

MEMORANDUM

TO: Mike Geisel, City Administrator
FROM: Justin Wyse, Director of Planning **JW**



SUBJECT: Planning & Public Works Committee Meeting Summary
Thursday, September 8, 2022

A meeting of the Planning and Public Works Committee of the Chesterfield City Council was held on Thursday, September 8, 2022 in Conference Room 101.

In attendance were: **Chair Dan Hurt** (Ward III), **Councilmember Mary Monachella** (Ward I), and **Councilmember Merrell Hansen** (Ward IV). Councilmember Mary Ann Mastorakos (Ward II) was absent.

Also in attendance were: Mike Knight, Assistant City Planner; Alyssa Ahner, Planner; and Mary Ann Madden, Recording Secretary.

The meeting was called to order at 5:35 p.m.

I. APPROVAL OF MEETING SUMMARY

A. Approval of the August 18, 2022 Committee Meeting Summary

Councilmember Hansen made a motion to approve the Meeting Summary of August 18, 2022. The motion was seconded by Chair Hurt and passed by a voice vote of 3 to 0.

II. UNFINISHED BUSINESS

A. POWER OF REVIEW: Chesterfield Commons, Lot 14 (Schnucks) AAE:
Amended Architectural Elevations and Lighting Plan for a retail anchor on a 160.8-acre tract of land, zoned "C8" Planned Commercial District located at the south of THF Boulevard. (Ward 4)

STAFF PRESENTATION

Mike Knight, Assistant City Planner, stated that there are two components to this project: (1) the staining of the accent brick; and (2) the decorative lighting fixture underneath the front entryway. Planning Commission approved the request by a vote of 7 to 0, after which Power of Review was called.

The request was reviewed by this Committee on August 18, 2022. There was discussion at the meeting regarding the proposed brick stain. Since that time, the applicant has elected to remove the brick straining from their request. As such, the only remaining change includes the small decorative lighting under the canopy.

Discussion

Building Articulation

Councilmember Hansen asked for clarification on the building articulation requested by the petitioner. Mr. Knight explained that the proposed building articulation was approved administratively in May, 2022. Council was notified of the administrative approval and Power of Review was not called.

While acknowledging that the building articulation had already been approved, Councilmember Hansen voiced her dissatisfaction with it. She feels that the approved design interrupts the flow of the original, “sustainable” design of the long strip mall of buildings, which was intended to be viewed as one unit. She added that she hopes Schnucks would reconsider its design.

Councilmember Monachella also commented that she preferred the original design of the building.

Ms. Meg Olson of BRR Architecture stated that Schnucks is trying to create a new look for the store. She pointed out that World Market, Aldi’s, Wal-Mart, and Lowe’s have each added their own special touch to their spaces helping them define their buildings. Schnucks feels that by simplifying their front façade, it will help them personalize their brand.

Since the drawings of the site still show the stained brick concept, Chair Hurt asked that the petitioner provide updated drawings of the approved design for the next Council meeting.

Lighting

Staff noted that the proposed lighting was recommended for approval by the Architectural Review Board by a vote of 5 to 1, and by the Planning Commission by a vote of 7 to 0. Councilmember Hansen added that the Planning Commission’s motivation for approval centered around the idea that the lighting would make the area safer.

Councilmembers Hansen and Monachella indicated their dissatisfaction with the festoon-style lighting. If the goal is to provide lighting for security purposes, they felt there is a “better, more professional way” of doing it.

Ms. Olson stated that the point of the festoon lighting is to bring people in, along with creating more light in the dark alcove area.

Chair Hurt made a motion to forward the proposed lighting for Chesterfield Commons, Lot 14 (Schnucks) to City Council with a recommendation to approve. The motion was seconded by Councilmember Monachella and **failed by a voice vote of 1 to 2 with Councilmembers Hansen and Monachella voting no.**

[Please see the attached report prepared by Justin Wyse, Director of Planning, for additional information on Chesterfield Commons, Lot 14 (Schnucks) AAE.]

- B. POWER OF REVIEW: 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. (Ward 4)

STAFF PRESENTATION

Mr. Mike Knight, Assistant City Planner, stated that the proposed Amended Sign Package was approved by the Planning Commission by a vote of 7 to 0, which was followed by Power of Review

being called. At the August 18th Planning & Public Works Committee meeting, there was discussion regarding the suggestion that a maximum number of signs should be defined for the buildings vs. the current “unlimited” designation for some buildings. At the request of the applicant, the vote on the Amended Sign Package was postponed at that time.

Discussion

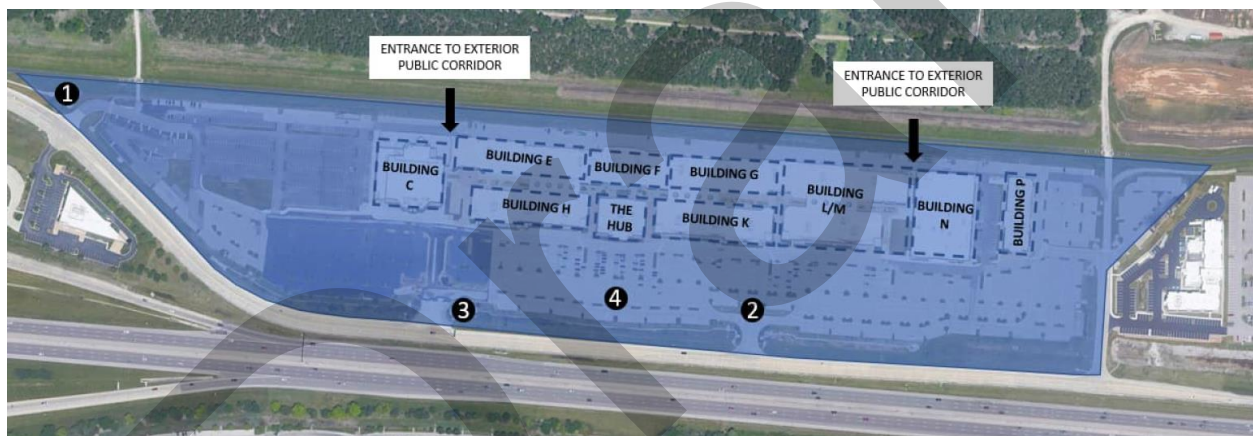
Applicant’s Presentation

Mr. Tim Lowe of The Staenberg Group stated that a Sign Package was created to eliminate the “sign clutter” that existed within the previous outlet mall.

He explained that they want to help existing users by providing flexibility in the event another sign is needed, and to allow for a new user to come in who may have different signage needs than the existing user. He also pointed out that signage is limited by the square footage of the building (7.5% of the building façade).

Mr. Lowe then gave a breakdown of the proposed signage per building:

The image below outlines the location of each of the buildings referenced in Mr. Lowe’s presentation.



Building C - The Factory

Currently has 2 signs - a box office sign and *The Factory* sign. It is known that they will want at least 1 more sign. **The request is for 5 signs to allow flexibility in the future.**

Building N - The Main Event

Currently has 3 signs. **The request is for 5 signs to allow flexibility in the future.**

Building P – Potential future Maryville E-Sports Center

It is anticipated that they will want a *Maryville* sign and an *E-Sports* logo sign. **Requesting 5 signs.**

Building L/M – Potential future *The Real Dill*

The existing building will be torn down and it is expected that there will be two individual uses in that location.

There is currently a signed lease with a pickleball operator (*The Real Dill*), which will use about 2/3 of the site for a pickleball concept. This will include a building, both indoor and outdoor

pickleball courts, a game area, and an outdoor wiffle ball court. They will want a building sign, along with identification signage for the wiffle ball and pickleball courts. **Requesting 5 signs for flexibility in the future.**

There potentially will be another user next to *The Real Dill*, but that user is not known at this time. **Requesting 5 signs.**

Buildings H & K

There will be no signage on the buildings unless a public entrance is provided for the building.

It was noted that the current Sign Package states:

All elevations of the corner tower end caps of Buildings H & K shall be allowed signs regardless of a public entrance.

This language will remain in the Amended Sign Package.

Signage for rear side of the development visible from the levee trail

Signage will be provided at the access points of the exterior public corridors.

Chair Hurt summarized the discussion as follows:

- The words *unlimited* and *no maximum* have been removed from the signage request; and
- Five signs per building are being proposed

Councilmember Hansen indicated that she is in agreement with the request for five signs per building.

Councilmember Monachella expressed concern about having an abundance of signage facing the highway. Chair Hurt suggested limiting the number of signs per façade.

Mr. Lowe replied that limiting the number of signs on a building façade is feasible for *The Main Event* (Building N) but *The Real Dill* will probably have most of its signage facing the highway because that is where they are needed. It is also anticipated that not all of the buildings will want five signs.

Councilmember Monachella expressed that she still had a concern about having an abundance of signage facing the highway, but did not propose a maximum per single elevation.

After listening to the discussion, Mr. Knight stated that only two amendments are needed to Attachment A of the Sign Package as noted below in red:

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.~~ One sign per tenant space with a maximum of five signs per building.
5. No wall sign shall be mounted above 45' from finished floor

B. BUILDINGS C, F, ~~L/M~~, 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.~~ A maximum number of five signs per building.
 - d. No wall sign shall be mounted above 45' from finished floor

Councilmember Hansen made a motion to forward The District Sign Package, with the above-noted amendments to Sections I.A and I.B of the Attachment A, to City Council with a recommendation to approve. The motion was seconded by Councilmember Monachella and passed by a voice vote of 3 to 0.

[Please see the attached report prepared by Justin Wyse, Director of Planning, for additional information on The District Sign Package.]

III. NEW BUSINESS

A. Power of Review

Chair Hurt reported that Councilmember McGinnis asked that any call for Power of Review include an explanation as to why it is being called. After a brief discussion, Staff was directed to consult with the City Attorney for guidance on the matter.

B. House Bill 1662 – Home Occupancy

Mr. Mike Knight, Assistant City Planner, stated that House Bill 1662 was adopted by the 101st General Assembly and signed by the Governor resulting in updated, revised Missouri State Statutes regarding home-based work. Staff is researching the code requirements that will update the City's code to reflect these changes, and any changes to the UDC will proceed through the typical governmental process which includes this Committee for review.

IV. OTHER - None

V. ADJOURNMENT

The meeting adjourned at 6:47 p.m.