

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The subject site is currently zoned "C-2" Shopping District and was zoned prior to the incorporation of the City of Chesterfield. Wildwood Shopping Plaza was platted in 1962 and in 1968 St. Louis County approved the Site Plan for Wildwood Plaza East.

LAND USE AND ZONING OF SURROUNDING PROPERTIES

Direction	Land Use Category	Zoning
North	Residential	E-1 Acre
South	Gas station	"PC" Planned Commercial District
East	Residential	E-1 Acre
West	Public utility facility and child daycare center	"NU" Non Urban District and "R-5" Residence District



STAFF ANALYSIS

Zoning

The subject site is currently zoned "C-2" Shopping District under the terms and conditions of City of Chesterfield Zoning Ordinance. The request is before Planning Commission for review because the petitioner is requesting modifications to the Sign Requirements found in Section 1003.168 C2(2a) of the City of Chesterfield Zoning Ordinance.

The modifications being requested to section 1003.168 C2(2a) are as follows:

1. The height of any freestanding sign shall not exceed six (6) feet. The height may be increased up to twenty (20) feet subject to Planning Commission approval.

A. Petitioner is requesting a sign height of 17 feet 2 inches. The height is measured from the finished grade at the base of the sign.

2. The maximum outline area per face of any freestanding sign shall not exceed fifty (50) square feet. The maximum outline area of the sign face may be increased up to one hundred (100) square feet subject to Planning Commission approval.

A. Petitioner is requesting an outline area of 97.9 square feet.

An elevation of the proposed sign is attached to this report.

Location

The location of the sign was approved by Board of Adjustment in 1992 and the approved location is shown below.



Landscaping

The City of Chesterfield Zoning Ordinance Section 1003.168C requires that all free standing signs be landscaped. Proposed landscaping for the sign is attached to the end of this report. Plant materials proposed include Pink Vinca, Yellow Lantana, Liriope, and Scaevola.

DEPARTMENTAL INPUT

The submittal is in compliance with all applicable City of Chesterfield ordinances. The Department of Planning and Public Works requests action on the request to increase the size of the sign to 90.7 square feet in outline area and 17 feet 2 inches in height.

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 Request for a free standing sign, 17'-2" in height with an outline area of 97.9 square feet for Wildwood Plaza East."

- 2) "I move to approve the Sign Request for a free standing sign, 17'-2" in height with an outline area of 97.9 square feet for Wildwood Plaza East with the following conditions....." (Conditions may be added, eliminated, altered or modified)

Respectfully submitted,

Respectfully submitted,



Justin Wyse
Project Planner

Annissa McCaskill-Clay, AICP
Lead Senior Planner

Cc: City Administrator
City Attorney
Department of Planning and Public Works

Attachments: Letter from the Petitioner
Elevation of Proposed Sign
Proposed Landscaping

HUTKIN DEVELOPMENT COMPANY

September 10, 2010

VIA HAND DELIVERY

Mr. Justin Wyse – Project Planner
City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, MO 63017-0760

RECEIVED
SEP 13 2010
DEPT. OF PLANNING
& PUBLIC WORKS

Re: Wildwood East Monument Sign (14748 – 14796 Clayton Rd)

Dear Mr. Justin Wyse:

This letter is in response to comments from the City of Chesterfield regarding the request for Wildwood East (14748 – 14796 Clayton Road) monument sign.

The following items are enclosed with this letter:

- cover letter (5 copies)
- site plan for the property showing the site distance triangle (5 copies)
- landscaping plan (5 copies)

In response to the location of the monument sign, we are requesting to locate the sign in the same location as previously approved by the City of Chesterfield Board of Adjustment on August 2, 1992.

In response to the site distance triangle, we are resubmitting with this package a scaled site plan for the property showing the site distance triangle and sign location.

For review by the City of Chesterfield Planning Commission, please find below the following questions and responses.

- a. The underlying business, directional, or informational purpose of such a sign.

The Landlord is proposing a new monument sign for the purpose of tenant recognition from Clayton Road.

- b. Why such a sign should exceed the maximum height and/or outline area specification for a particular sign in order to accomplish the underlying purpose as stated in item a. above.

The size of the sign is attributable to the lower elevation of the building and parking lot in relation to Clayton Road. Additionally, the primary retail portion of the center is perpendicular to Clayton Road with no visibility to west bound traffic and limited visibility for eastbound traffic. The elevation of Clayton Road varies from 3

10829 Olive Boulevard, Suite 200, St. Louis, Missouri 63141, (314) 872-9140
Facsimile (314) 872-9001 <http://www.hutkin.com> e-mail: info@hutkin.com

feet to 6 feet higher than the elevation of the base of the sign. The outline area of the new monument sign is based on maintaining the readability of each tenant name on the sign. The new monument sign is also consistent with the height and outline area of the monument signs at the adjacent properties (Wildwood Central and Wildwood West) and important to an overall aesthetic and signage integration for Wildwood Plaza.

- c. What the proponent of such a sign believes the adverse impact may be upon the underlying business, directional, or informational purpose of such a sign if the proponent is compelled to reduce the height and/or outline area of such a sign to within the maximum height and/or outline area specification for any one sign and the factual basis supporting such belief.

The tenant panels on a shorter sign would not be readable due to the elevation difference from the base of the sign to Clayton Road. If the height and outline area of the sign is reduced the result would be smaller tenant panels and less readability.

- d. The approximate distance the proposed sign will be from the other existing or planned structures visible or planned to be visible within a radius of 1,000 feet from said sign, identifying such structures with sufficient particularity to enable the Planning Commission to determine whether there is a reasonable likelihood of an adverse public health, convenience, welfare and/or safety impact within the 1,000 foot radius area while maintaining the high aesthetic quality of said area.

The new monument sign will be less than 1,000 feet from the following buildings: Wildwood East Shopping Center, Wildwood Medical Buildings and the Shell Gas Station. The new monument sign location/size will not have a negative impact on any of the adjacent structures now or in the future. This is shown by the site distance triangle on the attached scaled site plan.

- e. What steps, if any, the proponent has taken to integrate the design with the surrounding environment including, but not limited to, use of colors and materials, size and character of typeface(s), regularity of overall shape, type of illumination, orientation and situation of such a sign in order to minimize the amount of visual clutter, and to avoid the distraction to pedestrians and motorists beyond that necessary to convey the underlying business, information, or directional purpose of said sign.

The new monument sign will be a dramatic aesthetic upgrade for Wildwood East and will create more uniformity of sign identification at Wildwood Plaza. The colors and material of the new monument sign have been selected to complement Wildwood East Shopping Center. The design for the Wildwood East sign matches the signs installed at Wildwood Central and Wildwood West and the location of the Wildwood East sign is on the same site line as the adjacent signs at Wildwood Central and Wildwood West. The design and location of the Wildwood East sign

brings consistency and provides familiarity for customers shopping at Wildwood Plaza.

- f. If no steps (referred in item e.above) have been taken, why such steps should not be required of the proponent.

See response for section e.

- g. Any other information, such as length of frontage, special speed limit or topographic considerations, that the proponent deems pertinent to the approval of such a sign request.

The primary reason for a sign of this specific height and size is visibility because of the lower elevation of the building and parking lot in relation to Clayton Road and the perpendicular building relationship to the street. The elevation of Clayton Road varies from 3 feet to 6 feet higher than the elevation of the base of the sign. As designed, the sign provides for good visibility for customers of Wildwood East.

- h. Include whether or not the existing monument sign on the site will remain or be removed.

The existing monument sign will be removed.

In response to the landscaping requirement, we will be working with our landscaping contractor to provide landscaping around the base of the sign. We are proposing a retaining wall base made of tan block with annual and perennial color. Please find attached a drawing and picture of the proposed landscaping material.

The improvements already performed at Wildwood Plaza and the proposed signage updating and upgrading at the property are all extremely important to the current and future vitality of the center in an ever increasing challenging economic and competitive environment.

Thank you and please let me know if there are any questions regarding these sign requests.

Sincerely,




Gene Holtzman
Vice President



Internally illuminated pylon

- double-sided, internally illuminated pylon sign
- formed aluminum crown cap
- 30" deep aluminum cabinets
- aluminum face, routed copy with white plex backed
- 3/16" thick white acrylic tenant faces 3M trans-vinyl copy (black)
- illumination shall be by 800 MA fluorescent lamps and ballasts
- masonry planter base with foliage
- sign supported by steel center mount pipe direct buried in a concrete footing per engineer's specifications
- steel support to be concealed by an aluminum base/pole cover which shall have removable service access panels as required
- 100 SF sign proposed

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 AUG 19 2010
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 & PUBLIC WORKS

-  SW 6769 Maxi Teal
-  SW 7082 Stunning Shade
-  SW 6042 Hush White

CUSTOMER APPROVAL X

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(6) flats of
Pink Vinca

(40) 4" Yellow
Lantana

(12) 1 gal.
Liriope

(4) 10" Scaevola
or Million Bells

