


Planning Commission Staff Report

Project Type:	Sign Package
Meeting Date:	September 23, 2019
From:	Chris Dietz, Planner 
Location:	17300 North Outer 40 Road
Applicant:	Designery Creative Solutions
Description:	<u>Chesterfield Valley Medical Office Building II, Sign Package:</u> A request for a Sign Package for a 4.725 acre tract of land located on the north side of North Outer 40 Road at the intersection of Boone's Crossing and South Outer Forty Drive.

PROPOSAL SUMMARY

Designery Creative Solutions, on behalf of MB Real Estate, has submitted a request for a Sign Package for the Chesterfield Valley Medical Office Building II development. In accordance with the Unified Development Code (UDC), if approved the proposed Sign Package would serve as the site specific regulations pertaining to signage for this development.

The purpose of a Sign Package is to provide comprehensive and complementary signage throughout a development. The UDC states: "In order to encourage superior design, quality and character, comprehensive Sign Packages allow for specialized review of signs and flexibility from standard signage requirements."

This Sign Package is being requested to increase the amount of wall signage by one (1) sign along the east elevation. The proposed sign would be visible when traveling westbound along I-64/US-40 as well as from Boone's Crossing. Figure 1 shows the location of the subject site.



Figure 1. Aerial of Subject Site

HISTORY

The subject property was zoned “FPNU” Flood Plain Non-Urban District by St. Louis County prior to the City’s incorporation. In 2003, the City of Chesterfield approved [Ordinance 1918](#) through petition P.Z. 21-2002, which requested to change the zoning from “NU” Non-Urban District and “FPNU” Flood plain Non-Urban District to “PC” Planned Commercial District. This parcel had previously been two tracts of land separated by the Chesterfield-Monarch Levee. The levee was relocated to the north with the construction of the Boone’s Crossing interchange. Ordinance 1918 also established the governing development regulations for the site. A Site Development Plan, Landscape Plan and Architectural Elevations were subsequently reviewed and approved in accordance with Ordinance 1918 for the development of the existing office building later that same year.

Sign Requirements as Established in Ordinance 1918:

- A) Ornamental Entrance Monument construction, if proposed, shall be reviewed by the City of Chesterfield Department of Public Works and/or the Missouri Department of Transportation, for sight distance considerations prior to installation or construction.
- B) No permanent freestanding business and identification sign shall be permitted along the frontage of Boone's Crossing. The location of any proposed monument sign shall be approved by the Planning Commission on the Site Development Plan.
- C) 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. This landscaping shall be as approved by the Planning Commission on the Site Development Plan.
- D) No advertising signs, temporary signs, portable signs, off site signs, or attention getting devices shall be permitted in this development. Real estate signs, including for sale or lease, are permitted.

An amended site development plan was approved in 2005 for the relocation of trees, the addition of exterior condensing units, and the addition of a doorway for egress-only purposes on the East Elevation of the building.

Another request for an Amended Site Development Plan was submitted in 2009 in order to change the location of the existing freestanding sign to the east of the property along Boone’s Crossing, but was denied 4-5 in an October 2009 Planning Commission vote. In January 2010, another Amended Site Development Plan, proposing the same location as before, but with even larger dimensions, was subsequently denied by a vote of 2-6. Ordinance 1918 also precludes any freestanding signage to be placed along Boone’s Crossing outright. The current proposal seeks an alternative to this restriction.

From 2009 to 2015, a total of four (4) sign permit applications were rejected: three (3) due to exceedance of the maximum number of signs allowed for each elevation, and one (1) temporary sign, which is prohibited in this district as stated in Ordinance 1918.

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The predominant land uses and zoning for surrounding properties are described below:

Direction	Zoning	Land Use
North	“FPNU” Flood Plain Non-Urban District	Agricultural Use
East	“PC” Planned Commercial District	Office
West	“PI” Planned Industrial District	Office and Retail
South	“C-8” Planned Commercial District	Office and Retail

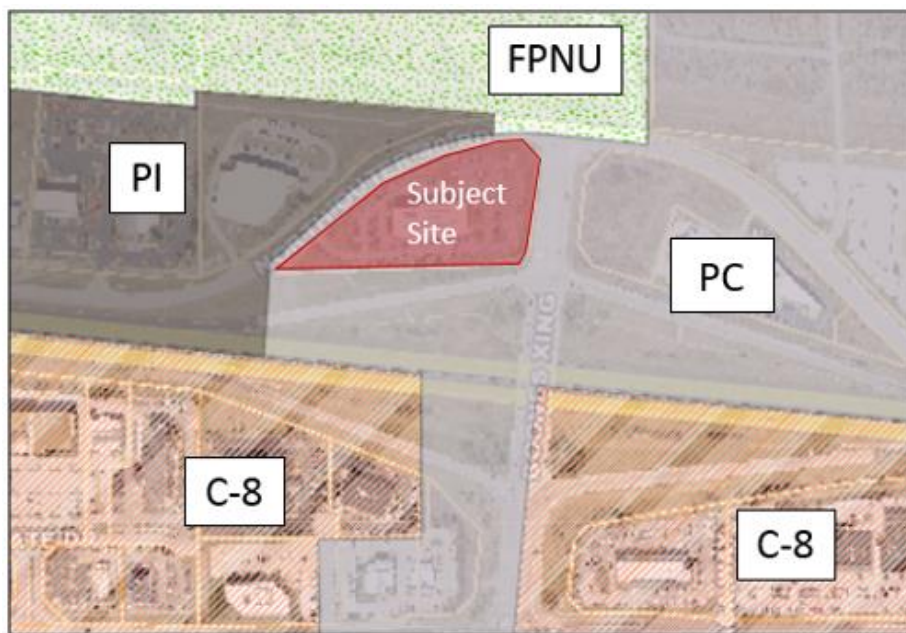


Figure 2: Zoning Map

COMPREHENSIVE PLAN ANALYSIS

There are two specific Plan Policies pertaining to signage that have been adopted as part of the Comprehensive Plan, as follows:

- **Plan Policy 3.4 Signage Considerations** – Signage along the I-64/US 40 corridor and State Highways should be evaluated in terms of height, size and location while recognizing individual uses’ need for identity and visibility.
- **Plan Policy 3.4.1 Preserve Aesthetics and Public Safety** – To preserve the high aesthetic quality and public safety interests along the corridor and other major highways/roads, signs of ever-increasing size, brightness and garishness should be prohibited.

The Comprehensive Plan serves as the City’s guiding document in implementing the Community’s vision for development and has specifically called attention to reviewing signage along the I-64/US-40 corridor to ensure that the aesthetics and placement are of high quality.

SUBMITTAL OVERVIEW

This Sign Package request for the Chesterfield Valley Medical Building II development includes a request for one (1) additional wall sign on the building’s east elevation. The maximum allowed sign area on the east elevation is 173.9 square feet. This total allowance is intended to be divided between both the existing sign and the proposed sign. This Sign Package also incorporates the existing conditions and dimensions of the freestanding monument sign and south elevation wall sign, and establishes the development criteria for any future signs on the property. An overview of the requests included in this sign package is summarized below:



Figure 3: Sign Locations and Dimensions

Specifically, information for each existing and proposed sign to be included in the Sign Package is as follows:

Sign A - Freestanding Monument Sign – This sign is located along the property’s entrance from North Outer 40 Road and serves the office tenants located within this development. The sign itself is double-sided, intended to maximize exposure along I-64 as well as the entry drive into the development.

The applicant is proposing to establish the currently existing conditions and dimensions for this sign as the design requirements. The existing size of the monument sign would remain unchanged with an overall height of 7'4" with a sign face outline area of 60 square feet. The existing sign is double-sided and internally illuminated. There are no proposed changes to this particular sign, and the existing conditions of the monument sign are depicted below.



Figure 4a: Front of Freestanding Sign (Existing)



Figure 4b: Rear of Freestanding Sign (Existing)

Sign B - Attached Wall Sign (East Corner of South Elevation) – This attached wall sign location is on the eastern end of the south elevation facing North Outer 40 Road and I-64/US-40. Currently, this sign measures 336’ in total area and exceeds the maximum area allowance of 300’ square feet for wall signs, as permitted by UDC regulations. The proposed maximum area for any new signage at this location on the south elevation is to be 300 square feet, allowing any new signage to be brought back into compliance. The condition and location of this sign are displayed below:



Figure 5: South Elevation (Existing)

Sign C - Attached Wall Sign (North Corner of East Elevation) – This attached wall sign location is currently the only existing sign along the East Elevation and faces the intersection of Boone’s Crossing and North Outer 40 Road. Per UDC sign regulations, this sign may be no larger than 5% of the total building elevation on which it is placed. This sign currently complies with the size requirements of the UDC, as demonstrated below:



Figure 6: East Elevation (Existing)

Sign D - Attached Wall Sign (South Corner of East Elevation) – This attached wall sign location is on the southern end of the east elevation of the building and is also visible from Boone’s Crossing and I-64/US-40. This proposed sign is intended to share the total maximum sign area allowance on the East Elevation with the existing sign, the total of which is not to exceed 173.9’ in area. The proposed sign location and dimensions are shown below:



Figure 7: East Elevation (Proposed)

STAFF ANALYSIS

Freestanding Monument Sign

There are no proposed changes to the existing freestanding monument sign. The site-specific ordinance for this development permits one (1) monument sign not to exceed ten (10) feet in height and 75 square feet in outline area to be landscaped around its base. The overall size of the sign will remain unchanged and existing landscaping will be maintained in accordance with this regulation.

Attached Wall Signs

Currently, two (2) wall signs exist on the building: one (1) on the South Elevation and one (1) on the East Elevation. However, one (1) *additional* attached wall sign is being proposed on the East Elevation as part of this Sign Package request, visible from Boone’s Crossing and the I-64/US-40 corridor. Currently, there is one attached wall sign located on the north side of the east elevation with a total of 208 square feet. Permitted wall signage for the Chesterfield Valley Medical Office Building II development is currently governed by the sign regulations of the Unified Development Code (UDC) as described below:

- **Section 31-04-05F.3.(b)(3)** – 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 no more than one (1) attached business sign on any two (2) walls having roadway frontage.
- **Section 31-04-05F.3.(a)(2)** – The outline area of each sign shall not exceed five percent (5%) 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.

The Chesterfield Valley Medical Building II property has frontage along North Outer 40 Road to the north, as well as Boone’s Crossing to the east, which would permit one attached business sign to face each roadway. The size of the attached wall signs permitted on roadway frontage utilizing the five percent (5%) measurement exceeds the 300 square foot maximum limit on the south elevation. The request is for a total of 473.9 square feet of wall signage to be dispersed among the south and east elevations; 300 square feet of which is proposed on the south elevation, and the remaining 173.9 square feet is proposed for the east elevation as a relocation of the existing wall sign. Tables 2 and 3 detail the permitted and proposed elements for wall signs at this location.

Dimension	Permitted (UDC)	Existing	Proposed
Number	1	1	+1
Sign Area	173.9 ft ²	87.5 ft ²	84.5 ft ²

Table 2: East Elevation Wall Signs

Dimension	Permitted (UDC)	Existing	Proposed
Number	1	1	1
Sign Area	300 ft ²	336 ft ²	300 ft ²

Table 3: South Elevation Wall Signs

Sign Packages

The purpose of a Sign Package, which serves as the mechanism for allowing modifications to the UDC sign regulations, 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 the requested flexibility in sign criteria:

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.

Other developments along the I-64 corridor in Chesterfield Valley have requested similar sign packages, but have been denied. In 2011 an amendment to the sign package for Chesterfield Commons North was denied as it requested two signs on the same elevation of an office building facing I-64 for two different tenants.

However, it should be noted that other, approved sign packages throughout the City have allowed the maximum signage area of an elevation to be divided between signs. Examples of this can be seen along the I-64 Corridor west of Timberlake Manor Drive and east of Chesterfield Parkway East, specifically for Highland on Conway (2017), One Chesterfield Place (2003/2018), and St. Johns Mercy Rehab Building (2007).

The applicant’s narrative explains that any additional signage not listed in this Sign Package shall adhere to the regulations of the UDC. This narrative, and subsequent materials submitted by the applicant constitute this sign package request.

RECOMMENDATION

Staff has reviewed the proposed Sign Package for the Chesterfield Valley Medical Office Building II development and all required items have been included. The current request exceeds the number of signage allowed to be approved by Staff under the strict application of the sign regulations in the UDC. All items for consideration of a Sign Package have been provided and Staff recommends that the Planning Commission take action on this request.

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 Chesterfield Valley Medical Office Building II.”
- 2) “I move to approve the Sign Package for Chesterfield Valley Medical Office Building II with the following conditions……” (Conditions may be added, eliminated, altered or modified)

Attachments: Sign Package Submittal



To: City of Chesterfield

From: Shannon C. Brown

Subject: Sign Package Revision

Date: August 12, 2019

Property: 17300 North Outer Forty

A request for a Comprehensive Sign Package for the above property is to enhance tenant exposure in wayfinding purposes for MCRM Missouri Center for Reproductive Medicine. The location of the building is positioned at the corner of Boones Crossing and Highway 64/40 with exiting traffic going to either Boones Crossing mall or the 17300 building. MCRM occupy's over 12,000 sq ft space in the building over 3 floors. MCRM has already developed a partnership with multiple Chesterfield hotels due to the need and demand in hotel space from our out of town patients. When they come into town they not only stay in a hotel but also eat at the nearby restaurants and often shop at the two outlet malls. This is direct feedback from the out of town patients. MCRM is the fastest growing fertility center in the state of Missouri and is one of the largest by volume. Due to their experience and exclusive advanced technology and techniques that is not available anywhere else within the Midwest, approximately 20% of the patients cared for in 2016 traveled more than 3 hours to MCRM. This doesn't include the hundreds of patients that travel in from central and northeastern Missouri that is less than 3 hours and those from southern Illinois, too. The proposed signage will be consistent with the existing signage that is currently on the building. The proposed signage for MCRM will be represented in a professional manner that balances with the building design and architecture.

The building owner will provide all tenants, businesses within the development a copy of the Comprehensive Sign Package at the time of lease or sale.

All signage within the development shall be in conformance with the Comprehensive Sign Package. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

Enclosed in this package is the building site plan and elevations for the existing signage and for the proposed signage. Request a total of 3 walls signs. East elevation will divide the maximum allowance of the sign area. The south elevation will maintain 1 sign for the max allowance.

Pages 6 and 7 of the package details location, size, height, construction, material specifications.

Illumination shall conform to Section 04-03 of the Unified Development Code.

Landscaping of the existing monument is compliant. See attached photo on page 5.

There is no temporary signage within the development.

Owner Statement of Consent including the Notary Public portion is included.

Sincerely,

Shannon C. Brown

President

RECEIVED
 SEP 10 2019
 City of Chesterfield
 Department of Public Services

230' = 2,760"

37' = 444"



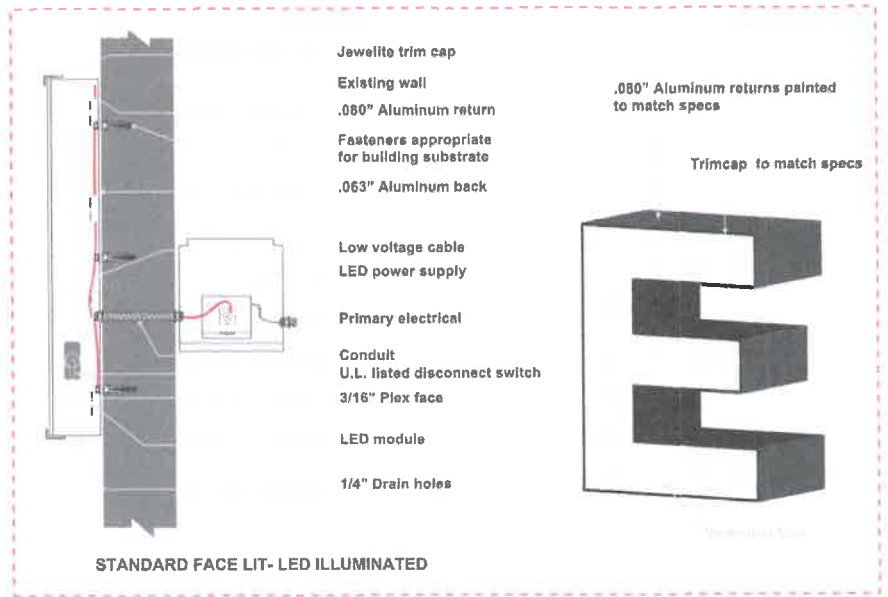
17300 NORTH OUTER 40
 Front of Building Facing South (HWY 40)

Channel Letters-
 Front Lit Channel Letters
 "Tenant Name" 655.25" x 65.93" = 43200.6325 ÷ 144 = 300sqft
 White Acrylic Faces, Black Trim and Returns

Frontage-
 South Elevation 230' x 37' = 8510 x .05 = 425.5sf (5%) **300sqft max**

Calculations-
 "Tenant Name" 655.25" x 65.93" = 43200.6325 ÷ 144 = 300sqft

Lumination Level-
 700 cd/M²



1051 Bartold Ave., St. Louis MO 63143
 www.d-signery.com | 314.647.1700



172 total sq ft used



17300 NORTH OUTER 40
East Side Of Building Facing Boones Crossing

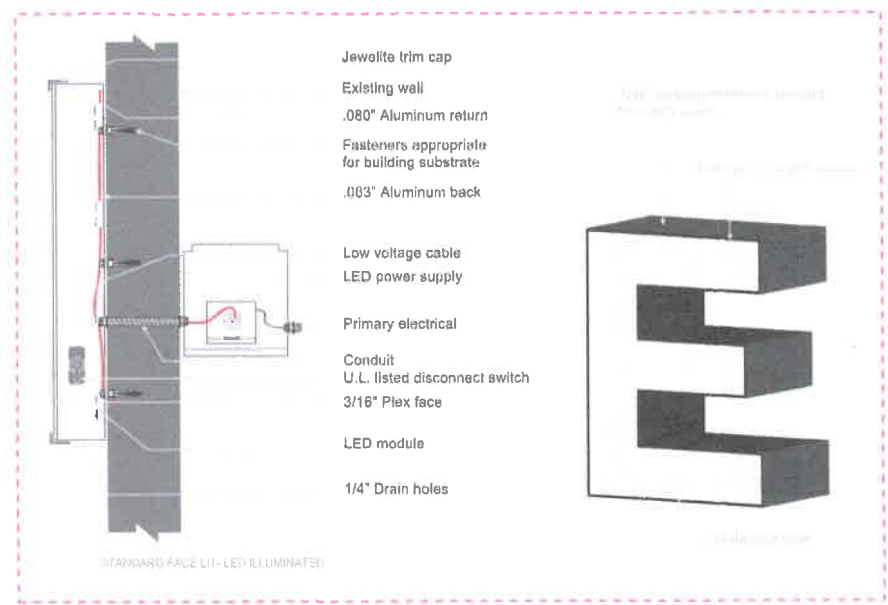
Channel Letters-
 Front Lit Channel Letters
 Sign 1 "Tenant Name" 203" x 60" = 12180 ÷ 144 = 84.5sqft Used
 White Acrylic Faces, Black Trim and Returns
 Sign 2 "Tenant Name" 175" x 72" = 12600 ÷ 144 = 87.50sqft Used
 White Acrylic Faces, Black Trim and Returns

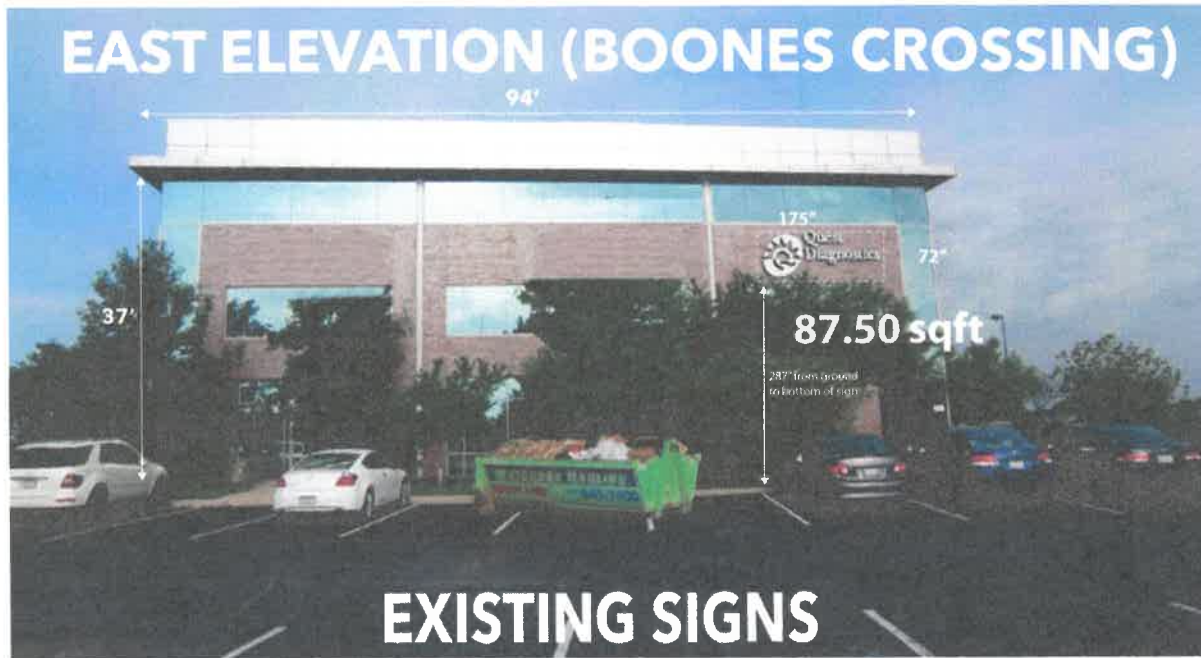
Frontage-
 East Elevation- 94' x 37' = 3478 x .05 = 173.9sf (5%) **173.9sqft max**

Lumination Level-
 700 cd/M



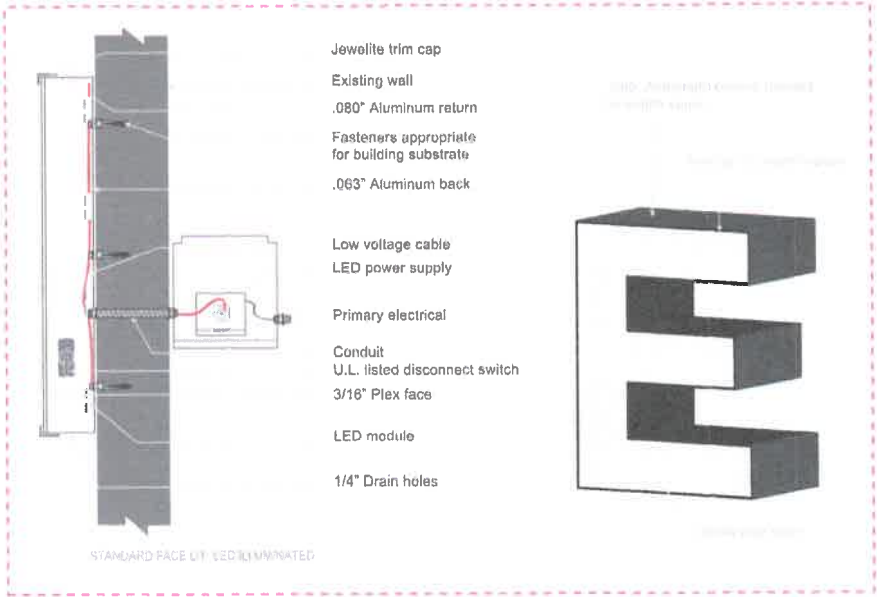
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17300 NORTH OUTER 40
East Side Of Building Facing Boones Crossing

Channel Letters-
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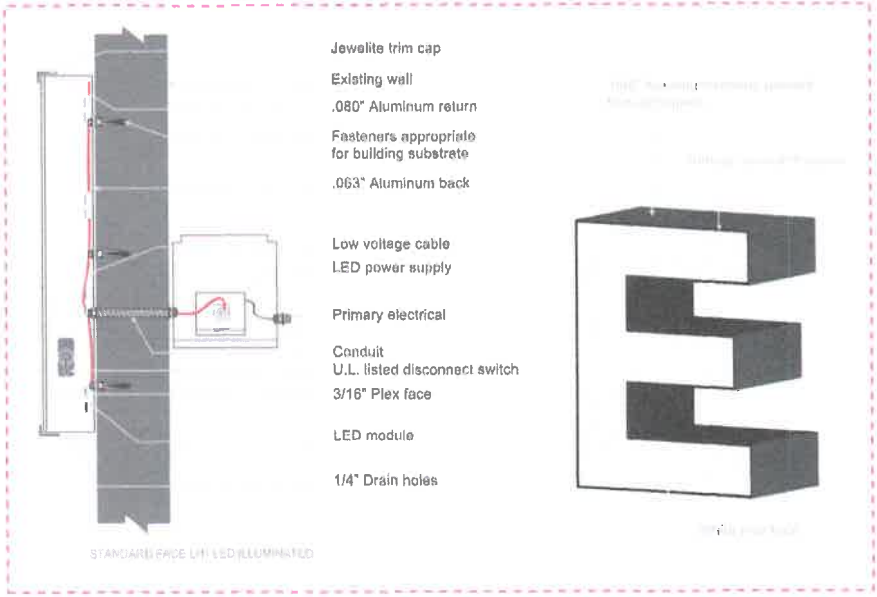
**17300 NORTH OUTER 40
East Side Of Building Facing Boones Crossing**

Channel Letters-
Front Lit Channel Letters
Sign 1 "Tenant Name" 203" x 60" = 12180 + 144 = 84.5sqft Used
White/Blue Acrylic Faces, Black Trim and Returns

Lumination Level-
700 cd/M

Sign to be located by main entrance of tenant space

**Exposure from Westbound traffic on highway 40/64.
Wayfinding for patients exiting Boones Crossing to the building.
Wayfinding for the numerous out of town patients.
Occupies over 12,000 square feet of building**



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Backside (facing 40)



**17300 NORTH OUTER 40
ENTRANCE MONUMENT**

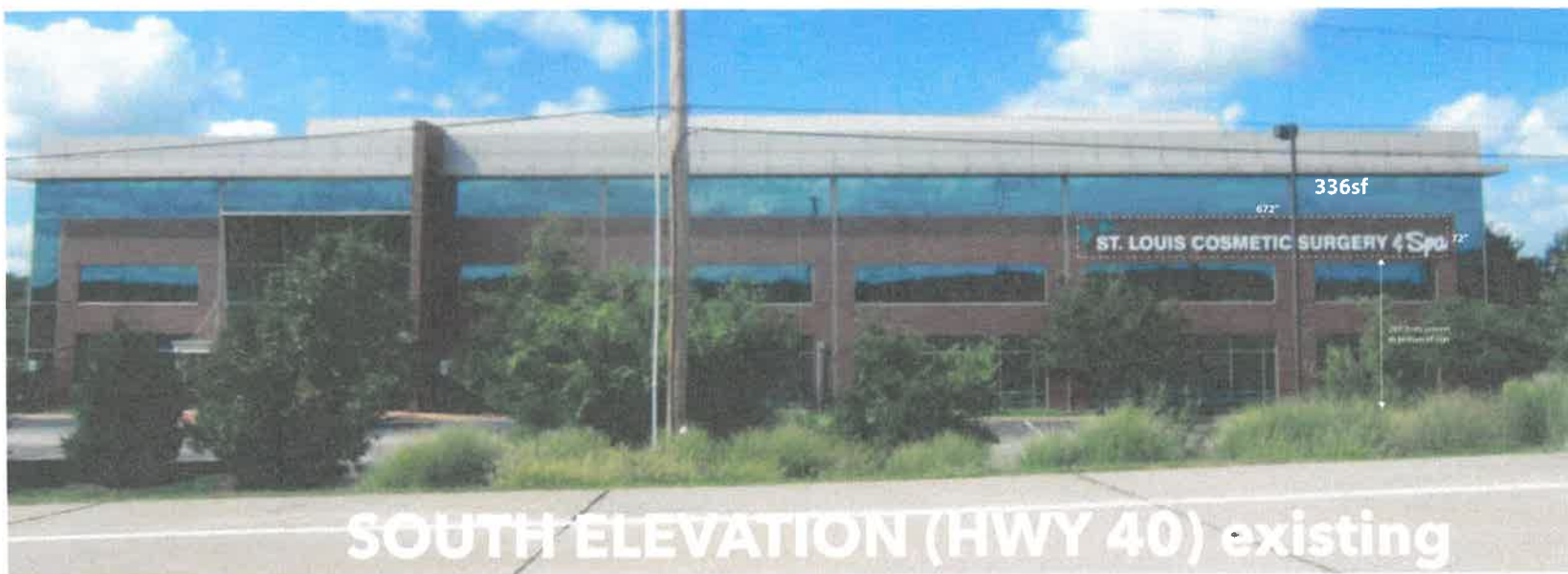
$152" \times 88" = 13376 \div 144 = 92.88\text{sqft}$

Exposure from Westbound traffic on highway 40/64.
Wayfinding for patients exiting Boones Crossing to the building.
Wayfinding for the numerous out of town patients.
Occupies over 12,000 square feet of building



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230' = 2,760"



37' = 444"

SOUTH ELEVATION (HWY 40) existing

672"

72"

336sf Used

17300 NORTH OUTER 40

Front of Building Facing South (HWY 40)

Channel Letters-

Front Lit Channel Letters

"Tenant Name" 672" x 72" = 48456 ÷ 144 = 336sqft Used

White Acrylic Faces, Black Trim and Returns

Frontage-

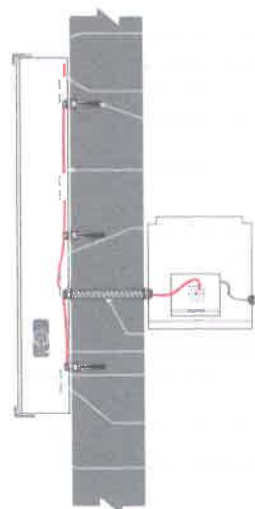
South Elevation - 230' x 37' = 8510 x .05 = 425.5sf (5%) **300sqft max**

Calculations-

Tenant Name" 672" x 72" = 48456 ÷ 144 = 336sqft Used

Lumination Level-

700 cd/M²



Jewelle trim cap

Existing wall

.080" Aluminum return

Fasteners appropriate
for building substrate

.063" Aluminum back

Low voltage cable

LED power supply

Primary electrical

Conduit

U.L. listed disconnect switch

3/16" Plex face

LED module

1/4" Drain holes

.080" Aluminum returns painted
to match specs

Trimcap to match specs



STANDARD FACE LIT- LED ILLUMINATED

DESIGNERY
Creative Collaborations

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