



---

690 Chesterfield Pkwy W • Chesterfield MO 63017-0760  
Phone: 636-537-4000 • Fax 636-537-4798 • www.chesterfield.mo.us

---

## Planning Commission Public Hearing Report

**Project Type:** Ordinance Amendment

**Meeting Date:** September 30, 2020

**From:** Chris Dietz, Planner *CD*

**Location:** 15310 Conway Road

**Description:** **P.Z. 06-2020 15310 Conway Road (SMS Group)**: A request to repeal and replace Ordinance 2463 to establish a new “PC” Planned Commercial District to modify development criteria for a tract of land totaling 1.492 acres located at the southwest corner of the intersection of Chesterfield Parkway East and Conway Road (18S310557).

### **PROPOSAL SUMMARY**

SMS Group has submitted a request for an Ordinance Amendment to modify the development criteria for a tract of land located in the southeast corner of the intersection of Conway Road and Chesterfield Parkway East.

These changes include updating the permitted uses, as well as modifications to parking and structure setbacks, open space and density requirements. These changes are intended to reflect the development criteria language of the ordinance governing the adjacent parcel to the west, located at 15320 Conway Rd.



*Figure 1: Subject Site Aerial*

This neighboring parcel was rezoned from “R3” Residence District to a “PC” Planned Commercial District by the same applicant in 2017. The applicant is now requesting this Ordinance Amendment to this site to mimic the development criteria of this adjoining PC district to create a consistent development between the two properties.

Since the subject site’s current development criteria in the governing ordinance were drafted prior to the adoption of the Unified Development Code (UDC), Ordinance 2463 will be repealed and replaced to adhere to current UDC standards in order to accommodate the applicant’s request.

**HISTORY OF SUBJECT SITE**

Prior to the incorporation of the City of Chesterfield, this site was rezoned from “R3”—Residence District by St. Louis County. On May 21, 2007 the City rezoned the property to “PC” Planned Commercial District via Ordinance Number 2361. This ordinance was later repealed in 2008 to update the legal description and development criteria for this parcel. These changes were intended to accommodate a Site Development Plan application that was filed simultaneously for a 27,000 square-foot, three (3) story bank building, but was put on hold indefinitely. Today, the site is still governed under the provisions of Ordinance 2463.

**LAND USE AND ZONING**

The land use and zoning for the properties surrounding the subject site are as follows:

Direction	Zoning	Land Use
North	“PC”—Planned Commercial	Hotel
South	“C8”—Planned Commercial	Office
East	“NU”—Non-Urban	Senior Living Facility
West	“PC”—Planned Commercial	Vacant (Development Pending)

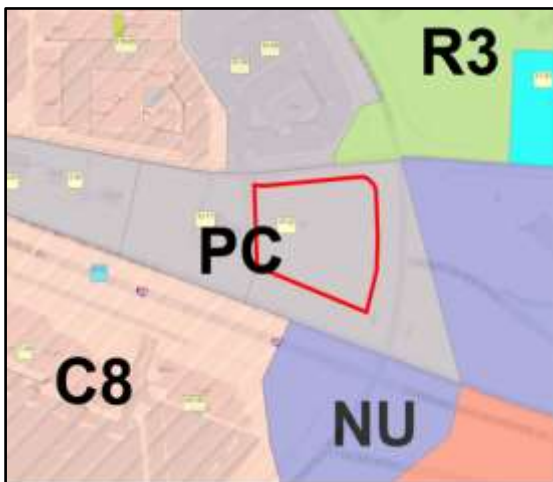


Figure 2: Zoning Map



Figure 3: Land Use Map

**COMPREHENSIVE PLAN**

The City of Chesterfield Comprehensive Land Use Map delineates the subject site at the eastern edge of the “Urban Core” land use designation. The Comprehensive Plan states that the “Urban Core” should contain the highest density of mixed-use development in the City, including both commercial and residential developments as well as pedestrian amenities. Specifically, the Comprehensive Plan has the following policies regarding the Urban Core that are applicable to this request:

**3.6.1 High-Density Development** - High-density development should be developed as part of the Urban Core. High-density development encourages clustering of buildings with diverse building form through minimum restrictions for building height, open space and setback requirements.

**3.6.6 Multi-modal Transportation Choices** – Developments in the Urban Core should be designed to accommodate a variety of motorized and non-motorized transportation choices such as mass transit, pedestrian, and vehicular. An emphasis on pedestrian connectivity is encouraged.

**STAFF ANALYSIS**

Since Ordinance 2463 was adopted prior to the adoption of the Unified Development Code (UDC), several parts of the development criteria of the ordinance no longer reflect the current language of UDC requirements for Planned Districts. These sections would be modified in the Attachment A language of the new ordinance to comply with code. Additionally, the applicant is requesting changes to three (3) sections of the ordinance: permitted uses, setbacks, and open space requirements. An explanation of each request is provided below.

**Request #1: Permitted Uses**

The first change would update the permitted uses for this “PC” District to align with those of the adjacent site. Since the permitted uses were established prior to the current adoption of the Unified Development Code, the types and definitions of permitted uses in the current governing ordinance are outdated. The table below shows the differences between the proposed uses and the current permitted uses for the site that would be repealed to bring the permitted uses into compliance with UDC regulations for “PC” Districts:

Current Permitted Uses Language:	Proposed Permitted Uses Language:	Permitted Uses for 15320 Conway Rd.
<ul style="list-style-type: none"> <li>• Office or Office buildings</li> <li>• One (1) Parking Garage</li> <li>• Financial Institutions</li> </ul>	<ul style="list-style-type: none"> <li>• Art Gallery</li> <li>• Art Studio</li> <li>• College/University</li> <li>• Financial Institution (No Drive-Through)</li> <li>• Museum</li> <li>• Office - Dental</li> <li>• Office - General</li> <li>• Office – Medical</li> <li>• Recreational Facility*</li> <li>• Veterinary Clinic</li> <li>• Specialized Private School</li> </ul>	<ul style="list-style-type: none"> <li>• Art Gallery</li> <li>• Art Studio</li> <li>• College/University</li> <li>• Financial Institution (No Drive-Through)</li> <li>• Museum</li> <li>• Office - Dental</li> <li>• Office - General</li> <li>• Office – Medical</li> <li>• Recreational Facility**</li> <li>• Veterinary Clinic</li> </ul>

\* Limited to gymnastics facility, dance, cheer, fitness center, group fitness or athletic training.

\*\* Limited to gymnastics facility, fitness center.

**Request #2: Setbacks**

The current setbacks were established to accommodate the Preliminary Development Plan for the previously proposed office building. Similar to the permitted uses, the application intends to change the setback requirements as well. The following table demonstrates the change between the current and proposed structure setbacks for the subject site, as well as the existing structure setbacks of 15320 Conway Rd.:

Structure Setbacks	Existing, to be Repealed	Proposed	15320 Conway Rd.
Conway Rd.	86'	25'	20'
I-64	50'	10'	10'
East	20'	60'	20'
West	60'	5'	20'

The following table demonstrates the change between the current and proposed parking setbacks for the subject site, as well as the existing parking setbacks of 15320 Conway Rd.:

Parking Setbacks	Existing, to be Repealed	Proposed	15320 Conway Rd.
Conway Rd.	18'	5'	5'
I-64	18'	5'	5'
East	13'	13'	5'
West	10'	5'	5'

The UDC has specific requirements for thirty (30) foot landscape buffers along collector and arterial roadways, which would be required along the north, south and east of this property. If these parking setbacks are approved at a distance less than thirty (30) feet, these landscape buffers and parking setbacks will essentially become one-and-the-same and will be reflected in the development criteria language of the new ordinance.

**Request #3: Reduction in Open Space (35%)**

The applicant is seeking a reduction in the amount of open space as part of this request. Currently, the governing ordinance requires a minimum of 40% open space. The applicant is requesting a reduction to a minimum of 35% open space, which is the UDC’s minimum requirement for all Planned Districts. Figure 4 depicts the open space requirements for neighboring developments in the Urban Core.

**PRELIMINARY PLAN**

A Preliminary Plan has been submitted in conjunction with this request and depicts the proposed changes to the development criteria listed in the Attachment A section of the governing ordinance. Location of parking in relation to the building is shown on the plan, as required by code. The plan depicts an approximately 13,500 square-foot commercial building located toward the southern end of the site with proposed parking and



Figure 4: Urban Core Open Space



structure setbacks illustrated as well. The site will have access to Conway Rd. via a cross-access easement on the property to the west. A Tree Stand Delineation has also been provided with the Preliminary Plan. The applicant intends to clear-cut existing canopy onsite and proposes to provide mitigation in the form of additional plantings on site. This request will be reviewed in conjunction with a Site Development Plan once one is submitted.

A Public Hearing further addressing the request will be held at the September 30, 2020 City of Chesterfield Planning Commission meeting. This petition is currently under Staff review and will ultimately come before the Planning Commission for a formal recommendation at a later date.

Attached please find a copy of the Public Hearing Notice, Applicant's Narrative Statement, Preliminary Development Plan, Survey, and Tree Stand Delineation for further consideration.

Attachments:      Public Hearing Notice  
                         Project Narrative  
                         Preliminary Development Plan  
                         Tree Stand Delineation



# NOTICE OF PUBLIC HEARING CITY OF CHESTERFIELD PLANNING COMMISSION

NOTICE IS HEREBY GIVEN that the Planning Commission of the City of Chesterfield will hold a Public Hearing on September 30, 2020 at 7:00 p.m. Due to the recommendations of the President, the Governor, and the CDC, the meeting will be conducted virtually at <https://zoom.us/j/91282071957> or call in at (312) 626-6799 and enter meeting ID 912 8207 1957.

Said Hearing will be as follows:

**P.Z. 06-2020 Conway Point Office (SMS Group):** A request to repeal and replace Ordinance 2463 to establish a new "PC" Planned Commercial District to modify development criteria for a tract of land totaling 1.492 acres located at the southwest corner of the intersection of Chesterfield Parkway East and Conway Road (18S310557).

## PROPERTY DESCRIPTION

A tract of land being part of Fractional Section 10, Township 45 North, Range 4 East, situated in the City of Chesterfield, St. Louis County, Missouri.

For a list of the requested uses, contact the Planner.



**City of Chesterfield**  
**690 Chesterfield Parkway West**  
**Chesterfield, MO 63017**

Information on this Public Hearing may be found on the City's website at <http://www.chesterfield.mo.us/public-notice.html> or by contacting Planner Chris Dietz at 636.537.4745 or via e-mail at [cdietz@chesterfield.mo.us](mailto:cdietz@chesterfield.mo.us). All interested parties will be given an opportunity to be heard at the Public Hearing.



## 15310 Conway Project Narrative

I am writing with our requested amendments to the current zoning ordinance for the property located at 15310 Conway Rd in Chesterfield, which is approximately 1.49 acres. Our intent is to develop this area of Conway Road and make an attractive entrance into the City of Chesterfield.

This property is in an area that will require large infrastructure and site expenditures. The sewer is 850' away from the proposed site, the water and gas mains are located on the north side of Conway Rd, the electric transformer's (2) must be upgraded, the roadway will require curb and gutter, along with storm sewers that will need to be installed and connected. This site will require a large quantity of fill dirt to bring the parking and building pad up to a reasonable grade. In order to build a building that justifies the costs of development and create a design that is an overall benefit to Chesterfield. We do have a few amendment requests to the current zoning/ordinance guidelines. We are asking for these due to the above described unique circumstances of this property and to align this property with the property adjoining to the west (15320 Conway Rd). We believe that these requests will not change the master plan for the area or the overall aesthetics negatively but will be a net positive to the City when completed. Our goal is to enhance the overall look and usability of this section of Conway Rd in the most responsible manner possible.

The proposed max building height is 30' and the proposed floor area ratio (FAR) is .55.

The tree canopy on the site will need to be cleared. We intend to mitigate this with plantings that will be included within the landscape plan. After an arborist review of the current species of trees it was found that most trees fell into the "undesirable" category. Our mitigation plan will provide for a new tree canopy of desirable species that meet the City's guidelines.

### AMENDMENT REQUEST 1 - GENERAL DESCRIPTION OF USE

We are looking to amend the zoning of this property to similar zoning in the area and in coordination with the Master Plan. The proposed uses are:

- **Public/Recreational** - Art gallery, art studio, rec-center or recreational facility (limited to gymnastics, dance, cheer, group fitness and athletic training), museum
- **Office** - General, dental or medical
- **Service** - Financial institution - no drive-thru, veterinary clinic
- **Educational** - College/University, specialized private school

### AMENDMENT REQUEST 2 - PARKING/BUILDING SETBACKS AND LANDSCAPE BUFFER

We are requesting setbacks that are in line with those of the adjoining property to the west located at 15320 Conway. This request is needed to best utilize the property and provide a cohesive development with the adjoining property. We are requesting the following setbacks:

#### Building/Parking Setback and Landscape Buffer

- Northern Boundary of Conway Rd
  - Building Setback - 25'
  - Parking Setback - 5'
  - Landscape Buffer - 5'
- Southern Boundary off Highway 64
  - Building Setback - 10'
  - Parking Setback - 5'
  - Landscape Buffer - 5'
- Eastern Boundary off Chesterfield Parkway
  - Building Setback - 60'
  - Parking Setback - keep existing at 13' NO CHANGE REQUESTED
  - Landscape Buffer - 25' to match the 25' easement that is existing
- Western Boundary adjoining 15320 Conway Rd



- Building Setback - 5'
- Parking Setback – 5' to match 15320 Conway Rd
- No Landscape buffer between properties

### **AMENDMENT REQUEST 3 - OPEN SPACE**

We request to adjust this to the City's standard requirement of 35%

We believe these requests are consistent with the surrounding developments and allow for proper utilization of the site. We have been in contact with the owner of the property to the west to collectively work to bring in the utilities to these parcels.

### **SUMMARY**

In conclusion, we are asking for modifications to the existing zoning ordinance to align more closely with that of the adjoining property to the west (15320 Conway Rd). This will allow for a unified development across the two parcels of ground. Being a 35+ year resident of Chesterfield and owning several businesses in the area I am very excited to continue development for this section of Conway Rd. I look forward to working with the City to bring this development to fruition and create an aesthetically pleasing entrance into Chesterfield at this site!

Thank you all for you time and please do not hesitate to contact me at (314) 575-2594 or via email at [sean@seansortor.com](mailto:sean@seansortor.com).

Sincerely,

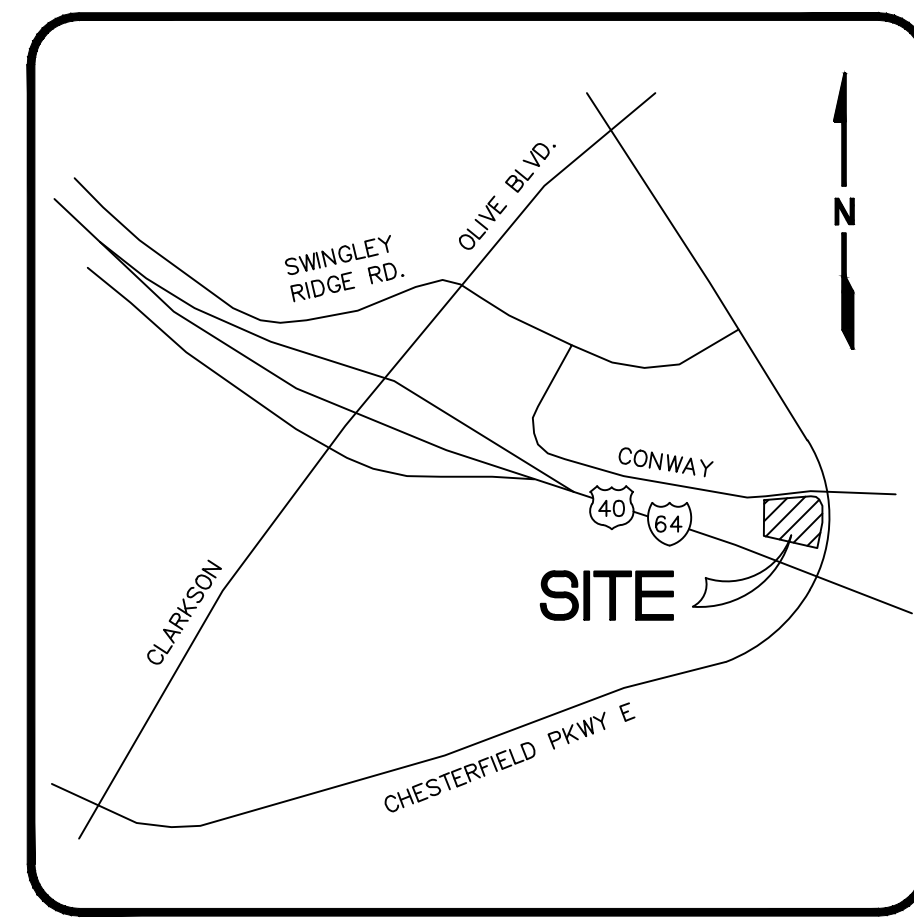
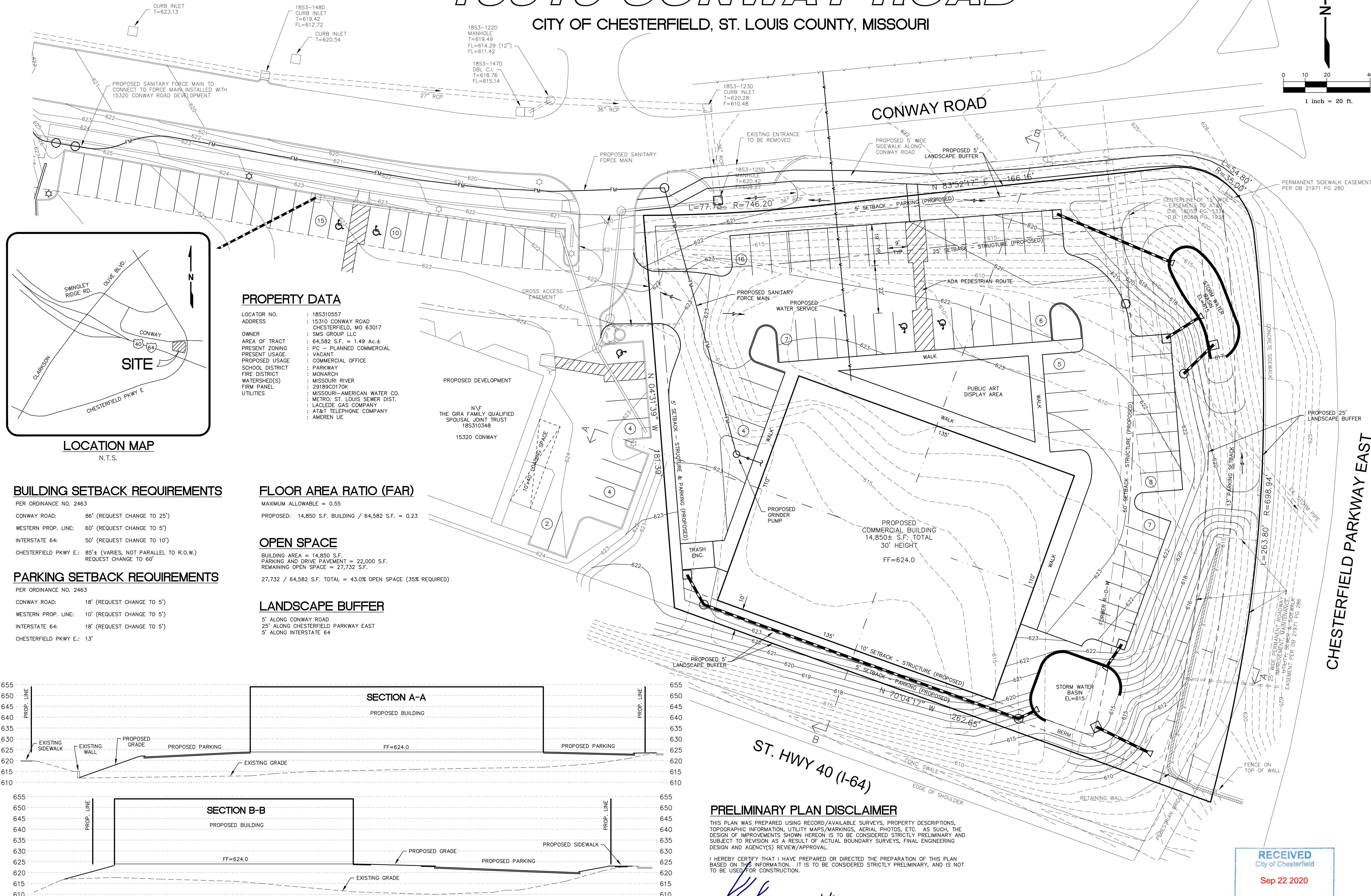
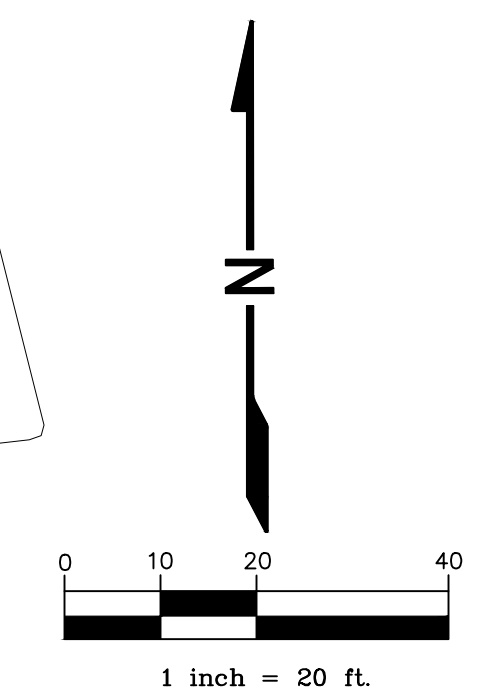
Sean Sortor  
Owner/Manager  
SMS Group LLC



# PRELIMINARY PLAN

# 15310 CONWAY ROAD

CITY OF CHESTERFIELD, ST. LOUIS COUNTY, MISSOURI



LOCATION MAP  
N.T.S.

### PROPERTY DATA

LOCATOR NO. : 185310557  
 ADDRESS : 15310 CONWAY ROAD  
 CHESTERFIELD, MO 63017  
 OWNER : SMS GROUP LLC  
 AREA OF TRACT : 64,582 S.F. = 1.49 Ac.±  
 PRESENT ZONING : PC - PLANNED COMMERCIAL  
 PRESENT USAGE : VACANT  
 PROPOSED USAGE : COMMERCIAL OFFICE  
 SCHOOL DISTRICT : PARKWAY  
 FIRE DISTRICT : MONARCH  
 WATERSHED(S) : MISSOURI RIVER  
 FIRM PANEL : 29189C0170K  
 UTILITIES : MISSOURI-AMERICAN WATER CO.  
 METRO, ST. LOUIS SEWER DIST.  
 LACLEDE GAS COMPANY  
 AT&T TELEPHONE COMPANY  
 AMEREN UE

### FLOOR AREA RATIO (FAR)

MAXIMUM ALLOWABLE = 0.55  
 PROPOSED: 14,850 S.F. BUILDING / 64,582 S.F. = 0.23

### OPEN SPACE

BUILDING AREA = 14,850 S.F.  
 PARKING AND DRIVE PAVEMENT = 22,000 S.F.  
 REMAINING OPEN SPACE = 27,732 S.F.  
 27,732 / 64,582 S.F. TOTAL = 43.0% OPEN SPACE (35% REQUIRED)

### LANDSCAPE BUFFER

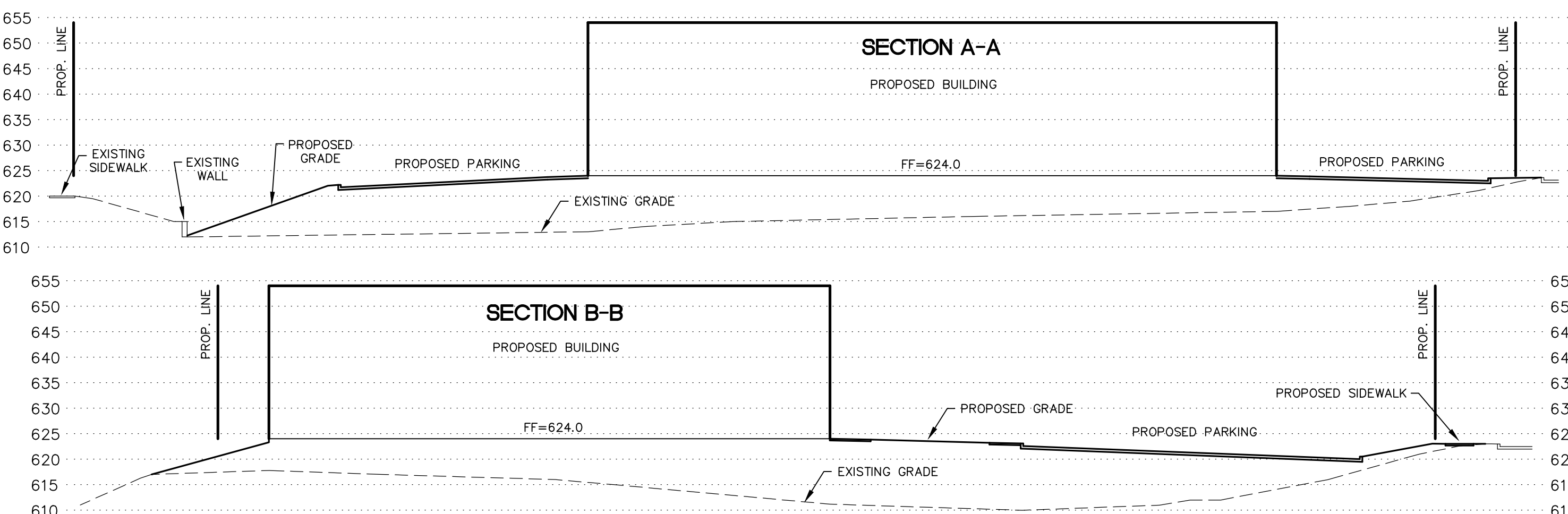
5' ALONG CONWAY ROAD  
 25' ALONG CHESTERFIELD PARKWAY EAST  
 5' ALONG INTERSTATE 64

### BUILDING SETBACK REQUIREMENTS

PER ORDINANCE NO. 2463  
 CONWAY ROAD: 86' (REQUEST CHANGE TO 25')  
 WESTERN PROP. LINE: 60' (REQUEST CHANGE TO 5')  
 INTERSTATE 64: 50' (REQUEST CHANGE TO 10')  
 CHESTERFIELD PKWY E: 85'± (VARIES, NOT PARALLEL TO R.O.W.)  
 REQUEST CHANGE TO 60'

### PARKING SETBACK REQUIREMENTS

PER ORDINANCE NO. 2463  
 CONWAY ROAD: 18' (REQUEST CHANGE TO 5')  
 WESTERN PROP. LINE: 10' (REQUEST CHANGE TO 5')  
 INTERSTATE 64: 18' (REQUEST CHANGE TO 5')  
 CHESTERFIELD PKWY E: 13'



SITE CROSS SECTIONS  
SCALE: 1" = 20' (HORIZ. & VERT.)

### PRELIMINARY PLAN DISCLAIMER

THIS PLAN WAS PREPARED USING RECORD/AVAILABLE SURVEYS, PROPERTY DESCRIPTIONS, TOPOGRAPHIC INFORMATION, UTILITY MAPS/MARKINGS, AERIAL PHOTOS, ETC. AS SUCH, THE DESIGN OF IMPROVEMENTS SHOWN HEREON IS TO BE CONSIDERED STRICTLY PRELIMINARY AND SUBJECT TO REVISION AS A RESULT OF ACTUAL BOUNDARY SURVEYS, FINAL ENGINEERING DESIGN AND AGENCY(S) REVIEW/APPROVAL.

I HEREBY CERTIFY THAT I HAVE PREPARED OR DIRECTED THE PREPARATION OF THIS PLAN BASED ON THE INFORMATION. IT IS TO BE CONSIDERED STRICTLY PRELIMINARY, AND IS NOT TO BE USED FOR CONSTRUCTION.

*Michael Clay Vance*  
 MICHAEL CLAY VANCE, P.E., E-25616  
 VANCE ENGINEERING, INC.

RECEIVED  
 City of Chesterfield  
 Sep 22 2020  
 Department of Public Services

THE WORK PREPARED BY OR UNDER THE AUTHORITY OF THIS SEAL AND DATED HEREON IS THE PROPERTY OF VANCE ENGINEERING, INC. AND IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREON. VANCE ENGINEERING, INC. SHALL BE RESPONSIBLE FOR THE ACCURACY OF THE INFORMATION PROVIDED TO IT BY THE CLIENT AND FOR THE DESIGN AND CONSTRUCTION OF THE PROJECT. VANCE ENGINEERING, INC. SHALL NOT BE RESPONSIBLE FOR ANY DESIGN OR CONSTRUCTION DEFICIENCIES OR OMISSIONS THAT MAY BE THE RESULT OF INADEQUATE OR INCOMPLETE INFORMATION PROVIDED TO IT BY THE CLIENT. VANCE ENGINEERING, INC. SHALL NOT BE RESPONSIBLE FOR ANY DESIGN OR CONSTRUCTION DEFICIENCIES OR OMISSIONS THAT MAY BE THE RESULT OF INADEQUATE OR INCOMPLETE INFORMATION PROVIDED TO IT BY THE CLIENT.

**SMS Group LLC**  
 1717 Wilson Avenue  
 Chesterfield, MO 63005

**Vance Engineering, Inc.**  
 10537 Lackland Road  
 St. Louis, MO 63114  
 P: 314.427.1800

VANCE ENGINEERING, INC.  
 MISSOURI STATE CERTIFICATE OF AUTHORITY NO. 2003022194

15310 CONWAY ROAD

PRELIMINARY PLAN

PRELIMINARY

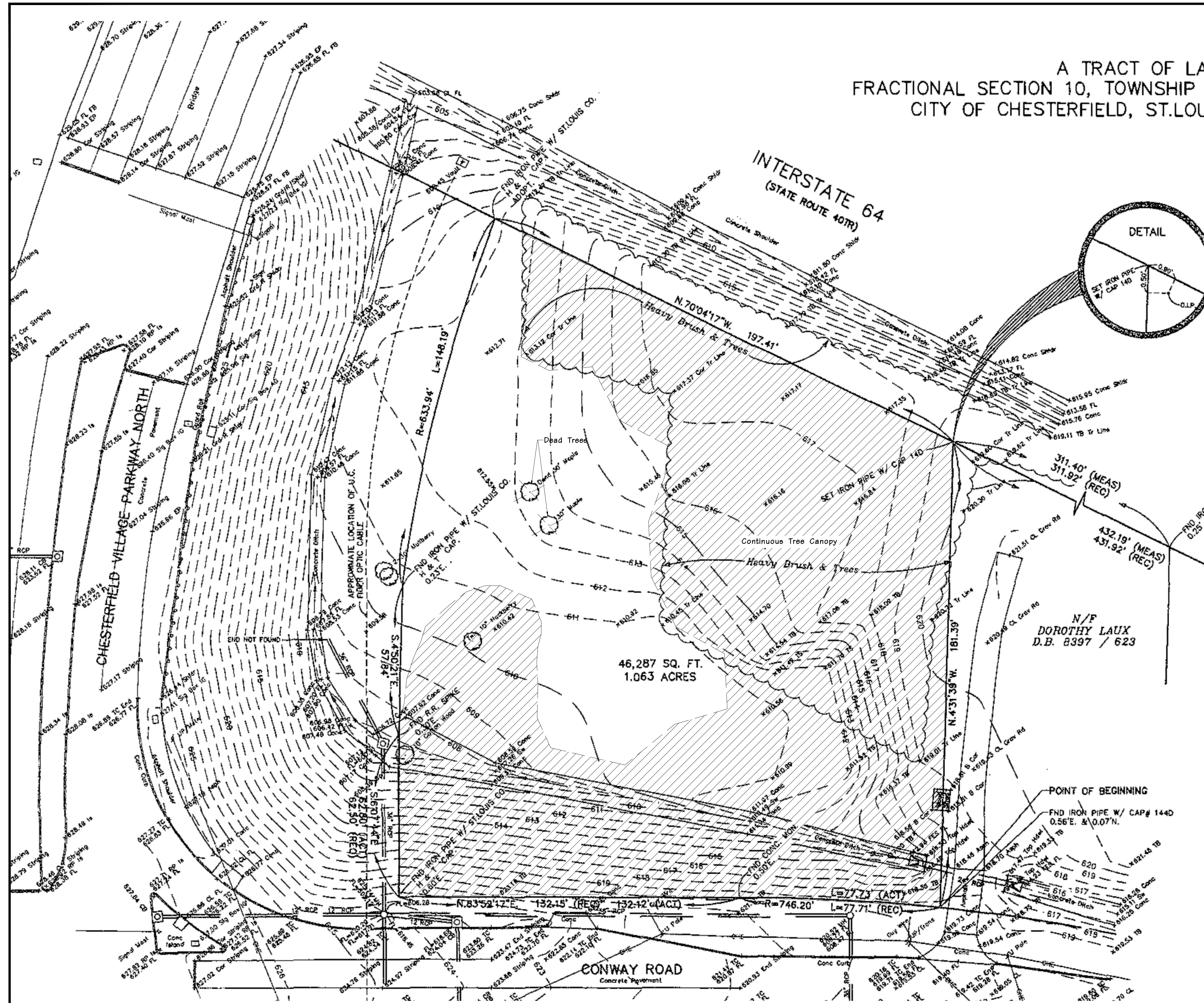
MICHAEL CLAY VANCE, P.E.  
 E-25616  
 REVISED

09/21/20 SETBACKS

20103  
 08/12/20  
 1/1  
 COPYRIGHT 2020



A TRACT OF LAND IN  
 FRACTIONAL SECTION 10, TOWNSHIP 45 NORTH, RANGE 4 EAST  
 CITY OF CHESTERFIELD, ST. LOUIS COUNTY MISSOURI



**Tree Stand Delineation Plan**  
 SCALE 1"=20'-0"

**Tree Stand Delineation Narrative**

The overall Lot comprises a total of 1.06 Ac and has a total of 33,750.8 sq ft of Tree Canopy. Tree Stand Delineation map was completed by field inspection completed on July 7, 2020. The tree canopy is made up of mulberry, Cotton Wood, Allantus and Bradford Pear. The understory is comprised of honeysuckle, grape vines, and poison ivy.

No Monarch, state champion or rare trees were found on the site.



Tree Stand Delineation Prepared under direction of Dennis Greene of Happy Tree Service Certified Arborist IL-0414-A

*Dennis Greene*

Base Map Provided by: Vance Engineering, Inc.

Prepared For:  
 SMS Group LLC  
 1717 Wilson Avenue  
 Chesterfield, MO. 63005

Douglas A. DeLong, Landscape Architect LA-81  
 Consultants:

15310 Conway Road  
 Chesterfield, MO.  
 SMS Group, LLC

Revisions:

Date	Description	No.

Drawn: BAD  
 Checked: DAD

DeLong  
 Landscape Architecture, LLC  
 7620 West Bruno Ave  
 St. Louis, MO. 63117  
 (314) 346-4856  
 delong.la@gmail.com

Missouri State Certificate of Authority: 6201300046

Sheet Title:	Tree Stand Delineation
Sheet No:	TSD
Date:	8/10/2020
Job #:	205.001