs on the Property by removing the majority of the tenant wall signs facing I-64. The landscaping around the monument signs shall be in conformance with the approved Landscape Plan for the Property.

Dimensions of building signage are listed for letter and symbol dimensions only, and shall not include the electrical raceway such sign elements sit upon. Tenant sign square footage, quantity, and placement are all approximate and will vary based upon tenant names, logos, and dimensions. Architectural features will not be altered. The sum total of all installed individual tenant signage will not exceed the maximum approved square footage.

Understanding the sensitivity with respect to the EMC, the following additional factors are submitted as justification of one such display board in the unique circumstances surrounding this Project:

- The Project is located along the I-64 corridor in Chesterfield Valley;
- The Project is abutted by the Monarch levee and undevelopable floodplain;
- The Project is entirely fronted by public right-of-way;
- The Project has approximately 3,363 feet of roadway frontage;
- The Project is adjacent to the TopGolf subdivision;
- The Project is over 40 acres in size;
- The Project is in excess of 300,000 square feet;
- The Project is not located near any residential development;
- The Project will be the only regional entertainment district in the City;
- The Project will include the only large indoor live music venue in the City; and
- There are no other EMCs near the Project.

Furthermore, the EMC will be subject to the following restrictions:

- **Distance.** The EMC shall not be permitted within two thousand (2,000) feet of any property with a land use designation that permits residential uses as determined by the Comprehensive Land Use Plan.
- **Distance.** The EMC shall not be permitted within one thousand (1,000) feet from the center point of two intersecting arterial roadways as designated within the City of Chesterfield Street Classification Map.
- **Duration of image display.** Each image displayed shall have a minimum duration of ten (10) seconds.
- **Presentation.** The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, swirl, change color, or in any manner imitate movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted.
- **Transition.** When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous repixelization.
- **Dimmer control.** The EMC shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.
- **Brightness.** The EMC shall not exceed a maximum of seven thousand (7,000) nits (candelas per square meter) during daylight hours and a maximum illumination of six hundred (600) nits candelas per square meter) between sundown and sunrise measured from the sign's face at maximum brightness.
- **Fluctuating or flashing illumination.** No portion of the EMC may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement.
- **Malfunction and noncompliance.** In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one position.
- **Resolution and pixel spacing.** The EMC shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
- **Angle.** If the interior angle formed by the faces of a V-shaped sign is less than one hundred eighty (180) degrees, both faces of the sign will display the same image.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

Dimensions of building signage are listed for letter and symbol dimensions only, and shall not include the electrical raceway such sign elements sit upon. Tenant sign square footage, quantity, and placement are all approximate and will vary based upon tenant names, logos, and dimensions. Architectural features will not be altered. The sum total of all installed individual tenant signage will not exceed the maximum approved square footage.

April 20, 2022

Narrative to the Comprehensive Sign package, including purpose, scope, design, and consistency with the development's architectural themes. The narrative addresses how the comprehensive sign package promotes superior design, quality and character

The District is a redevelopment of the former Taubman Prestige Outlets Chesterfield (TPOC) on North Outer Rd 40, just east of the intersection of Boone's Crossing & Interstate 64/Highway 40.

The sign package for The District was designed and tailored to integrate both into the surrounding environment and the architectural design of the project. The materials & colors from the architectural palette have been integrated directly into the sign program.

All signage found in the interior pedestrian shopping areas will be treated similarly to the interior signage found in the shopping areas of the traditional enclosed mall; All signage that is "interior" to the project, meaning that signage that does not face the "public realm" (such as parking lots, streets, and trails), will be handled and approved solely by the ownership/ landlord.

Sign lighting in all instances complies with City of Chesterfield requirements. LED lighting is integrated within all illuminated sign types and in no instances is light projected directly into the dark sky. Brightness levels will be controlled to fit within the City of Chesterfield requirements.

"All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale."

"All signage within the development shall be in conformance with the Comprehensive Sign Package."

Wall Signs / Tenant Identity

The proposed sign area outlined in the Sign Package is for the center as a whole and tenant placement within these areas is subject to developer/ landlord approval.

No building mounted signs are proposed in the Sign Package facing the North Parking Area/ Levee Trail.

Existing cumulative area for all four exterior facades is 133,429 SQ. FT. Exterior facing wall-mounted signage will not exceed a total area of 10,007 SQ. FT. total.

As of April 2022 submittal, the new cumulative area for all 4 exterior facades is 207,850 SQ. FT. Exterior facing wall-mounted signage will not exceed a total area of 15,588.75 SQ. FT. total.

Proposed Allowable Wall Signage Area

existing buildings - to remain

| | |
|------------------------------|------------|
| Building H - south elevation | 8,675 S.F. |
| Building H - west elevation | 2,200 S.F. |
| Building H - east elevation | 2,400 S.F. |
| Building K - south elevation | 8,675 S.F. |
| Building K - west elevation | 2,400 S.F. |
| Building K - east elevation | 2,200 S.F. |
| Building P - south elevation | 2,200 S.F. |
| Building P - east elevation | 5,900 S.F. |
| Building P - west elevation | 5,900 S.F. |

proposed buildings - phase I

| | |
|------------------------------|-------------|
| Building C - south elevation | 10,150 S.F. |
| Building C - east elevation | 10,450 S.F. |
| Building C - west elevation | 10,450 S.F. |
| Building N - south elevation | 6,300 S.F. |
| Building N - west elevation | 8,900 S.F. |
| Building N - east elevation | 8,900 S.F. |

proposed buildings - phase II

| | |
|--------------------------------|-------------------|
| Building B 1 - south elevation | 1,000 S.F. |
| Building B 1 - west elevation | 800 S.F. |
| Building B 1 - east elevation | 800 S.F. |
| Building B2 - south elevation | 2,100 S.F. |
| Building B2 - west elevation | 1,200 S.F. |
| Building B2 - east elevation | 1,200 S.F. |
| The Hub - south elevation | 2,150 S.F. |
| Building F - south elevation | 4,000 S.F. |
| Building L/M - south elevation | 5,800 S.F. +- TBD |
| Building L/M - west elevation | 6,500 S.F. +- TBD |
| Building L/M - east elevation | 6,500 S.F. +- TBD |

total north elevation 23,700 S.F.

existing buildings 64,150 S.F.

total north elevation 25,300 S.F.

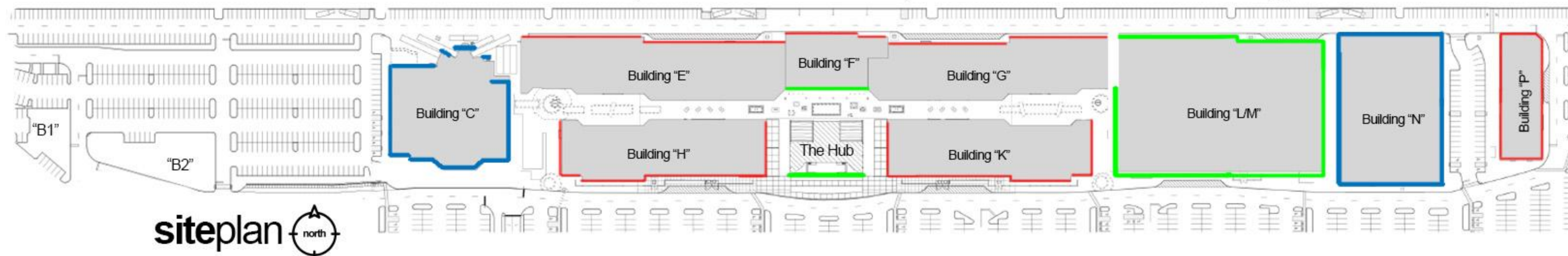
proposed phase I 80,450 S.F.

total north elevation 31,200 S.F.

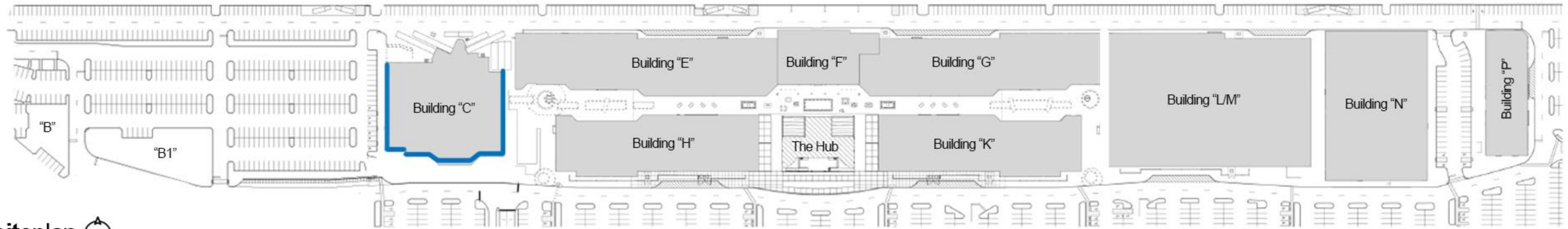
proposed phase II 63,250 S.F.

total wall area = 207,850 S.F. x 0.075 = 15,588.75 S.F. total allowable sign area

The Phase 2 signage is allowed 7.5% of the wall on which the sign is located on, only one (1) sign per tenant, per elevation with a maximum of 300 sq ft per sign allowed



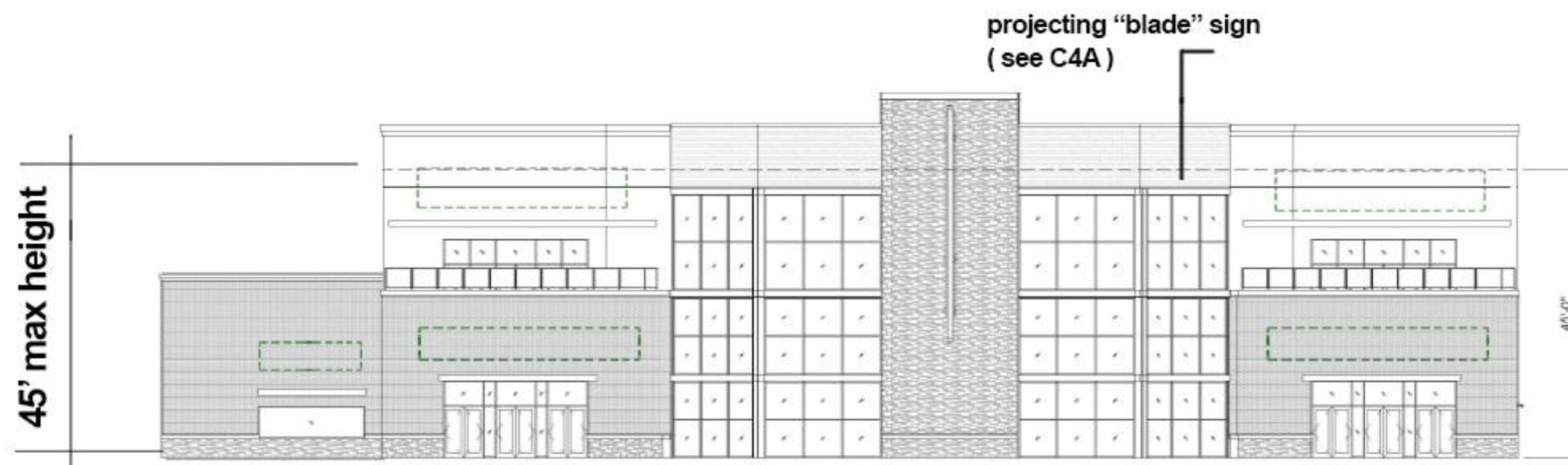
Dimensions of building signage are listed for letter and symbol dimensions only, and shall not include the electrical raceway such sign elements sit upon. Tenant sign square footage, quantity, and placement are all approximate and will vary based upon tenant names, logos, and dimensions. Architectural features will not be altered. The sum total of all installed individual tenant signage will not exceed the maximum approved square footage.



siteplan



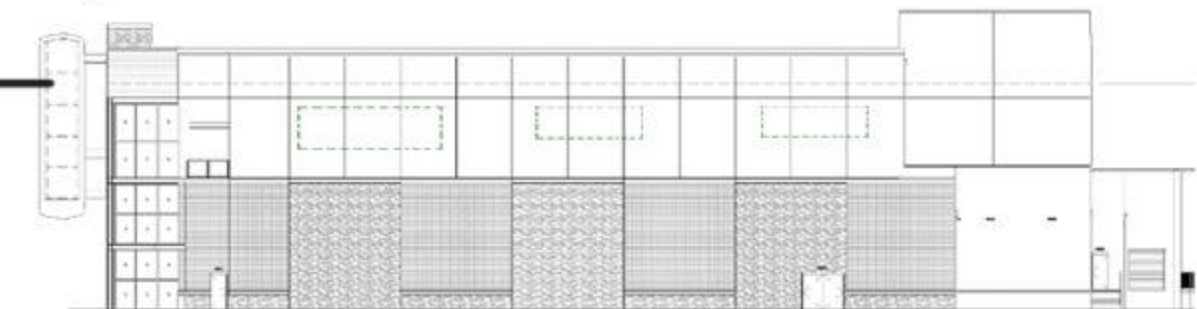
center southelevation



southelevation
scale: N.T.S.

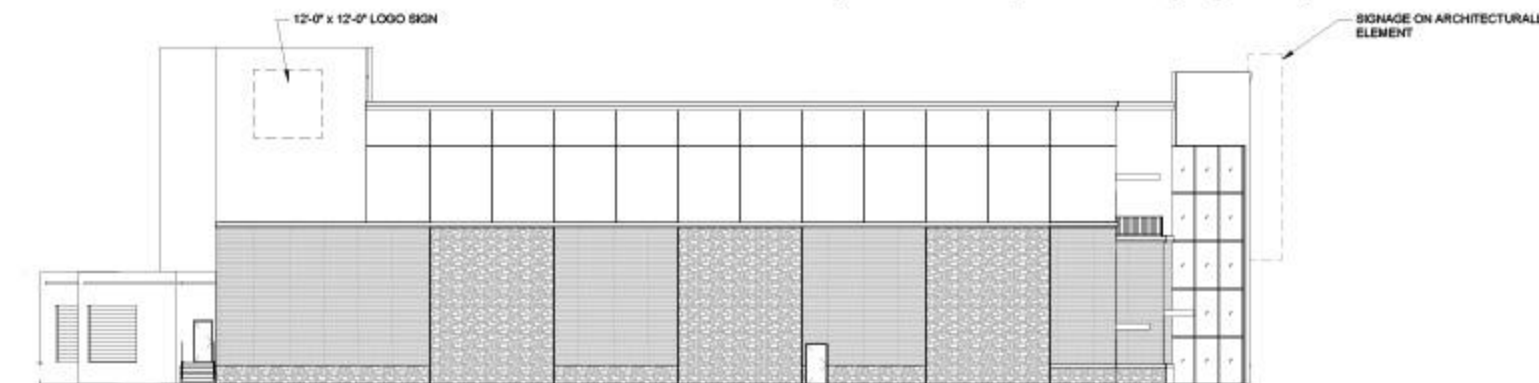
*dashed areas are "possible" areas for signage
building C signage calculations for south elevation
total elevation area = 10,150 s.f. x 0.075 = 761.25 allowable signage
(-40% for any window graphics)

projecting "blade" sign
(see C4A)



eastelevation
scale: N.T.S.

*dashed areas are "possible" areas for signage
building C signage calculations for east elevation
total elevation area = 10,450 s.f. x 0.075 = 783.75 allowable signage
(-40% for any window graphics)



westelevation
scale: N.T.S.

*dashed areas are "possible" areas for signage
building C signage calculations for east elevation
total elevation area = 10,450 s.f. x 0.075 = 783.75 allowable signage
(-40% for any window graphics)

NOTE:
NO WALL SIGNAGE MOUNTED
ABOVE 45' FROM FINISH FLOOR

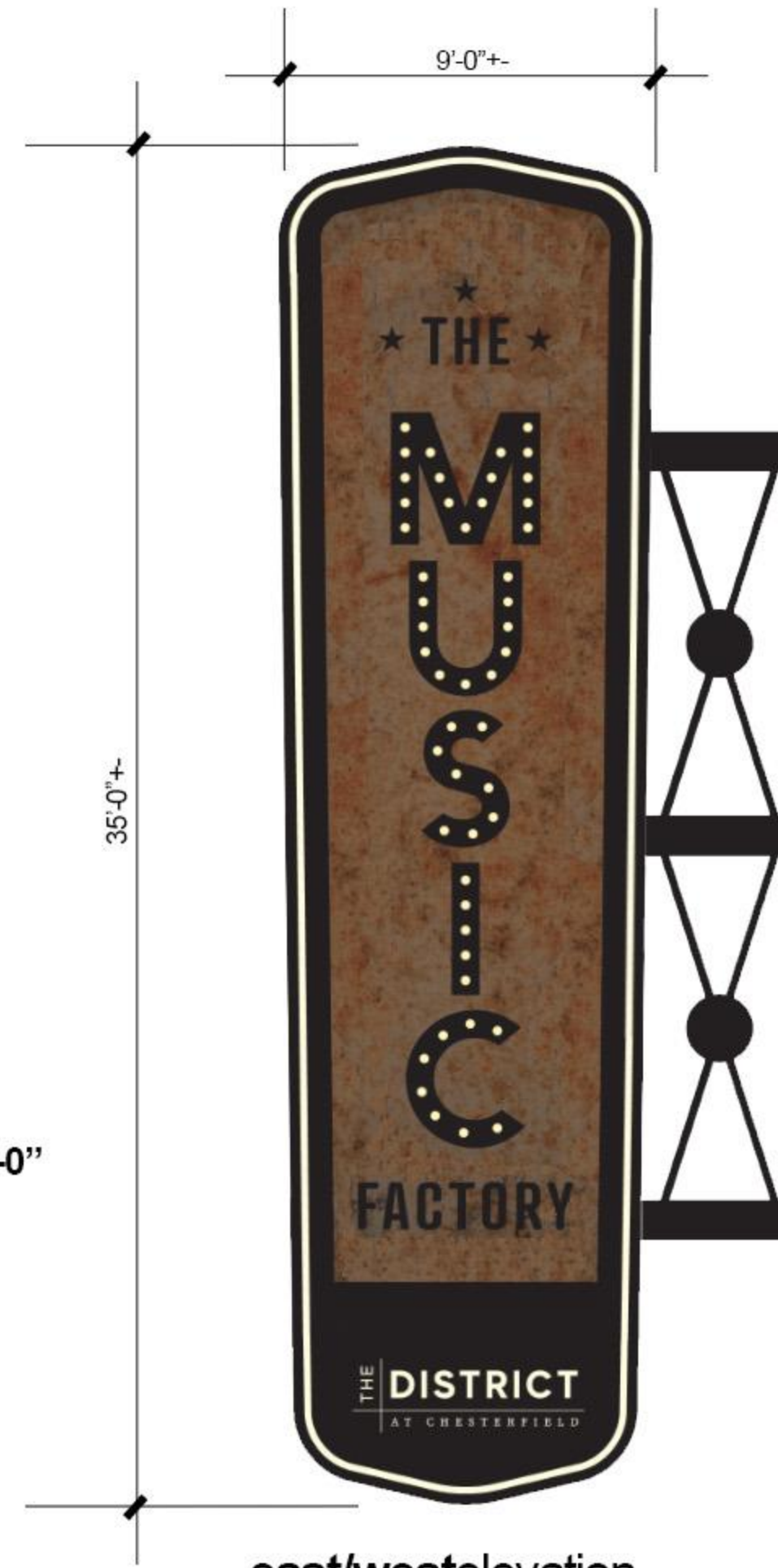
building C - south wall = 10,150 s.f. x 0.075 = 761.25 s.f. allowed
building C - east wall = 10,450 s.f. x 0.075 = 783.75 s.f. allowed
building C - west wall = 10,450 s.f. x 0.075 = 783.75 s.f. allowed
total wall area s.f. = 31,050 s.f. x 0.075 = 2,328.75 s.f. allowed

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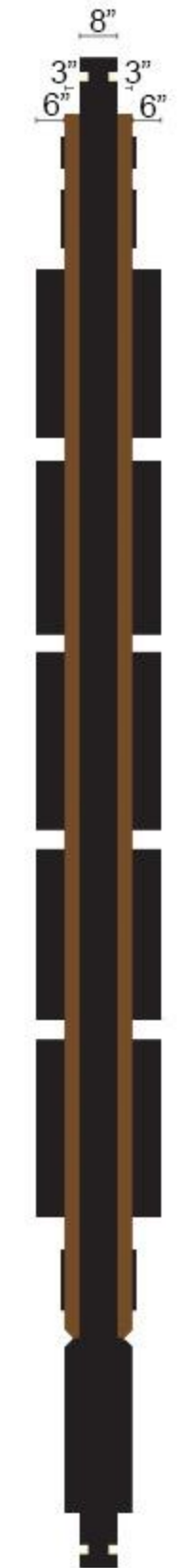


eastelevation
scale: N.T.S.

top of blade signage = 50'-0"
sign area of face = 315'-0"

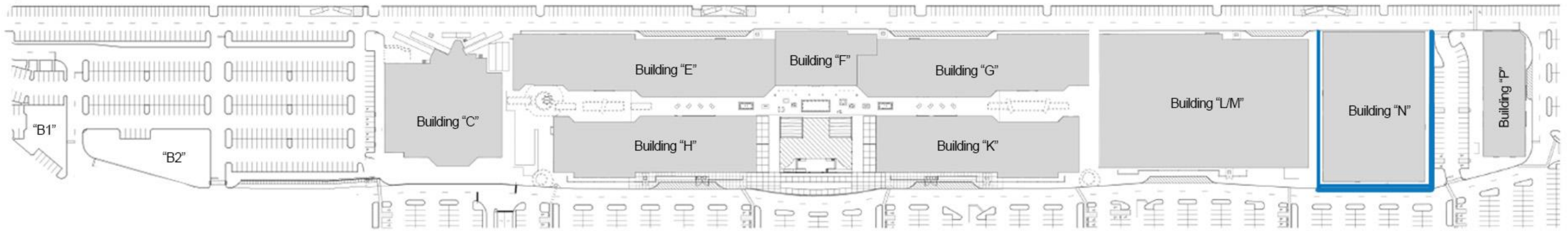


east/westelevation
scale: N.T.S.



southelevation
scale: N.T.S.

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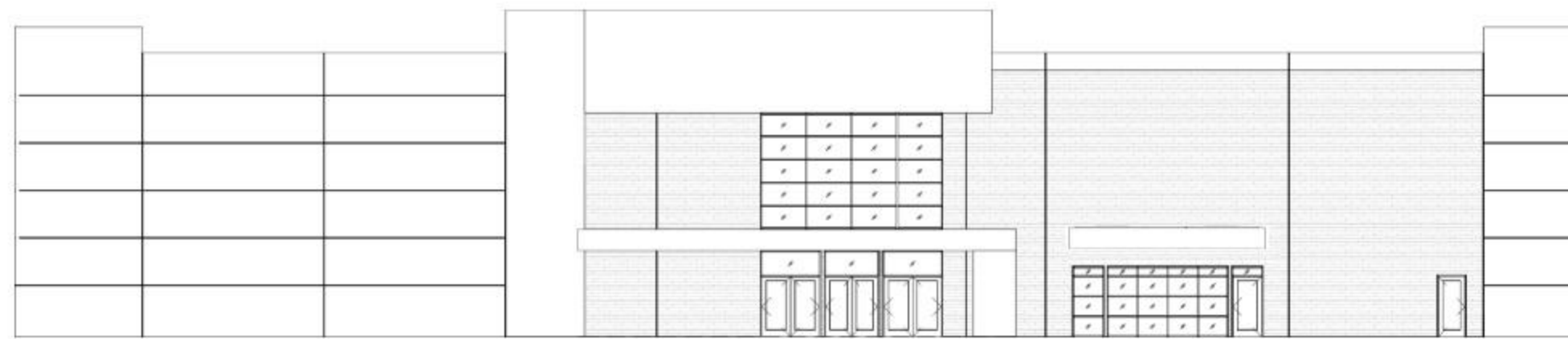


siteplan



center southelevation

“No business sign shall exceed three hundred (300) square feet in outline area”

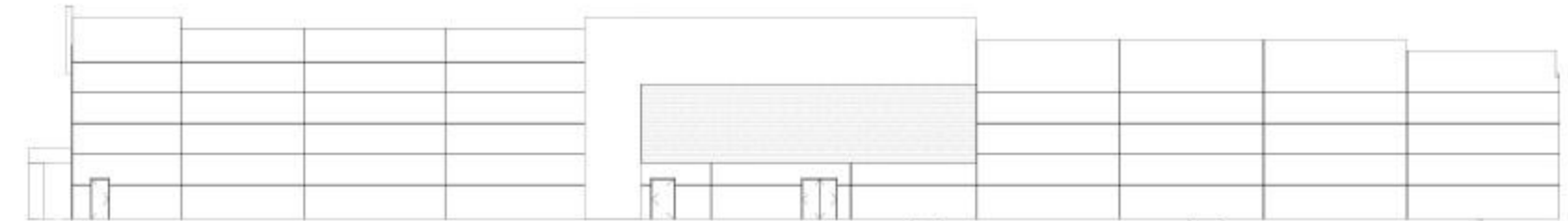


southelevation
scale: N.T.S.

building N signage calculations for south elevation
total elevation area = 6,300 s.f. x 0.075 = 472.5 allowable signage
(-40% for any window graphics)

*dashed areas are “possible” areas for signage

building N - south wall = 6,300 s.f x 0.075 = 472.5 s.f allowed
building N - east wall = 8,900 s.f x 0.075 = 667.5 s.f allowed
building N - west wall = 8,900 s.f x 0.075 = 667.5 s.f allowed
total wall area s.f. = 24,100 s.f. x 0.075 = 1,807.5 s.f. allowed



eastelevation
scale: N.T.S.

*dashed areas are “possible” areas for signage

building N signage calculations for east elevation
total elevation area = 8,900 s.f. x 0.075 = 667.5 allowable signage
(-40% for any window graphics)

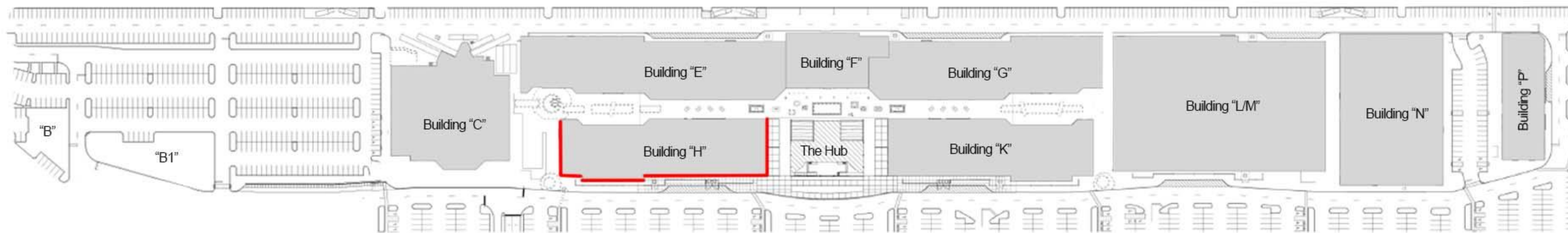


westelevation
scale: N.T.S.

*dashed areas are “possible” areas for signage

building N signage calculations for east elevation
total elevation area = 8,900 s.f. x 0.075 = 667.5 allowable signage
(-40% for any window graphics)

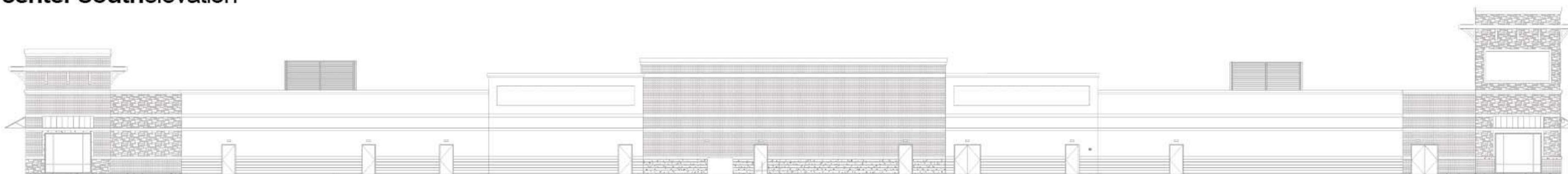
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siteplan 

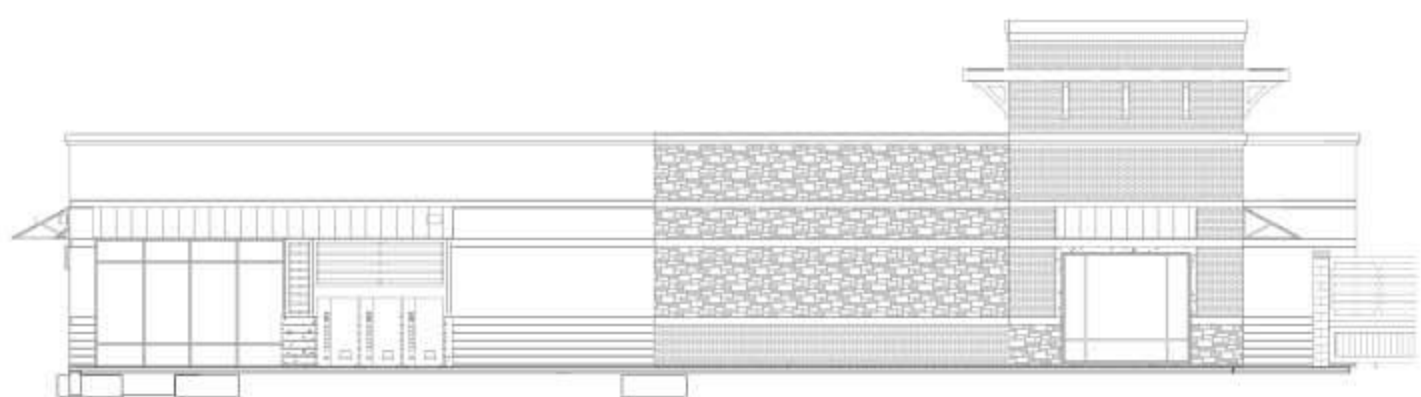


center southelevation



building H southelevation (proposed signage s.f. = 645 s.f.+/- of sign area)
scale: N.T.S.

*dashed areas are "possible" areas for signage



westelevation
scale: N.T.S.

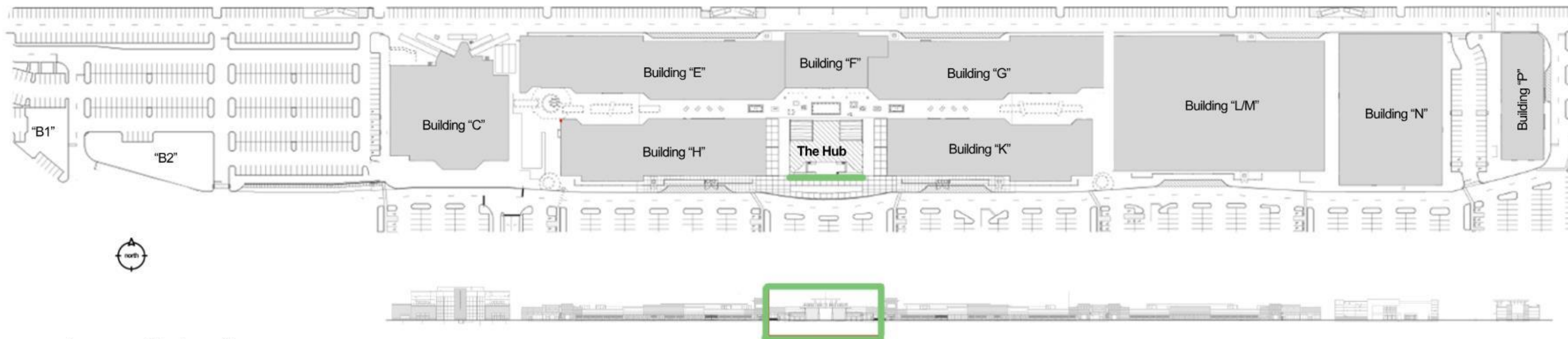
wall signs for in-line retail buildings the wall signs on the building facade facing I-64 shall only be permitted for tenants with public entrance facing I-64.

building H - south wall = 8,675 s.f x 0.075 = 650.5 s.f allowed
 building H - west wall = 2,200 s.f x 0.075 = 165 s.f allowed
 building H - east wall = 2,400 s.f x 0.075 = 180 s.f allowed
 total wall area s.f. = 13,275 s.f. x 0.075 = 995.6 s.f. allowed

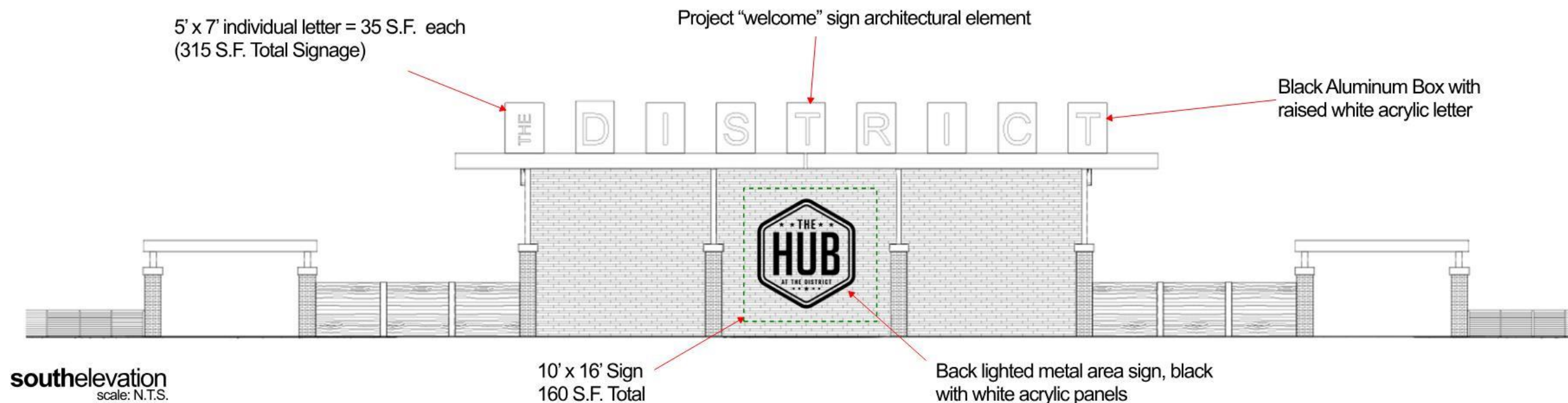


eastelevation
scale: N.T.S.

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center south elevation



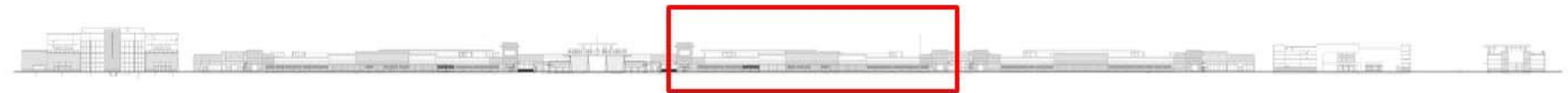
south elevation
scale: N.T.S.

building J "HUB" - south wall = 2,150 s.f x 0.075 = 161.25 s.f allowed

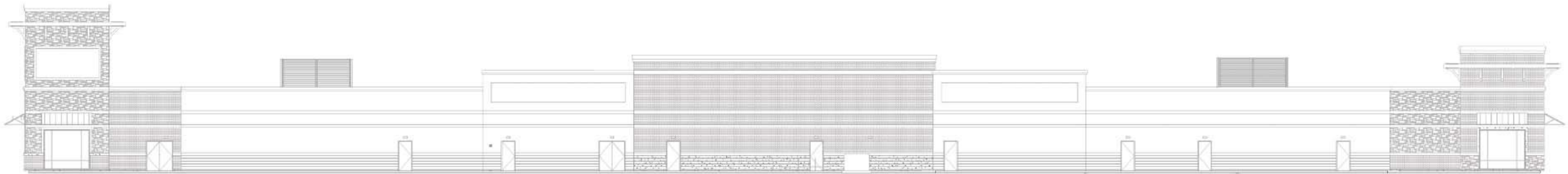
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siteplan 



center southelevation

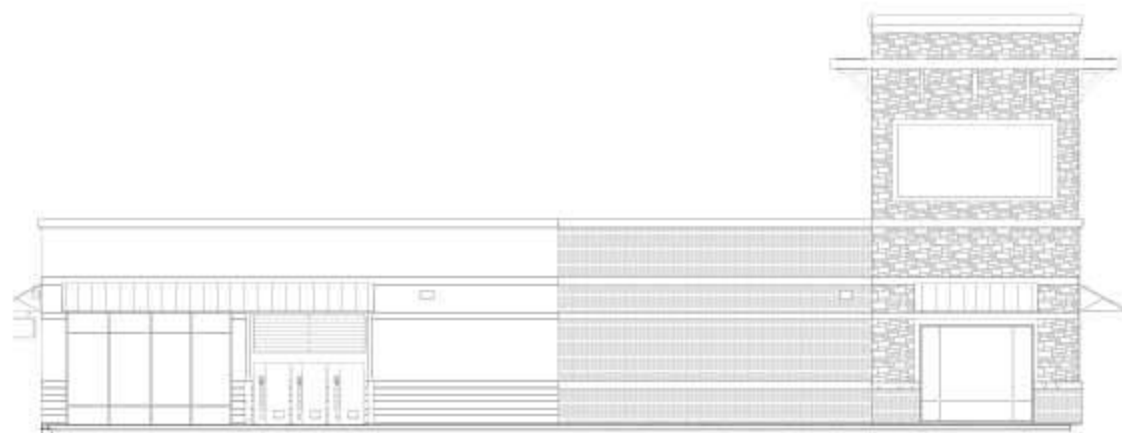


building K southelevation (proposed signage s.f. = 645 s.f.+/- of sign area)
scale: N.T.S.

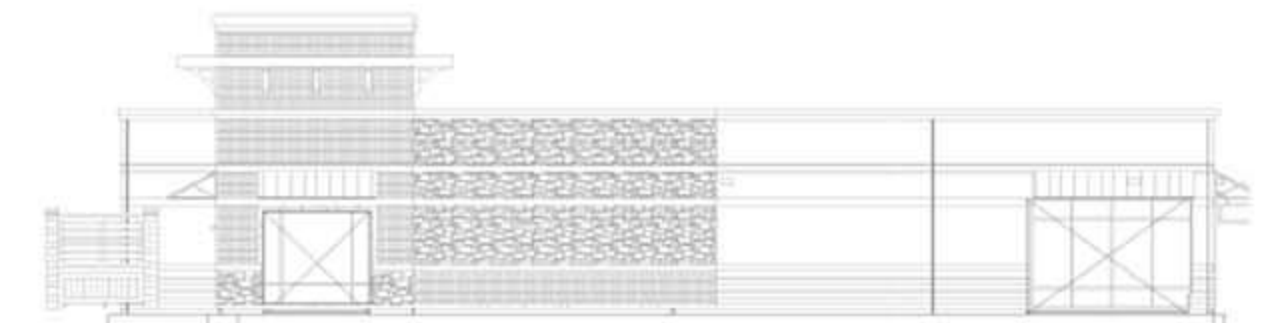
*dashed areas are "possible" areas for signage

wall signs for in-line retail buildings located on the building facade facing I-64 shall only be permitted for tenants with public entrance facing I-64.

building K - south wall = 8,675 s.f x 0.075 = 650.6 s.f allowed
 building K - west wall = 2,400 s.f x 0.075 = 180.0 s.f allowed
 building K - east wall = 2,200 s.f x 0.075 = 165.0 s.f allowed
 total wall area s.f. = 13,275 s.f. x 0.075 = 995.6 s.f. allowed

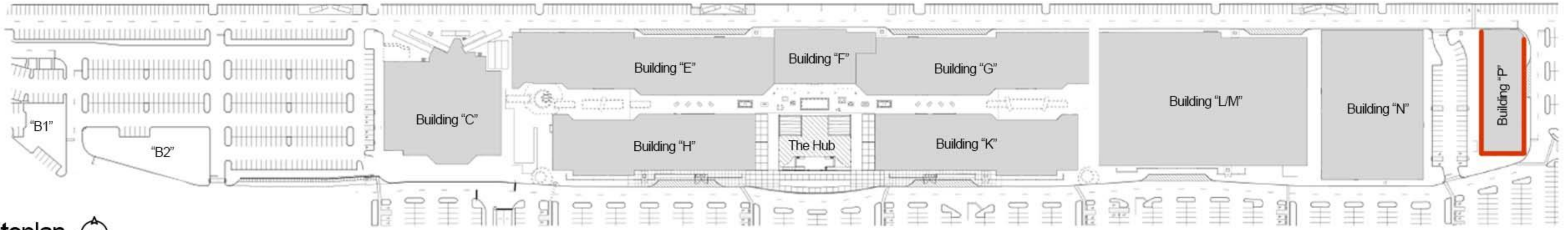


west elevation
scale: N.T.S.



east elevation
scale: N.T.S.

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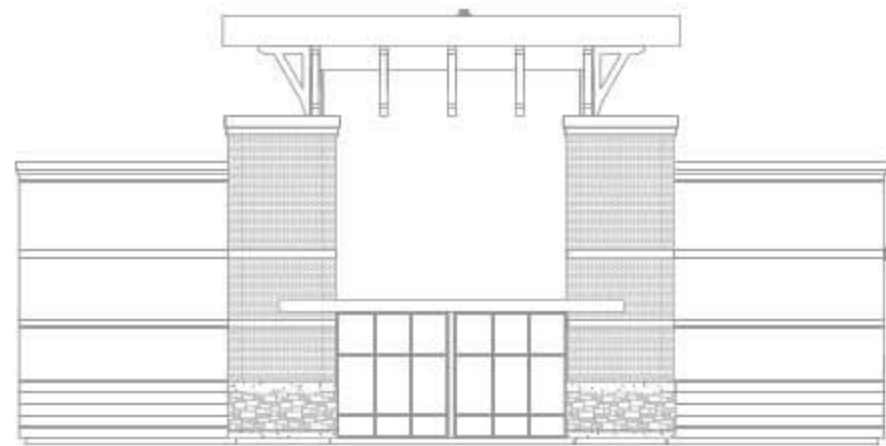


siteplan



center southelevation

*dashed areas are "possible" areas for signage

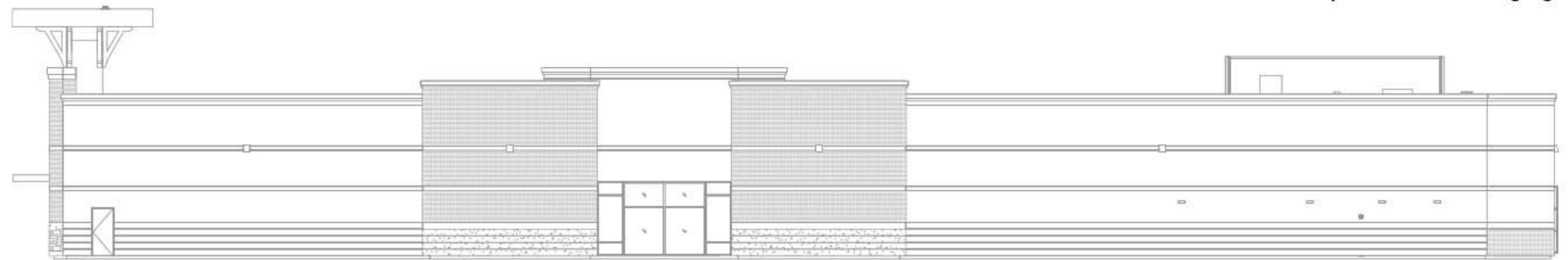


building P southelevation

scale: N.T.S.

building P signage calculations for south elevation
total elevation area = 2205 s.f. x 0.075 = 165.37 allowable signage
(-40% for any window graphics)

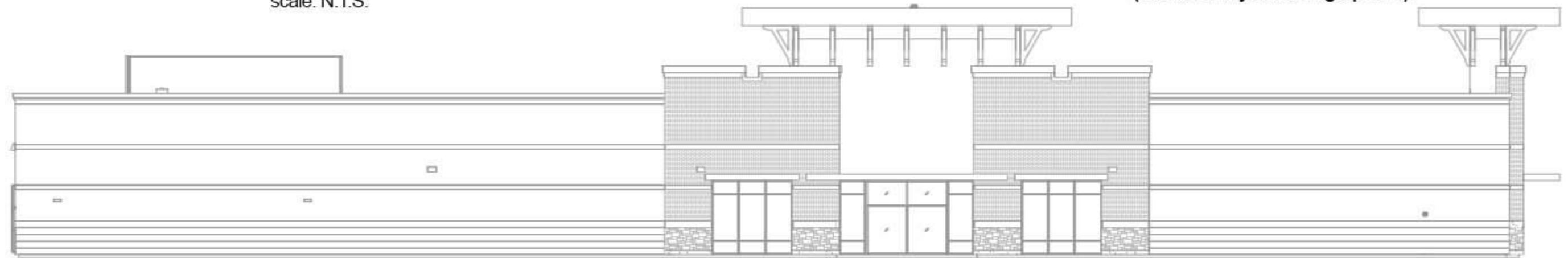
building P - south wall = 2,205 s.f x 0.075 = 165.37 s.f allowed
building P - east wall = 5,900 s.f x 0.075 = 442.5 s.f allowed
building P - west wall = 5,900 s.f x 0.075 = 442.5 s.f allowed
total wall area s.f. = 14,005 s.f. x 0.075 = 1,050.37 s.f. allowed



building P eastelevation

scale: N.T.S.

building P signage calculations for east elevation
total elevation area = 5,900 s.f. x 0.075 = 442.5 allowable signage
(-40% for any window graphics)



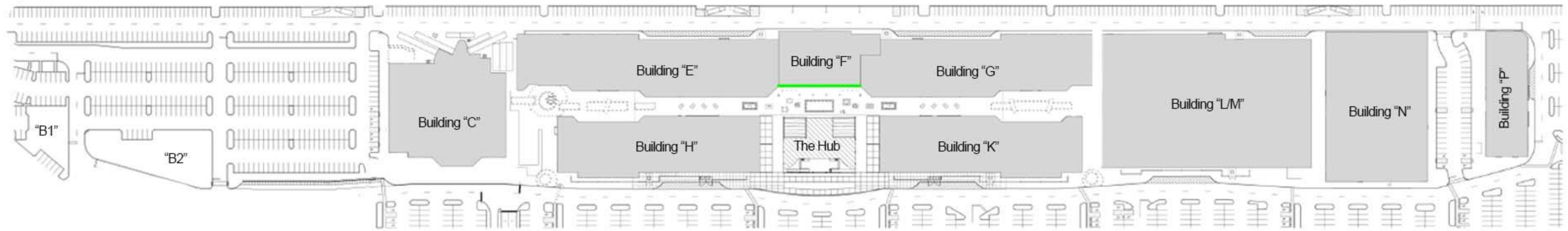
building P westelevation

scale: N.T.S.

building P signage calculations for West elevation
total elevation area = 5,900 s.f. x 0.075 = 442.5 allowable signage
(-40% for any window graphics)

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April 20, 2022



siteplan 

center southelevation

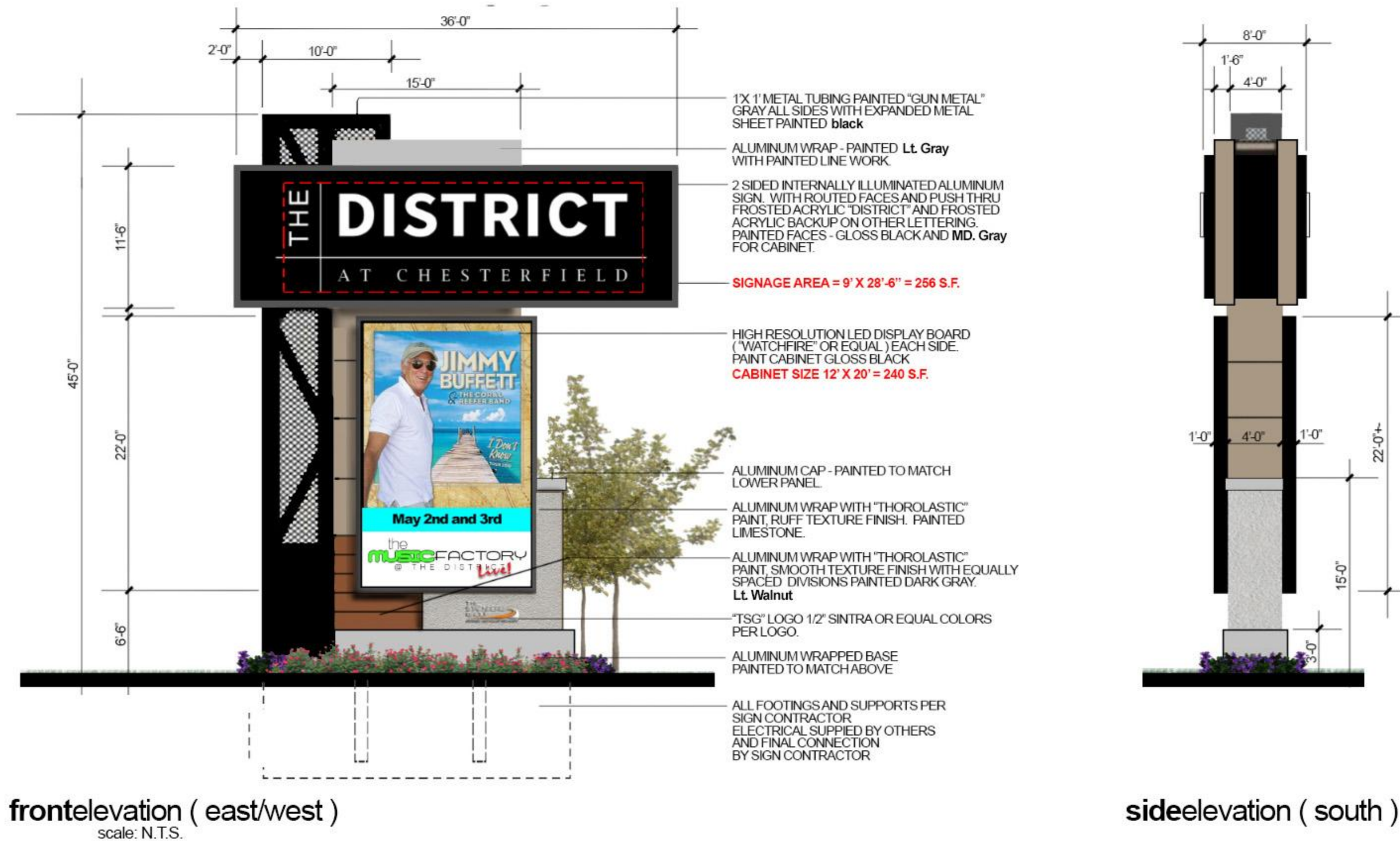


southelevation
scale: N.T.S.

building F signage calculations for south elevation
total elevation area = 4,000 s.f. x 0.075 = 300 allowable signage
(-40% for any window graphics)

Building F = 4,000 s.f x 0.075 = 300 s.f allowed

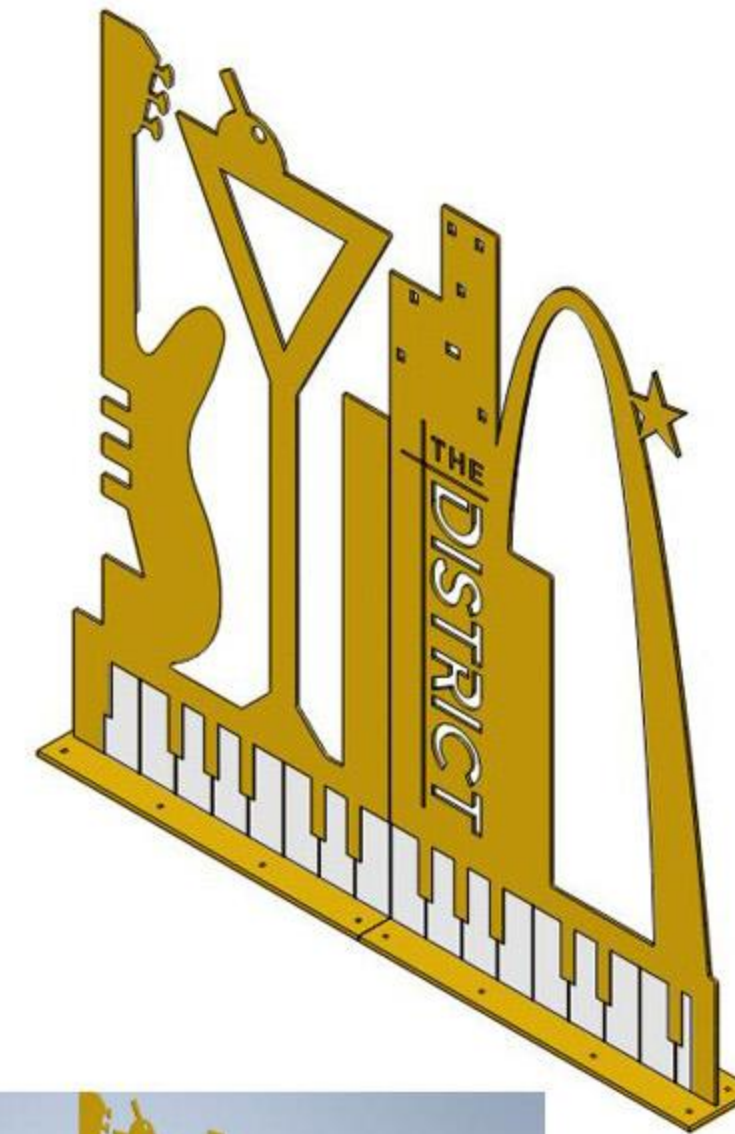
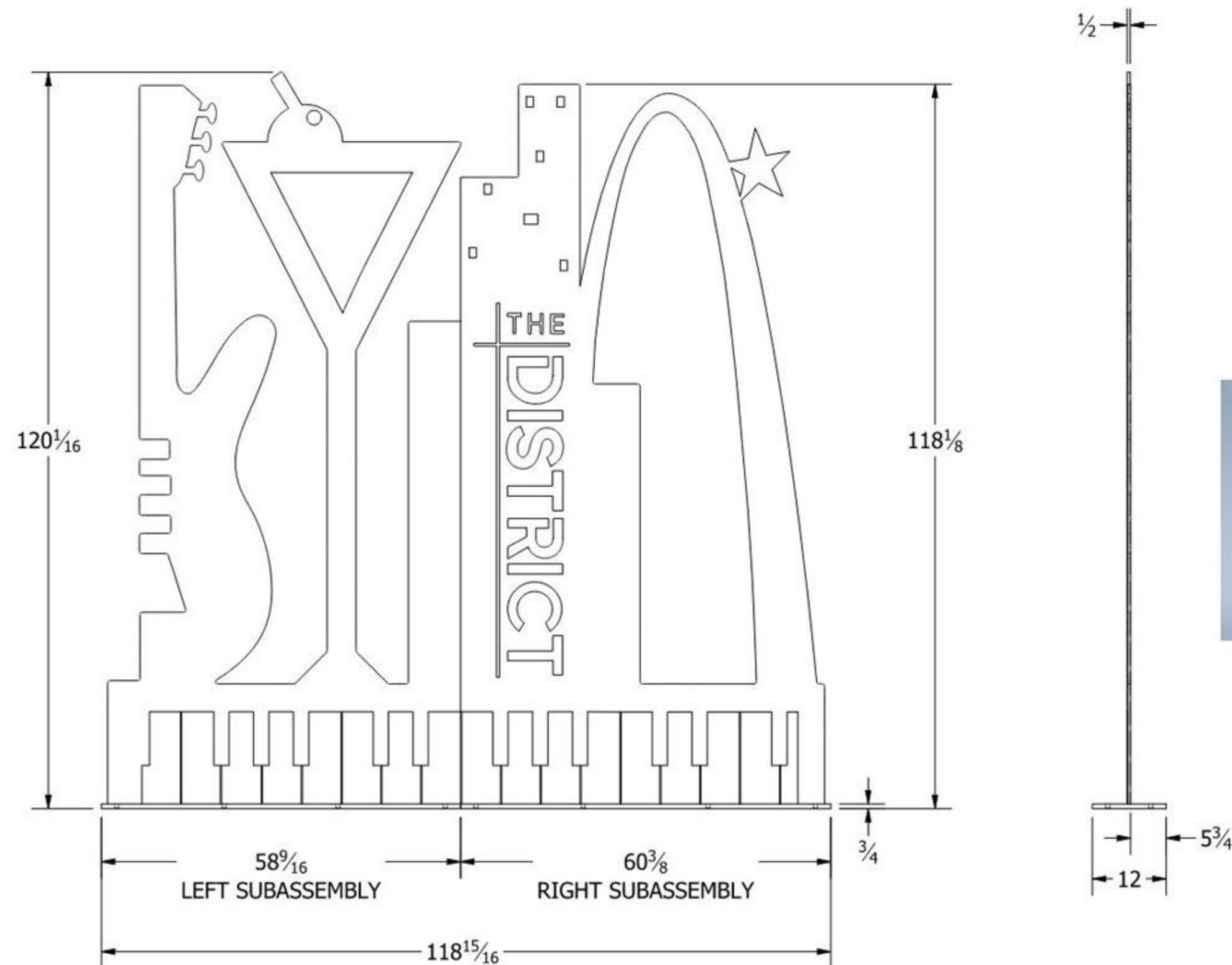
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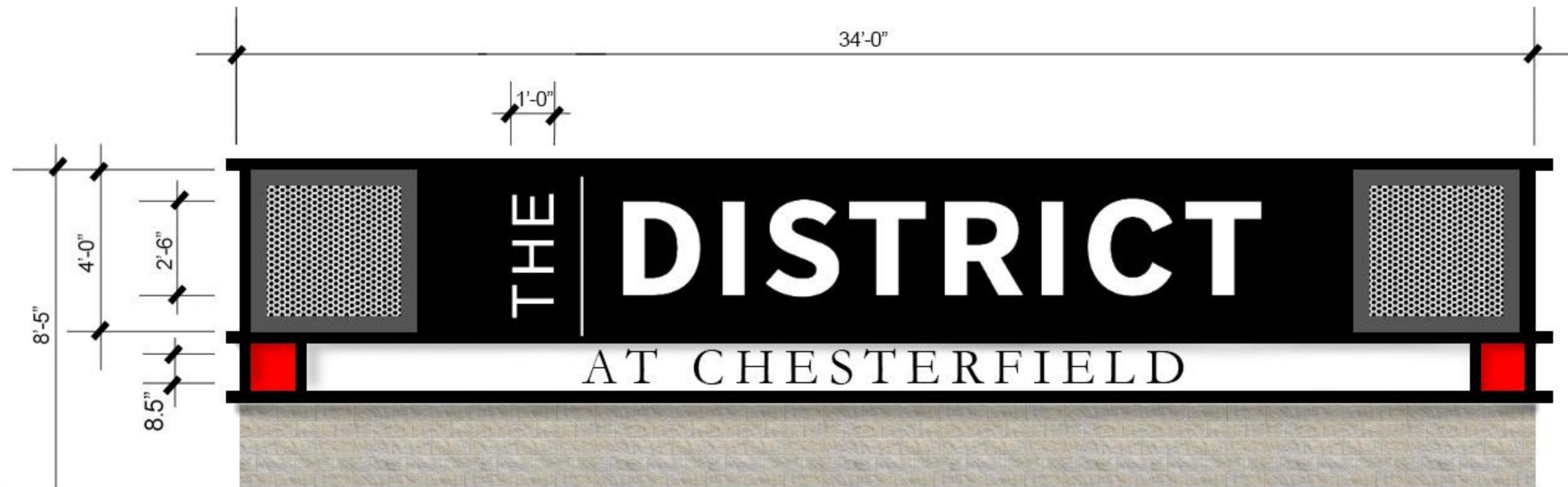
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The District - Freestanding 11A

MATERIAL: 1/2 INCH HOT ROLLED STEEL
12x3/4 HOT ROLLED STEEL FLAT BAR
FINISH: TBD- COLOR MATCH PANTONE 124 C SHOWN
NOTE: 1. SCULPTURE TO BE INSTALLED IN TWO SECTIONS
2. WHITE PIANO KEYS TO BE PAINTED



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EXISTING LETTERING TO BE REMOVED.
EXISTING SIGN TO BE PATCHED AND REPAIRED AS NEED.
EXISTING SIGN TO BE REPAINTED - GLOSS BLACK AND WHITE WITH RED SQUARES.

1"x1" METAL TUBING INSERTS.
PAINTED "GUN METAL" GRAY - ALL SIDES
WITH PERFORATED METAL PANEL - PAINTED SAME.

1/2" SINTRA OR EQUAL LETTER APP. TO FACE.
PAINTED GLOSS WHITE "THE DISTRICT" AND
GLOSS BLACK "CHESTERFIELD"

EXISTING LANDSCAPE TO TOREMAIN

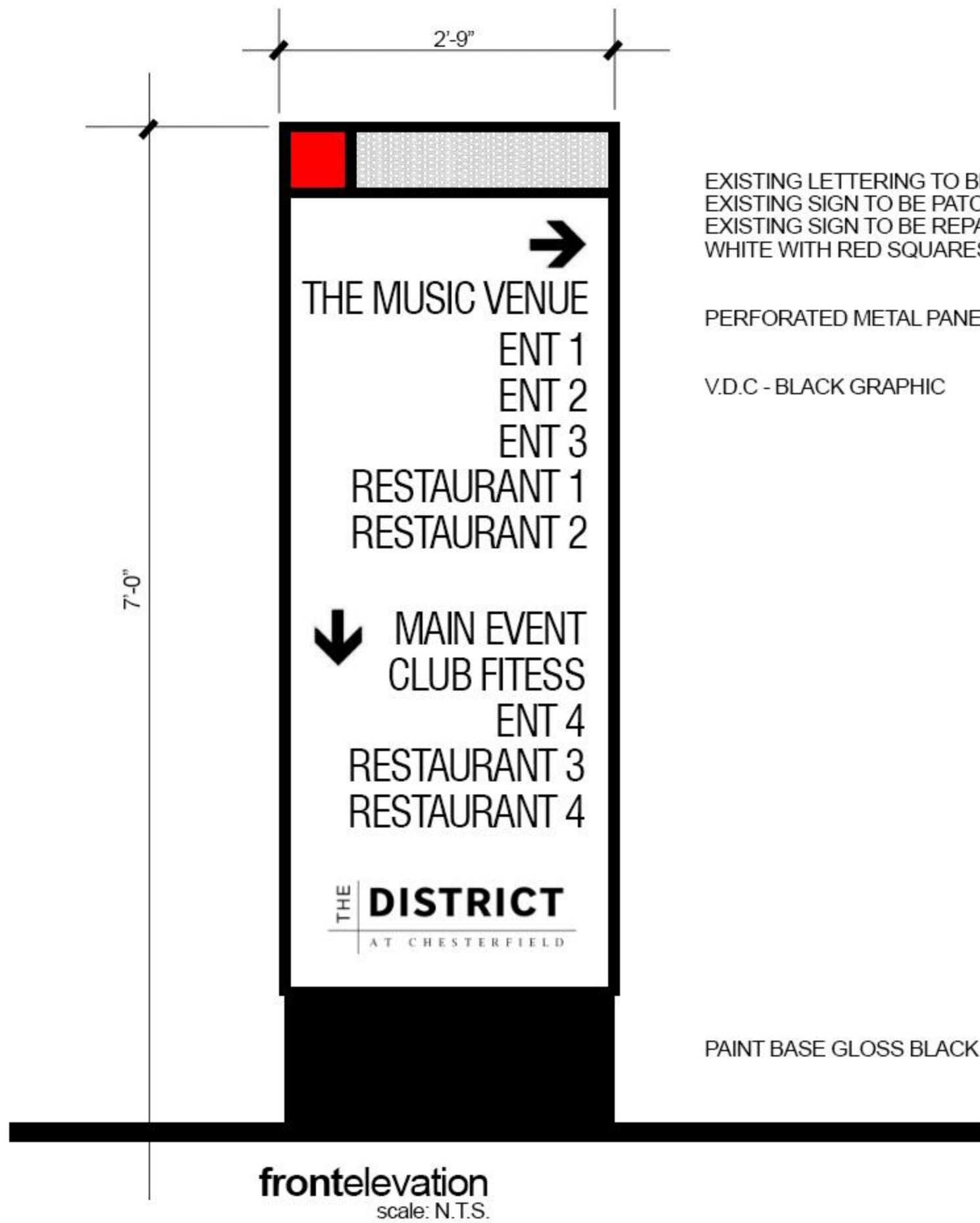
frontelevation
scale: N.T.S.



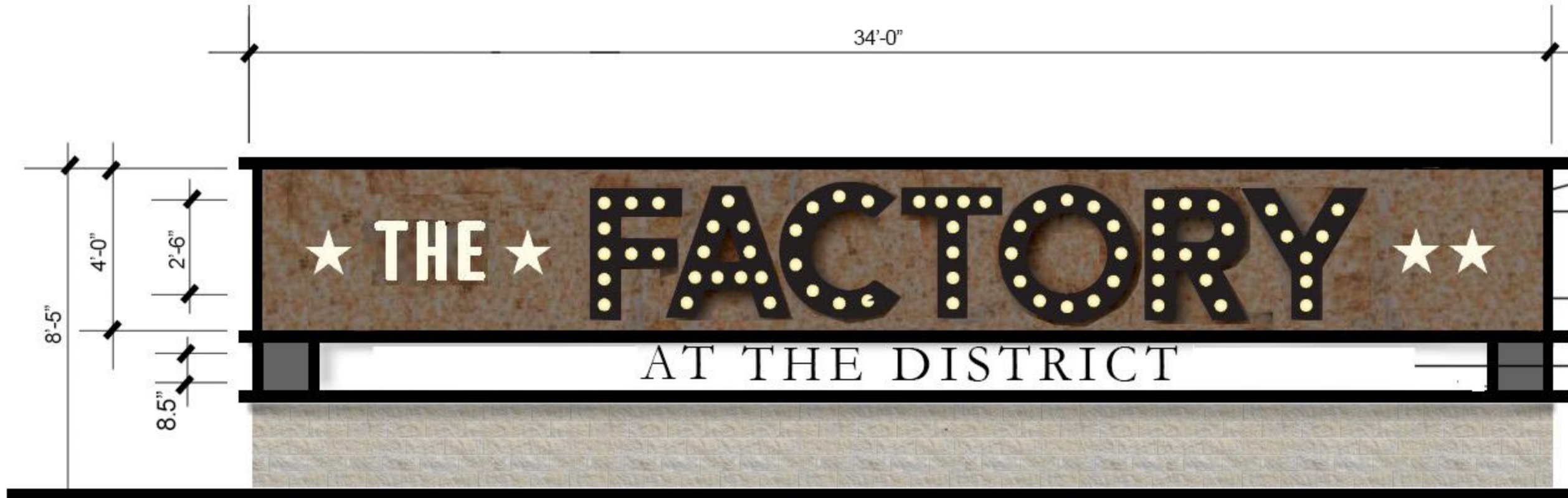
existing frontelevation
scale: N.T.S.



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- EXISTING LETTERING TO BE REMOVED.
- EXISTING SIGN TO BE PATCHED AND REPAIRED AS NEEDED.
- EXISTING SIGN TO BE REPAINTED - GLOSS BLACK WITH WHITE BAR AND GREY SQUARE PMS# 8402
- AGED METAL LIGHTER/RUSTIER IN COLOR
- "MUSIC" - BLACK CHANNEL LETTERS WITH V.D.C. DOT (PMS#)
att: REV CHANNEL LETTERS WITH INDIVIDUAL BULBS - SIZED OF BULBS TO FIT. ACRYLIC PANEL FRONT
- FLAT METAL LETTERS / STARS (PMS#)
att: ROUTED FACE WITH ACRYLIC BACKUP
- 1/2" SINTRA OR EQUAL LETTERS APPLIED TO FACE PAINTED GLOSS BLACK
- EXISTING LANDSCAPE TO REMAIN
- att: LED INTERNALLY ILLUMINATED - POWER SUPPLIED FROM EXISTING GROUND LIGHTING. SUPPLY / J BOX LOCATION TO REAR OF SIGN

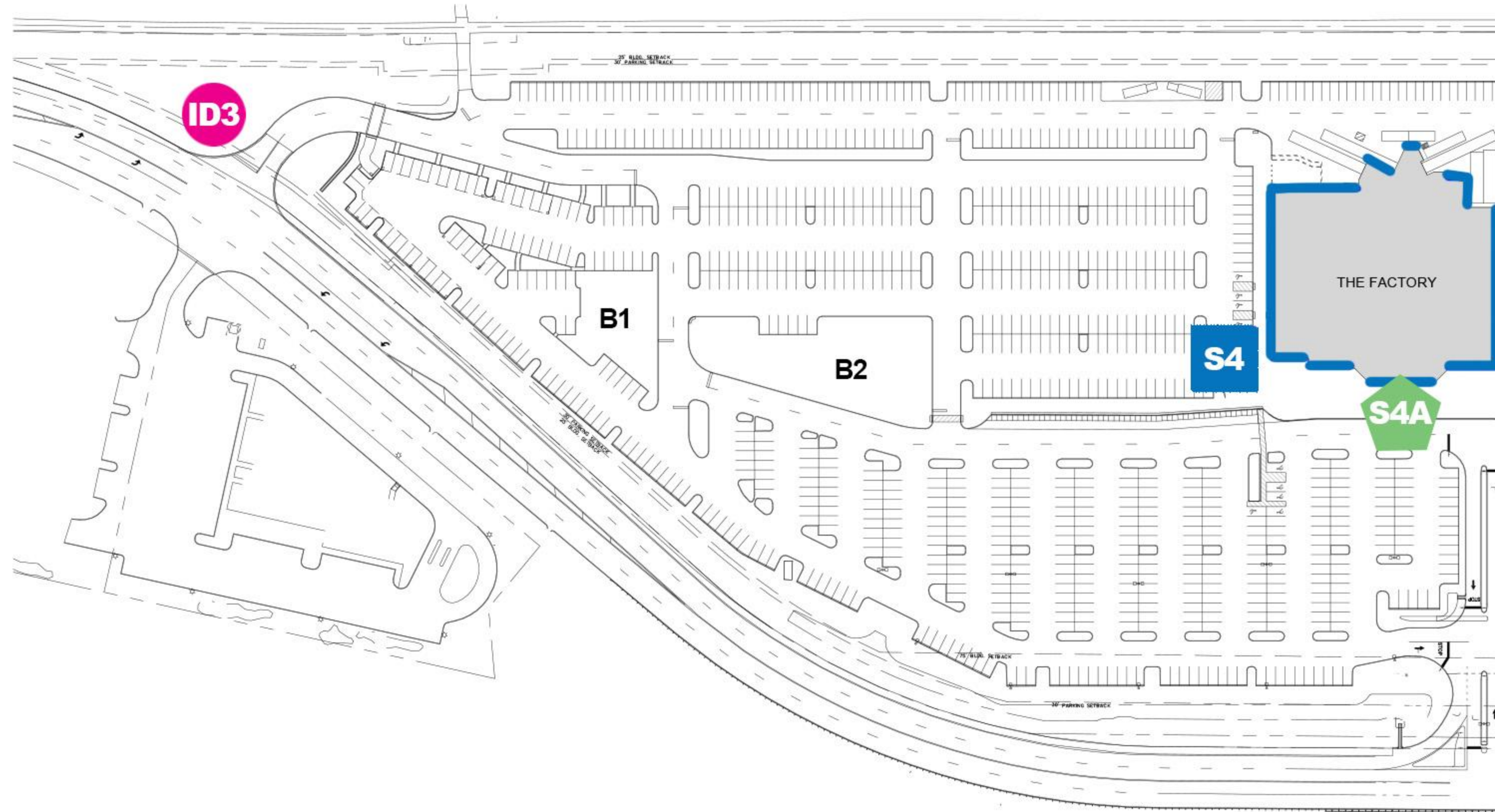
frontelevation
scale: N.T.S.



existing frontelevation
scale: N.T.S.

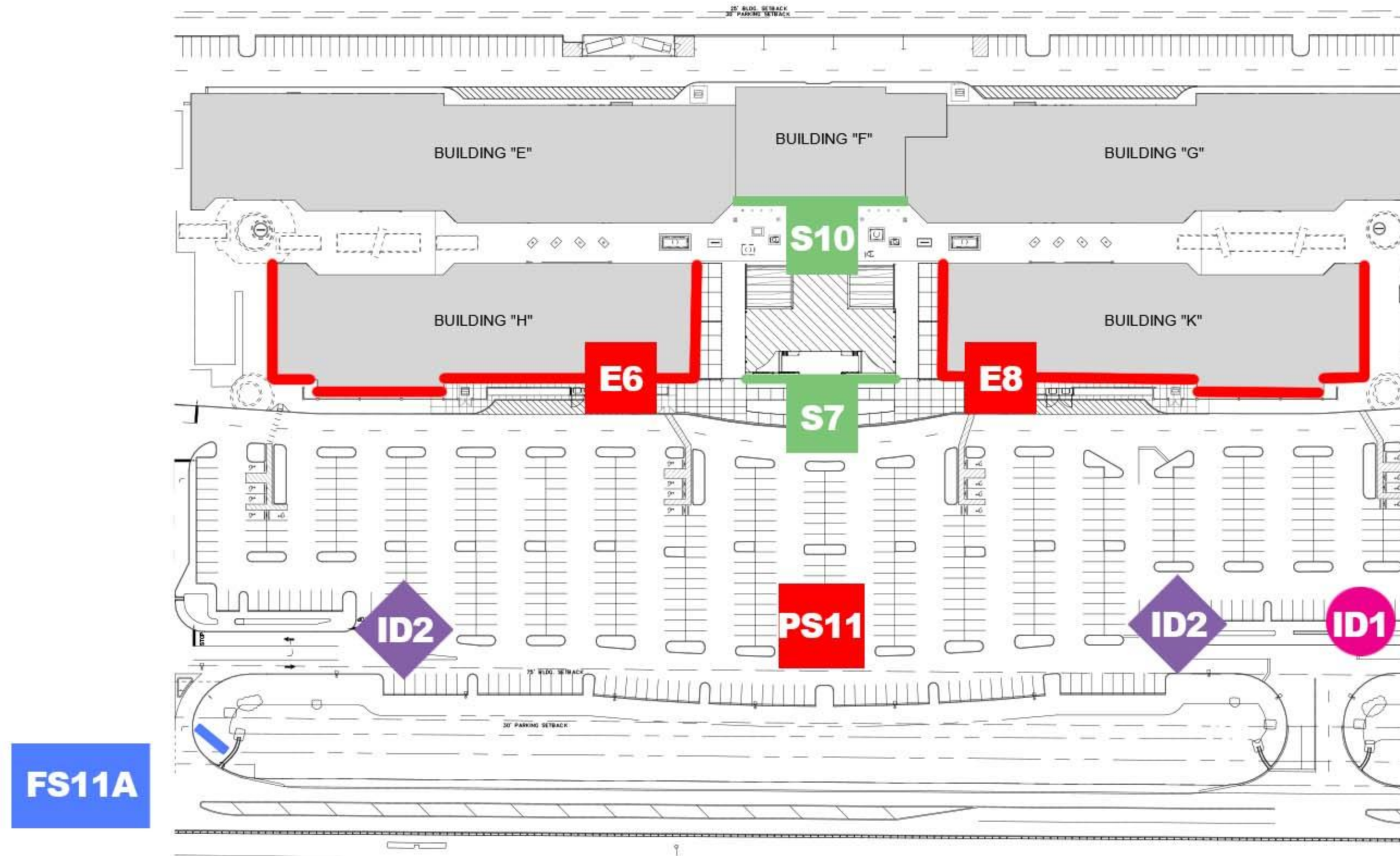


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