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Planning Commission Staff Report

Meeting Date:	September 25, 2017
From:	Cecilia Dvorak, Project Planner
Location:	North side of North Outer 40 Road, east of Boone's Crossing
Description:	Chesterfield Outlets, 2nd Amended Sign Package: A request for a 2 nd Amended Sign Package for the Chesterfield Outlets development to modify sign criteria for the Taubman Outlet Mall.

SUMMARY

Taubman Prestige Outlets of Chesterfield, LLC has submitted a request for an amendment to the previously approved Sign Package for the Chesterfield Outlets development (Taubman Outlets). The purpose of this Amended Sign Package is to include four 96 square-foot temporary signs and four inflatable attention getting devices for a pumpkin patch on the western side of the mall.

HISTORY OF SUBJECT SITE

St. Louis County zoned the subject site "NU" Non-Urban District in 1965. On November 21, 2011, the City of Chesterfield approved Ordinance 2682, which zoned the subject site from an "NU" Non-Urban District to a "PC" Planned Commercial District.

Subsequent to the change in zoning, a Site Development Plan was submitted proposing a 468,882 square foot outlet retail center on the site. The plan was approved by the City of Chesterfield on March 26, 2012; two minor amendments to the plan were approved in October 2012 and July 2013.

The Sign Package for this development was approved by the Planning Commission on February 25, 2013, with one condition that the total wall signage not exceed 7.5% of the cumulative façade area of all exterior elevations. In March of 2014, an Amended Sign Package was approved for more defined sign bands and for window signage along interior windows.

SUBMITTAL OVERVIEW

The proposed modifications to the Sign Package would impact the site along North Outer 40 Road and I-64/US 40. The requested modification is to permit (4) temporary signs of 96 square feet in outline area and 11 feet in height, and four attention getting devices, including inflatables.



Figure 1: Aerial Location Map

STAFF ANALYSIS

A sign package provides an applicant specialized review of signs and flexibility from standard signage requirements to provide comprehensive, complementary and unified signage throughout a single development. There are two requests for consideration on this amended sign package. These items are in addition to the existing permitted signage on site.

1. Temporary signs: Public Information Signs

The UDC would regulate these signs as public information signs, which are temporary and are not to exceed 1 year. Public information signs are defined by the UDC as "signs used for public events, promotion of civic causes or activities for charitable or not-for-profit purposes." These signs, per the UDC:

"shall not exceed 32 square feet nor extend more than 10 feet above the elevation of the street adjacent, or the average existing finish grate at the base of the sign, whichever is higher. The height of any public information sign shall not exceed six feet when located in the minimum front yard setback."

A temporary sign along the North Outer 40 corridor has been previously approved beyond the 32 sq. ft. outright permitted by the UDC for a construction site at Beyond Self Storage. Additionally, a number of sites along the corridor have permanent monument signs, including 3 already permitted at the subject site, which exceed the square footage permitted outright by the UDC of 50 sq. ft. Figure 2 below identifies the sites which have permanent signage approved over 50 sq. ft. with a yellow circle, and the site approved for temporary signage over 34 square feet is identified with a red circle.



Figure 2: Location map of other oversized signage

2. Inflatables

In addition to the four temporary signs, the applicant is requesting four attention getting devices, including inflatables. Within their narrative, the applicant explains that these temporary signs and devices would be changed depending on the season. For the fall season, the applicant wishes to have four internally lit, inflatable pumpkins. Three of the pumpkins are 13' long x 13' wide x 16' tall. The fourth pumpkin would be located on the southeastern-most side of the site, where the aerial image in Figure 1 denotes a black star, and would be 16' long x 16' wide x 20' tall. For the winter season, the inflatable pumpkins would be removed and Christmas trees with string lights would be placed instead. The UDC prohibits inflatables under section 31-04-05H.2(b).

STAFF RECOMMENDATION

Staff has reviewed the requested amendment to the Sign Package for Chesterfield Outlets (Taubman Prestige Outlets) and found that it meets the requirements to be presented to the Planning Commission for review, and staff recommends action. Please note, any amendments to the provisions of the approved Sign Package would require review and approval by the Planning Commission.

MOTION

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

- 1) "I move to approve (or deny) the 2nd Amended Sign Package for Chesterfield Outlets (Taubman Prestige Outlets)."
- "I move to approve the 2nd Amended Sign Package for Chesterfield Outlets (Taubman Prestige Outlets)......" (Conditions may be added, eliminated, altered or modified)

Respectfully Submitted,

Cecilia Dvorak Project Planner

Attachments: Proposed 2nd Amended Sign Package



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> Daniel T. Manning dmanning@dubllc.com

September 13, 2017

Hand Delivered and Via Email

Ms. Cecilia Dvorak, Project Planner City of Chesterfield 690 Chesterfield Parkway W Chesterfield, MO 63017-0760

Re: Chesterfield Outlets (Taubman Prestige Outlets) Second Amended Sign Package Petitioner's Response to City Comments

Dear Ms. Dvorak:

The undersigned represents Taubman Prestige Outlets of Chesterfield, LLC ("Applicant"), in connection with their Second Amended Sign Package Application ("Application") for the property commonly known as Taubman Prestige Outlets (the "Property"). Applicant has received and reviewed your comment letter dated September 7, 2017 (the "Letter"). Applicant's responses to the comments provided in the Letter are as follows:

1. The overall location map provided (recorded as page 232) indicates that one of the signs may be located off site within the Boone's Crossing subdivision. This is a discrepancy between the detailed page (recorded as page 233) which shows the sign located on the northwestern edge of the development. The sign package for Chesterfield Outlets cannot regulate signage for another development. Either a sign package must be submitted for the Boone's Crossing development which proposes this sign if this is what was intended, or the overall location map must be amended so that all signs are located on the subject site.

Response: All signs will be located on the Property. Please see the enclosed location map, which has been revised per your request.

2. Be advised that the request for four signs of 96 square feet in addition to the signage already permitted on site goes far above previously approved signage in this or any other area within the City of Chesterfield.

Response: This advisory comment is noted. Applicant notes that the sign package procedure permits approval of signage that would otherwise be prohibited by the strict requirements of the Unified Development Code. The nature of the use of the seasonal business that the proposed signage will identify makes the proposed square footage uniquely necessary and appropriate. Furthermore, since the use and operation of this seasonal business are unique in the City of Chesterfield, approval of the Application will not set a precedent for the City or City staff. 3. Be advised that per section 31-04-05H.2(b) of the UDC, inflatables are expressly prohibited.

Response: This advisory comment is noted. Applicant notes that the sign package procedure permits approval of signage that would otherwise be prohibited by the strict requirements of the Unified Development Code. The nature of the use of the seasonal business that the proposed signage will identify makes inflatables and other attention grabbing devices uniquely necessary and appropriate. Furthermore, since the use and operation of this seasonal business are unique in the City of Chesterfield, approval of the Application will not set a precedent for the City or City staff.

4. Materials are consistent with a temporary sign, however, your narrative doesn't indicate how long these signs would be in place. Please amend the narrative to include this information for the request.

Response: Please see the enclosed narrative statement, which has been revised per your request.

5. Per UDC Section 31-04-05D, the purpose of a sign package is to provide comprehensive, complimentary and unified signage throughout a single development or contiguous lot under common ownership. Additionally, it is intended to provide a specialized review of signs and flexibility from the standard signage requirements in order to encourage superior design, quality and character. Please amend the narrative to describe how you're providing superior design, quality, and character with this request.

Response: Please see the enclosed narrative statement, which has been revised per your request.

- 6. Per the UDC Section 31-04-05D.4, when a sign package is requested for a development, the following shall be submitted to the department:
 - a. A narrative detailing the reasoning for the sign package request and why it will enhance the proposed development above what would be permitted through the City of Chesterfield UDC.
 - b. The maximum number of proposed signs.
 - c. Location, size, height, construction material, and placement of all proposed signs.
 - d. General elevations of all proposed freestanding, monument, wall, and any other sign that requires City of Chesterfield approval.
 - e. Illumination level, color and type. Illumination shall conform to the Section 31-04-03, Lighting standards, of this Article.
 - f. Dimensions, height, square footage of all existing signs or note that none exist for both freestanding and attached signs (submit picture of all existing signage).
 - g. Material specifications for proposed signs including sign materials and colors.

Ms. Cecilia Dvorak September 13, 2017 Page 3

h. Landscaping of any freestanding or monument signs.

Response: Please see the enclosed narrative statement, which has been revised per your request.

7. Amend the images and maps to clarify the dimensions of the inflatable pumpkins' Length x Width x Height.

Response: Please see the enclosed drawing of the inflatable pumpkin, which has been revised per your request.

Please find one (1) copy of the following documents enclosed for your review:

- Amended Site Plan with sign locations marked;
- Amended Narrative Statement;
- Amended Drawing of Inflatable Pumpkin; and
- Drawing of Main Sign.

Please do not hesitate to contact me if you have any further questions or comments regarding the Application.

Very Truly Yours, OTMat

Daniel T. Manning

Enclosure

cc: Colleen O'Neill, Taubman Prestige Outlets of Chesterfield, LLC Michael J. Doster, Esq., Doster Ullom & Boyle, LLC

Taubman Prestige Outlet Mall Addendum to Sign Package Narrative Statement

This is a request by Taubman Prestige Outlets of Chesterfield, LLC ("Applicant") for an addendum to the current approved Comprehensive Sign Package governing signage at Taubman Prestige Outlet Mall (the "Property"). The requested addendum is solely to accommodate signage for a market to be operated by Summit Produce ("Summit"). Summit will primarily operate on the portion of the Property that is west of the mall buildings and is currently landscaped with grass. No permanent structures will be built in connection with Summit's operation.

Summit has been in business since 1978 and has operated out of Kirkwood Farmers Market with great success and acclaim since 1984. Over the past 30 plus years, Summit has grown from a small produce stand open three days a week to a full service shop open seven days a week, April through December. It has been family owned and operated since its founding. Summit provides locally sourced fresh fruits, vegetables, meats, cheeses, jams, honeys, and free range eggs, as well pumpkins during Halloween, Christmas decorations and sweets during the holiday season, and fresh flowers and plants during the spring. Summit has played an instrumental role in making Kirkwood Farmers Market one of the best farmers markets in the region, and a destination for people from all over the St. Louis area.

While Summit offers fresh produce and food each month it is open, the products it emphasizes and its decorative theme evolve and change with the seasons. The seasonal evolution allows Summit to emphasize products in a way that tracts with the seasonal preferences and needs of its customers. Summit's three seasons are centered on Halloween, the Christmas holidays, and the spring bloom. During the Halloween season, in addition to fresh produce, Summit will offer a pumpkin patch with quality pumpkins that can be purchased for carving. During the holiday season, Summit will offer a Christmas tree lot that sells trees, wreaths and garland for home Christmas decorations. Summit will also offer a holiday "Gingerbread Shoppe" that sells various holiday treats, ornaments, and other eclectic gift items and decorations. When spring arrives, Summit offers a vast selection of plants and flowers for home gardens in addition to fresh produce.

Since its opening, Applicant has strived to create an accommodating, family-friendly, community atmosphere at the Property. Summit's history, operation, and products make it a natural fit for the Property and Applicant. In Summit, the Property is adding a family-owned and operated business providing high-quality produce that shoppers can pick up in addition to whatever shopping they need to do. Furthermore, the traditional family-centered activities that Summit will add to the Property, such as picking out pumpkins for carving, a Christmas tree, or plants for the garden, fit squarely within atmosphere that Applicant strives to maintain at the Property. Finally, Summit fills a need for the City of Chesterfield by offering a fresh food market and seasonal goods operation that is not currently available in the City, particularly with the closure of Rombachs Farm.

Given Summit's unique seasonal emphasis, the signage will change each season to reflect that season's theme. While the signs will change seasonally, the size, location, materials, and lighting of the signs will remain the same. The renderings provided with this Addendum to Comprehensive Sign Package submittal are the renderings for the Halloween season. The signage for the holiday season will have a red and green color scheme and will reference Summit's tree lot. Additionally, Summit will place lighted Christmas trees behind the signs in place of the inflatable pumpkins. Since there are no permanent buildings

being constructed, the signs are designed to feature the seasonal products available for sale by Summit. These design characteristics allow the signage to stay integrated with the Summit's seasonal theme, and will inform customers that Summit is offering the products that they want in that season, whether it be flowers, a pumpkin, or Christmas decorations. The seasonal theme, the materials, and the design of Summit's proposed signage are consistent with the design, quality and character of signage for this type of use in this region. Just as the market use will compliment to the existing use and activity on the Property, Summit's signage will compliment, and will not adversely impact, the design, quality and character of the signage existing on the Property.

The purpose of the "Main Sign" is to identify and promote Summit and to direct the public to Summit's location on the Property in a manner that reduces pedestrian and motorist confusion while allowing a smooth flow of traffic throughout the Property. As the renderings show, signage during Halloween will have a pumpkin background with the pumpkin patch prominently mentioned in black lettering. During the holidays, the theme will be Christmas oriented and the Christmas tree lot will be featured on the sign text. The purpose of the inflatables and the lighted Christmas trees is to direct attention to Summit's seasonal operations from I-64 in a manner that is consistent with Summit's seasonal themes and emphasis. The size, number and type of the signage requested in this addendum would not otherwise be permitted by a strict application of the City's Sign Code. There will be four Main Signs. Each will be 12 feet x 8 feet and located three feet above the existing finished grade. There will be four inflatables. Three will be 13 feet by 16 feet and one will be 20 feet by 18 feet. Each inflatable will be placed on an 8 feet x 8 feet x 8 feet painted plywood platform. Signs will be located only at major vehicular and pedestrian intersections next to freestanding signs identifying the Property, and the largest pumpkin will be located at the southeast entrance to the Property. All signs will be integrated into the current site landscape design.

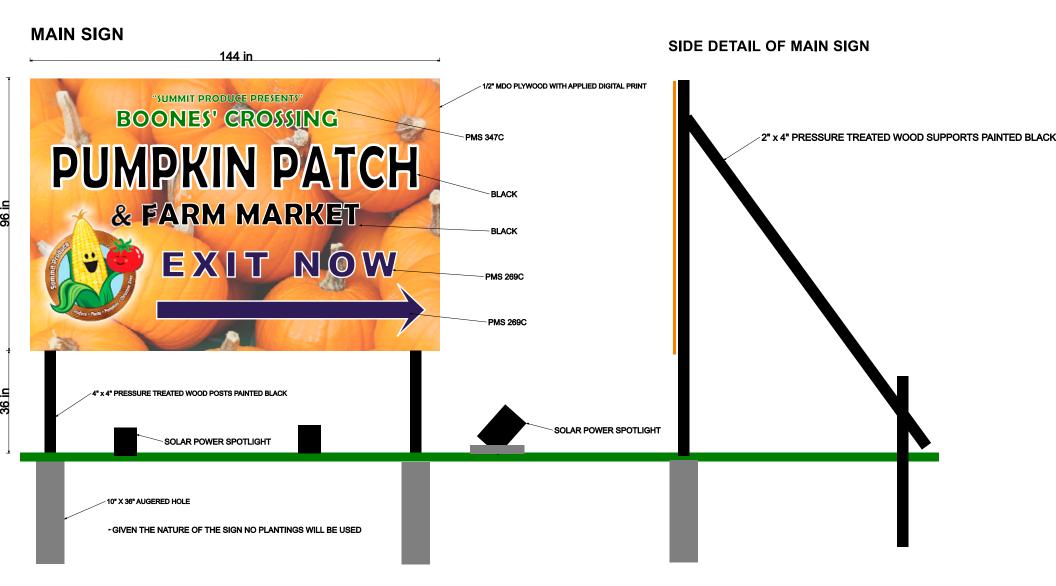
All Main Signs will be spot-lighted with solar powered lights. The inflatables will be internally lit with LED modules. The trees will be lit with LED Christmas lights. The illumination standards for each sign, inflatable and tree will conform to City requirements. The lighting will not cause any offsite glare.

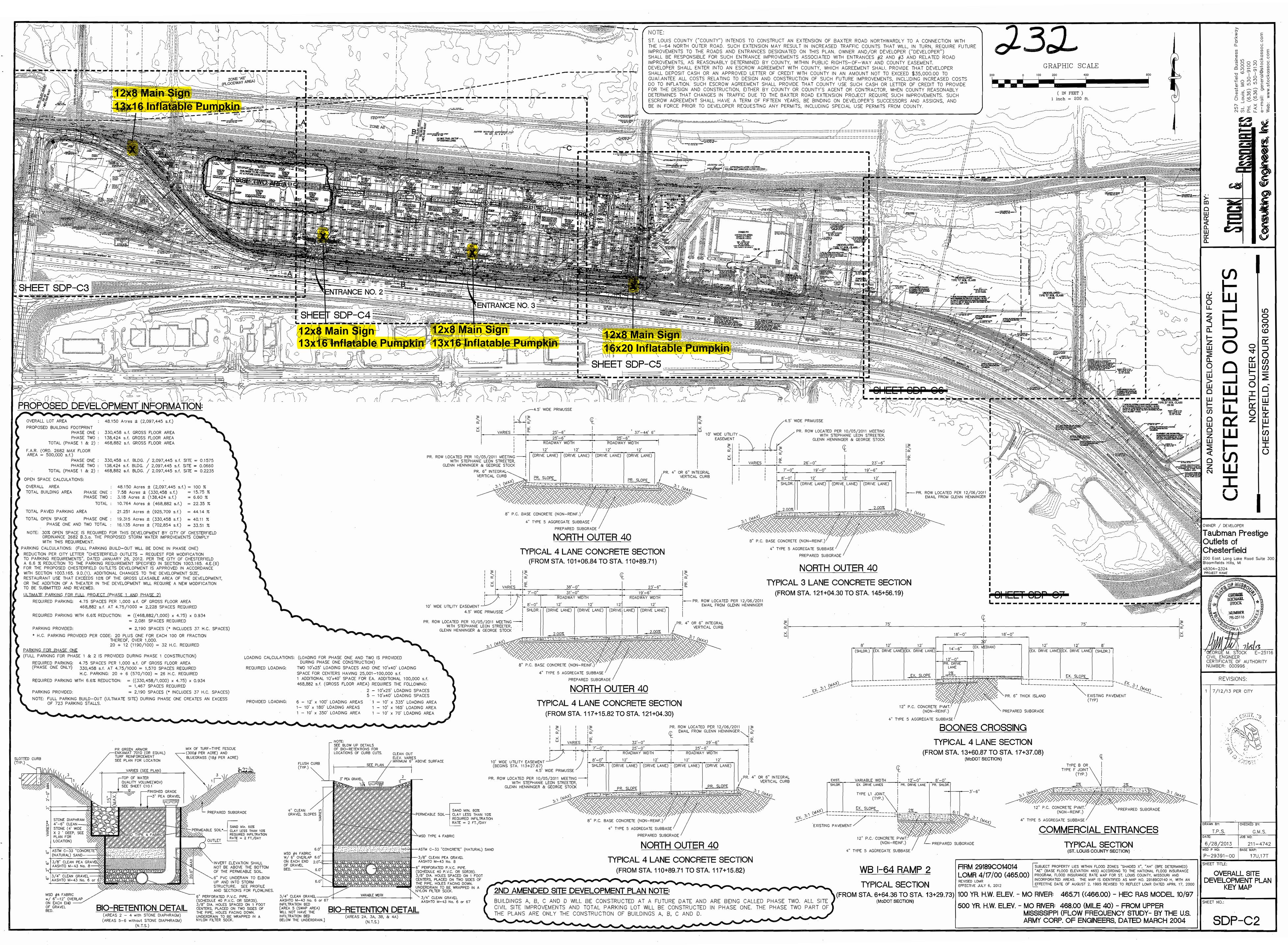
All tenants, businesses, and owners within the Property shall receive a copy of the Comprehensive Sign Package from the Applicant at the time of lease/sale. All signage within the Property shall be in conformance with the Comprehensive Sign Package. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

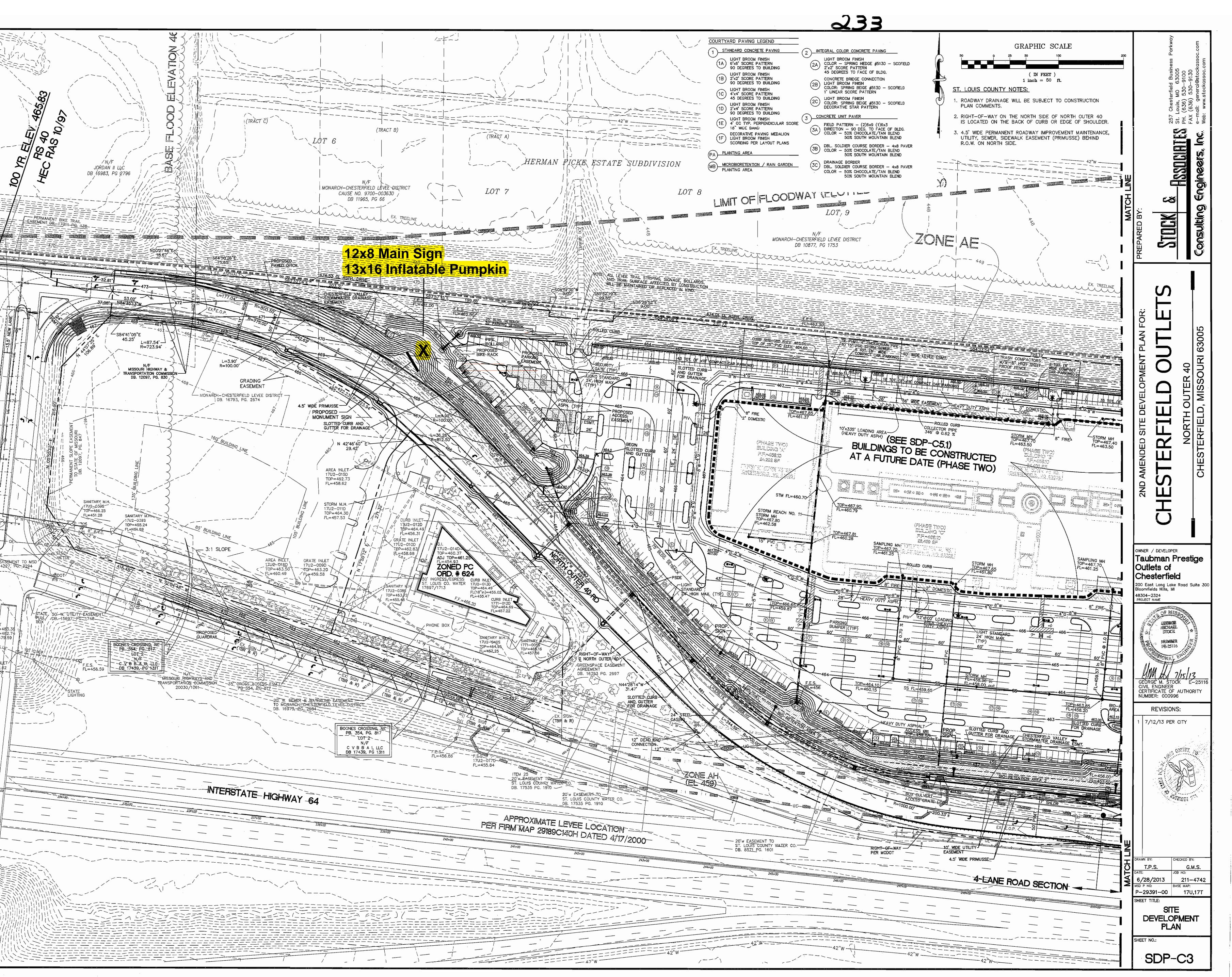
Color: Black, Green, Yellow and Orange Material: Strong/PU Coated Oxford Fabric Illumination: LED lights lit internally

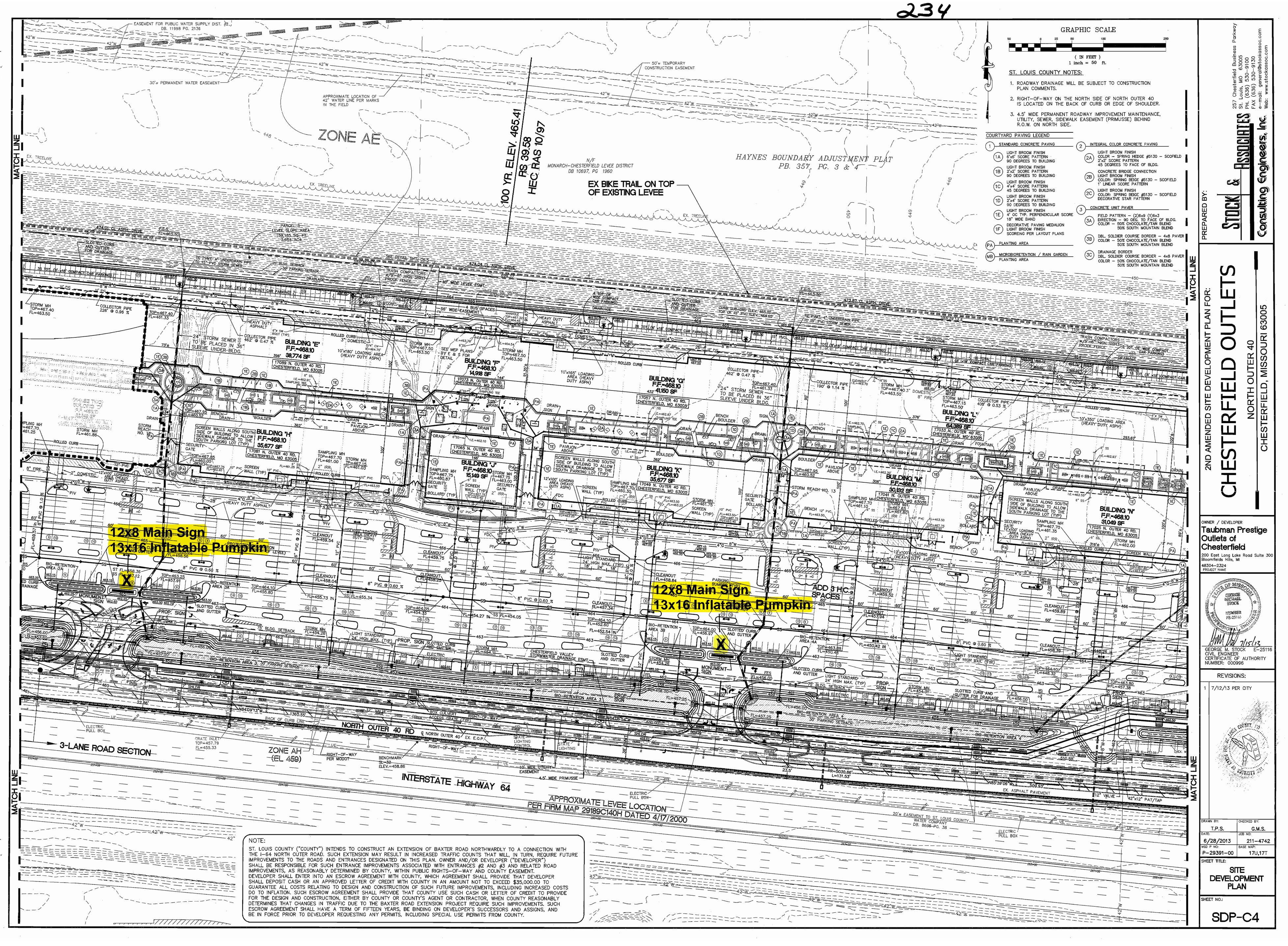


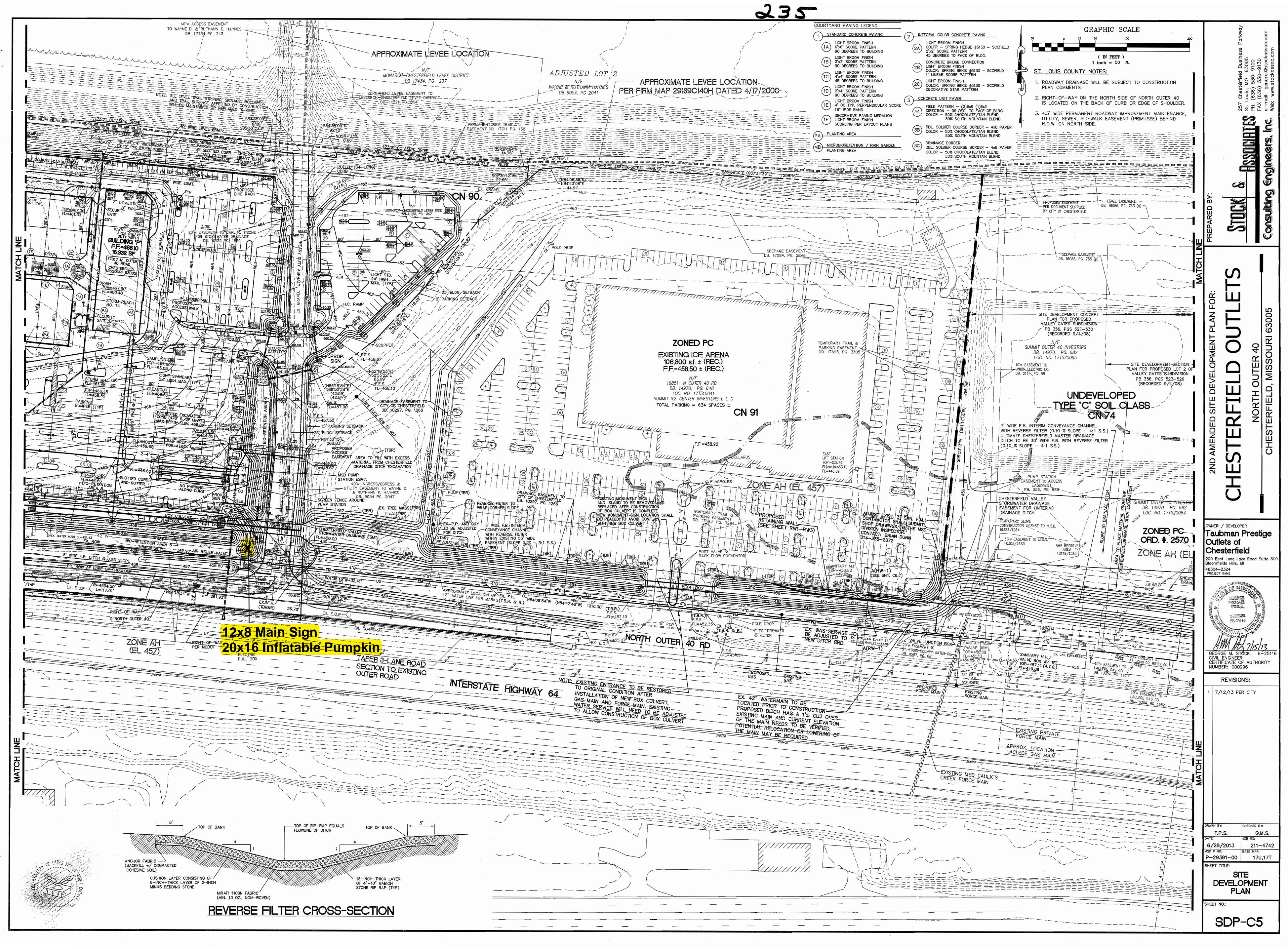












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