



**VII.A.**

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

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## **Planning Commission Staff Report**

**Project Type:** Sign Package

**Meeting Date:** October 9, 2017

**From:** Cassie Harashe, Project Planner

**Location:** Southwest of the intersection of I-64/ US 40 and Clarkson Road, on the northeast quadrant of Chesterfield Center, and south of South Outer 40 Road (18S140365).

**Description:** **500 Chesterfield Center (Midwest BankCentre) Sign Package:** A request for a Sign Package to establish sign criteria for the Midwest BankCentre for a 2.25 acre tract of land located southwest of the intersection of I-64/ US 40 and Clarkson Road, on the northeast quadrant of Chesterfield Center, and south of South Outer 40 Road (18S140365).

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### **PROPOSAL SUMMARY**

Midwest BankCentre has submitted a request for a Sign Package for their parcel, which is 2.25 acres in size. In accordance with the Unified Development Code (UDC), if approved, the proposed Sign Package would serve as the site specific sign regulations for the property.

The purpose of a sign package is to provide comprehensive and complementary signage. City Code 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.” Midwest BankCentre is requesting this Sign Package for the use of an over the door sign and to convert an existing monument sign into an electronic message center. The request also states that other signage within the Bank building development shall be in conformance with the Comprehensive Sign Package.

### **LAND USE AND ZONING HISTORY OF SUBJECT SITE**

The subject site depicted in Figure 1 below was zoned “C8” Planned Commercial District by St. Louis County Ordinance Number 6815 in 1963.

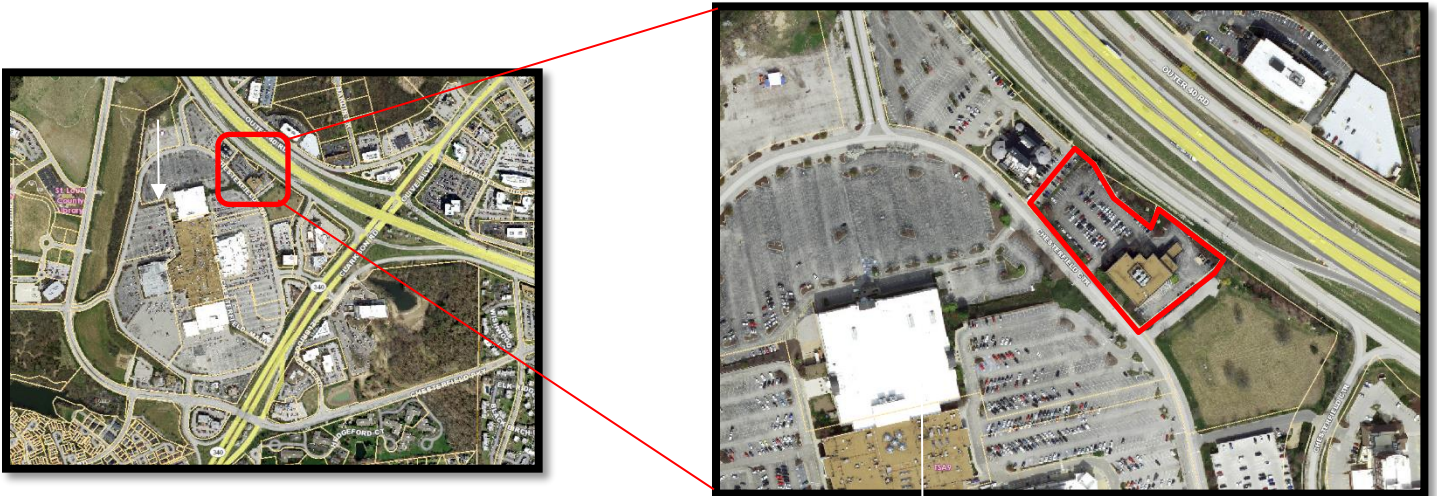


Figure 1: Aerial of Subject Site

## **SUBMITTAL OVERVIEW**

The Sign Package addresses two signs: a monument sign and a wall sign. The applicant is requesting an additional over the door sign. The applicant is also requesting to repurpose an existing 'V' shaped monument sign of 75 square feet and 6'3" feet in height, per side, with time and ticker capabilities into an electronic message center. This sign was approved and installed prior to the incorporation of the City of Chesterfield. The current Unified Development Code (UDC) allows up to 50 square feet in outline area and 6 feet in height, however, the Planning Commission may approve a sign of up to 100 feet in outline area and 20 feet in height.

The City of Chesterfield UDC permits three (3) attached wall signs and two (2) freestanding business signs. The applicant is asking for three (3) attached wall signs with an additional over the door sign not to exceed 28 square feet, and (1) freestanding monument sign not to exceed 75 square feet and 6'3" feet in height, converted into an electronic message center for this development.

## **STAFF ANALYSIS**

### ***1. Business and Identification Signs: Wall***

The UDC permits a building with a sole occupant and double frontage to have up to three signs on any three walls.

The UDC also goes on to say that in buildings with single or multiple tenants where public access is gained via interior entrances, the building would be allowed to have up to one sign on any two walls with roadway frontage, but that the signs must be the same. It goes on to say that if a multi-tenant building contains both public access to an individual tenant space(s) via interior entrances and an additional exterior access point(s) that serves only one tenant, signage may be permitted above said exterior access point of the tenant, but is permitted in conjunction with a multi-tenant building permitted up to two attached wall signs.

Midwest Bank was approved 3 attached wall signs as the sole occupant of the building. Midwest Bank is now requesting that the three wall signs be permitted to remain for a multi-tenant

building. The signs do meet the UDC size criteria of 5% of the façade or less than 300 square feet. Additionally, the applicant is requesting an additional 28 square foot panel containing a 9.25 square foot over the door sign to identify the correct door which bank customers should enter.

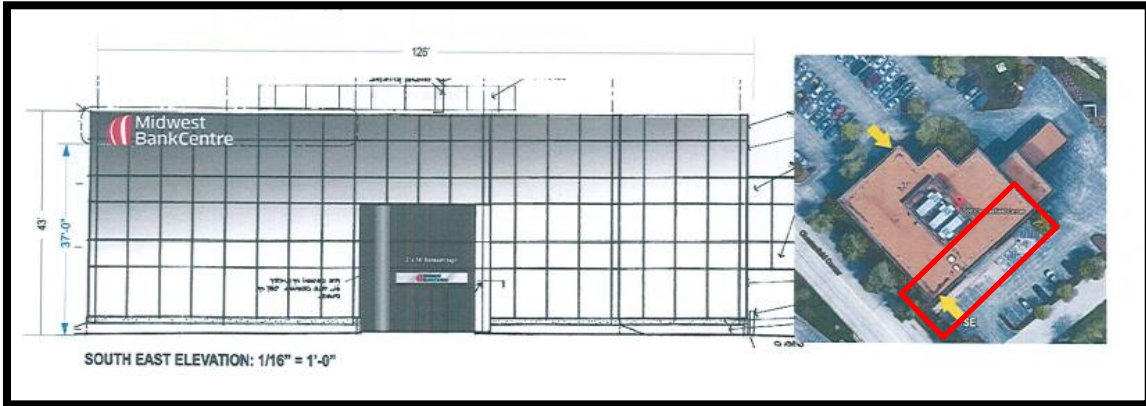


Figure 2: Proposed Over the Door Sign



Figure 3: Proposed Over the Door Sign

## 2. Business and Identification Signs: Freestanding

The UDC allows for businesses to have no more than one freestanding business sign facing each roadway on which the lot has frontage. This site has two frontages, along North Outer 40 Rd to the northeast and along Chesterfield Center to the southwest. The applicant is requesting that this two-sided sign remain as their only monument sign, and that the electronic message center be permitted to retrofit the existing sign. The applicant is wishing to replace all panels of the existing sign with LED screens to display “the Bank’s logo or static message to time and temperature” (from the applicant’s letter).

Electronic message centers are considered a prohibited sign under the UDC. Further, the UDC does not allow for signs to be illuminated by intermittent light sources, with the exception of “displaying time and temperature, stock market quotes or the manual changeable copy on a sign.” Additionally, while the sign was placed prior to the City’s incorporation, the UDC states that

nonconformities are not to be expanded, as they should be abolished or reduced to conformity as quickly as their fair interest to the parties will permit.



Figure 4: Existing monument sign

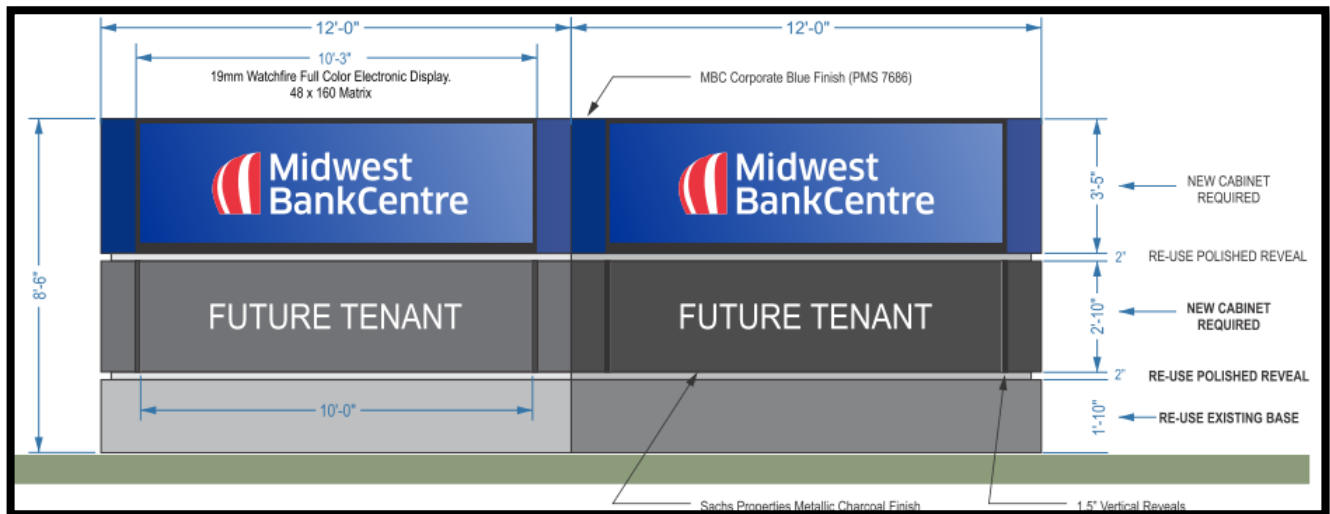


Figure 5: Proposed monument sign (will utilize 'V' shape shown in Figure 4)

**3. All other signage**

All signage within this development shall be in conformance with the Comprehensive Sign Package.

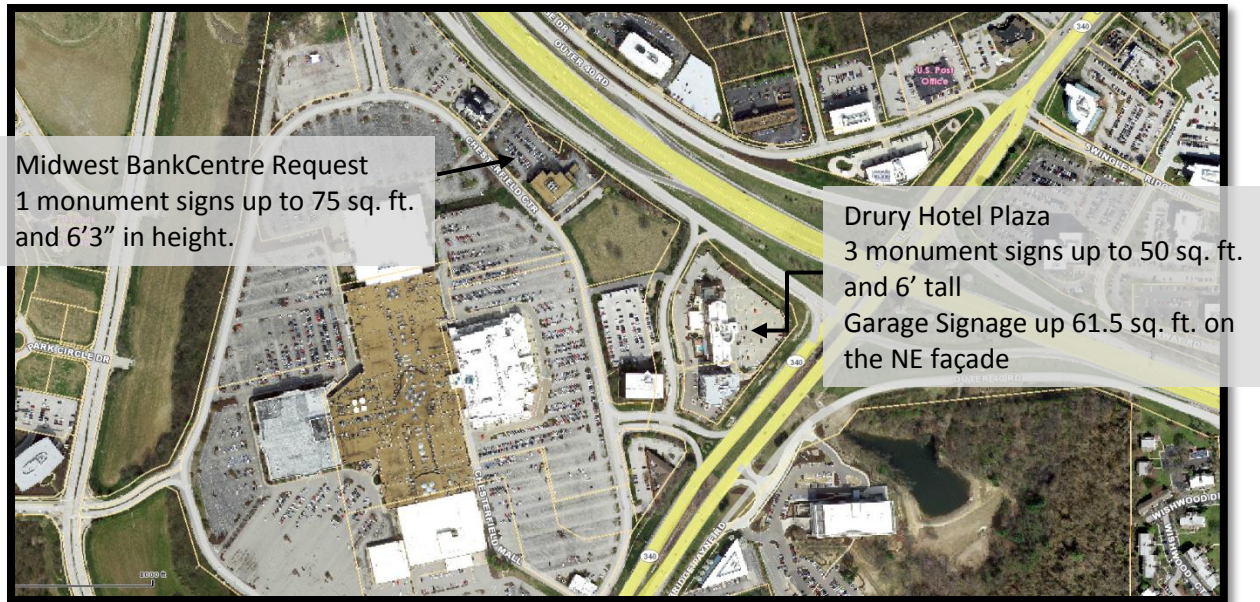


Figure 6: Nearby sign packages addressing monument signage

## **COMPREHENSIVE PLAN**

In addition to the areas within the code above, there are two specific Plan Policies that have been adopted as part of the Comprehensive Plan which are relevant to this request.

***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.

The monument sign does have high visibility from the eastbound lanes of I-64/US 40, and is consistent in size and height of other signage along the corridor.

***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.

Since electronic message centers are prohibited signs in the UDC, the City has no regulations regarding brightness, frequency or speed in which the messages on these boards can change, and all of these factors may impact the safety and aesthetic quality along the corridor.

## **STAFF RECOMMENDATION**

Staff has reviewed the Sign Package request 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 Sign Package for 500 Chesterfield Center.
- 2) "I move to approve the Sign Package for 500 Chesterfield Center....." (Conditions may be added, eliminated, altered or modified).

Respectfully Submitted,

Cassie Harashe, AICP  
Project Planner

Attachments: Proposed Sign Package



SmithAmundsen

October 2, 2017

City of Chesterfield  
Planning & Development Services Division  
Attn: Cassie Harashe, AICP  
690 Chesterfield Parkway West  
Chesterfield, Missouri 63017-0760

**Re: Midwest BankCentre/Comprehensive Sign Package/500 Chesterfield Center**

Dear Ms. Harashe:

Reference is made to my client, Midwest BankCentre, and our sign package application pending before the Chesterfield Planning Commission. As a follow up to our recent communications and as a supplement to the submission materials before the Commission at next Monday evening's meeting, the following is submitted.

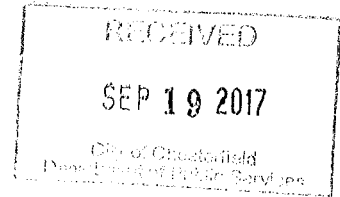
The monument sign located at the subject property (500 Chesterfield Center) is proposed to have a LED lighting display to the upper panel that would include the Bank's logo and name. As noted in our previously submitted narrative as supplemented with responses to your requests for additional clarification on such, the sign will include static messages to share information with the traveling public regarding the Bank's location and other useful information.

At next Planning Commission meeting scheduled for Monday, October 9<sup>th</sup> we will present to the Commissioners further details on the monument sign's proposed display features which are consistent with other local municipalities' sign ordinance criteria for similar message center signage. These criteria include: (i) duration of image display; (ii) presentation; (iii) transition; (iv) brightness and illumination (eg, dimmer control; brightness; fluctuating/flashing controls); and (v) handling malfunction matters.

We hope the Commissioners will find the proposed signage criteria to be helpful in their consideration of our application for this enhancement of the current monument sign. Of course we will be prepared to address any questions the Commissioners may have whether at the Site Plan Committee meeting or the Planning Commission meeting next Monday evening.

Very truly yours,

David G. Asmus  
DGA/



August 30, 2017

**VIA EMAIL COMMUNICATION TO**  
**CHARASHE@CHESTERFIELD, MO.US**

Ms. Cassie Harashe, AICP  
City of Chesterfield  
Planning & Development Services Division  
690 Chesterfield Parkway West  
Chesterfield, Missouri 63017-0760

**Re: Midwest BankCentre Sign Package**

Dear Ms. Harashe:

Thank you for your response dated August 18, 2017 wherein you reiterated to us that the current ordinance prohibits electronic message centers. In order to continue moving forward toward a Planning Commission meeting please see our responses to the questions you asked for responses to in your July 24, 2017 correspondence.

As Midwest BankCentre has noted in the narrative previously submitted, the display will simply change from the Bank's logo or static message to time and temperature, as currently allowed in the City's ordinance. The manner and frequency of the change has not yet been determined and the Bank is open to discussing this with the Planning Commission in order to reach a resolution satisfactory to all parties. We can assure you that the sign will not flash or move from dark to light quickly nor cause distractions to passersby.

The LED display is an update in technology from the outdated time and temp technology which is no longer supported. The level of lighting will not be brighter than what is currently on the signage and the technology will allow the lighting levels to be adjusted as needed. While the electronic messaging center will have the ability to play video after the LED upgrade, the Bank does not have any plans to use it for that purpose and will maintain full control over the sign itself at all times to ensure operations as allowed by the City.

As we now believe that we have responded to all of your requests and inquiries, we respectfully request that you move forward with your recommendations on this sign package to the Planning Commission. We look forward to the opportunity to present this



sign package to the Planning Commission and further enhancing the Bank's entry into Chesterfield and its commitment to the businesses and residents of the City.

Very truly yours,

A handwritten signature in black ink that reads "David G. Asmus". The signature is written in a cursive style with a large, prominent "D" and "A".

David G. Asmus, Esq.

DGA/

cc: Ms. Lisa Bulczak  
Mr. Bill Behrens

Midwest BankCentre (the "Bank") has recently relocated some of its corporate operations and a new retail banking center to 500 Chesterfield Center. This building has been previously occupied by other tenants who operated retail banking centers as well. Currently the bank has three signs on the top portion of the building on the Northeast, Southeast, and Northwest sides of the building and the directional signage posts located at the entrance on the east side of the property. The Bank would also like to install two additional signs at the property, an over the door sign at the front, main entrance of the retail banking center and reuse the already existing monument sign on the property. All tenants, businesses, owners within the development shall receipt of copy of the Comprehensive Sign Package from the owner at the time of the lease/sale. All signage within the Bank building development shall be in conformance with this Comprehensive Sign Package.

The first sign the Bank is proposing in this Application is an over the door sign at the East entrance of the building. Previous bank tenants of this building had over the door signage on the East entrance in the exact same location that the Bank is proposing. Attached as Exhibit A to this Application, you will see the previous signage of The Private Bank, a previous tenant, and a concept of the new sign the Bank is proposing be installed over the front door. The building at this location has two entrances. The main entrance (the West entrance) is a lobby that serves all of the tenants in the building. The East entrance is exclusive to the Bank and should be branded as the Bank entrance. This will avoid confusion to people visiting other tenants in the building as well as direct Bank customers to the correct entrance. The sign is identical in size to prior bank tenants in this building who had a sign in the exact same location. The content, color and design of the proposed over the door signage is a design and character consistent with, if not exactly the same as, the signage already approved and installed on the sides of the building. Exhibit A further sets forth the proposed elevations, location, size, height, construction, material specifications and color of the over the door signage. This proposed over the door sign is not illuminated.

The second sign the Bank is proposing in this Application is the monument sign that is located on the property's northwest side facing the Outer Road. The monument sign is currently "dark" and not in use. It was used by previous tenants, as shown in Exhibit B attached hereto. The Bank is proposing the existing sign be updated for use and remain at its existing location. The monument sign is an important indicator of the Bank's location as drivers exit from eastbound I-64/Highway 40 onto the outer road toward Clarkson Road. The updating of the monument sign would include adding a LED lighting display to the upper panel that would include the Bank's logo and name. The lower panel will remain "dark" pending use of such by another tenant as the building owner sees fit. The monument sign was used by previous tenants as an electronic message center that displayed time and temperature as well as scrolled the current day's stock market ticker. The LED display that the Bank is proposing will not have any flashing lights, will not contain any neon lighting or be so bright to distract drivers in the area. It is simply a changeable copy sign that will help direct passers-by to the Bank location and provide other useful information such as time and temperature. Stand-alone static messages will also be displayed to share information with the traveling public. The size of the monument sign will not change from its existing sign. The content, color and design of the monument sign will be similar in design and character to the other signage for the Bank at the location with the same colors, logo and lettering. Exhibit B sets forth the proposed elevations, location, size, height,

construction, material specifications and color of the monument sign. The landscaping surrounding the monument sign will remain consistent with what is shown in Exhibit B.

Sachs Properties is the owner of the property. Attached hereto as Exhibit C is a letter dated March 31, 2017 and an e-mail dated May 26, 2017 with their approval of all of the signage at this location (already installed and the signs that are the subject of this Application). Any other signage for the Bank at this location that is not specifically identified in this Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

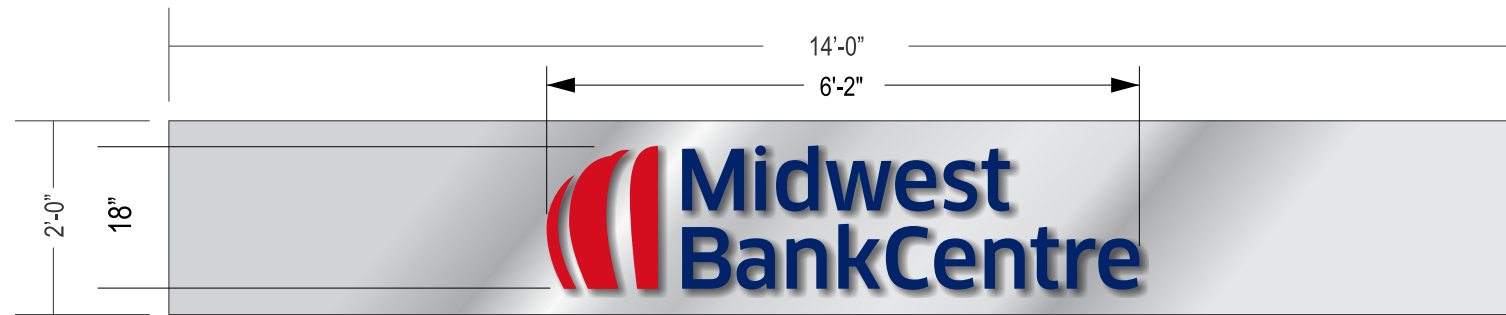
A matrix is attached hereto as Exhibit D that sets forth each proposed sign, deviations from the ordinance standard, and a summary of reasons why the deviation is proposed and is appropriate for the development.

**EXHIBIT D**  
**TO COMPREHENSIVE SIGN PACKAGE APPLICATION**

<p>Over the door sign (Exterior access point)</p>	<p>Section (F)(3)(b)(5) of the Code states that “Where a multitenant building contains both access to individual tenant space(s) via interior entrances and an additional exterior access point(s) that services only one (1) tenant, signage may be permitted above said exterior access point of the tenant. This signage is in addition to the exterior signage permitted in Subsection (F)(3)(b)(3) above.” The Bank currently has three signs on the top portion of the Northeast, Southeast and Northwest sides of the building that it wishes to keep. As set forth in the narrative submitted with the Application, having the over the door signage will help guide Bank visitors to the Bank retail center and visitors to other businesses within the building to the correct entrance to access the other businesses. The signage meets all of the other requirements of the Code as it is currently written regarding size, color, and illumination. As the Code clearly states in Section (F)(3)(b)(5) that a sign is allowed when a tenant has an exterior access point exclusive to that tenant, the Bank believes the approval of this additional sign over the exterior access point that solely serves this space maintains the intent of the Code. Further, due to the location of this building and the access to parking and all entrances, the three exterior signs are necessary for the public to easily locate the Bank from all points. Also, having clear signage as to the location and access points of the businesses at this location is necessary to properly serve the needs of all visitors and tenants of the building in order to avoid confusion to the public.</p>
<p>Monument sign</p>	<p>Section (B)(3) of the Code states that a sign that was lighted on the date of the UDC (6-6-2014) may not be illuminated except if the sign displays time and temperature, stock market quotes or the manual changeable copy on a sign. The intent of this is to prohibit flashing or moving messages common to typical electronic message center signs. The Bank is proposing to use the existing sign to display a LED sign showing the Bank name and logo as shown on Exhibit B and other useful information. The sign will not blink or flash. This is similar to the previous and permitted use that displayed time and temperature and stock market quotes. The lighting will not distract drivers in any of the roadways, but enable eastbound drivers on the outer road to easily determine the ingress/egress entrance in order to access the building location in sufficient time to avoid any traffic issues. The size and elevation of the current sign will remain the same and is already approved by the City. The Bank will simply update the current sign as shown in Exhibit B and use it only to display the Bank name and logo as shown and other useful</p>

information. The Bank believes that the update to this sign maintains the spirit of the current Code by maintaining the requirements regarding color, content and design as well as maintaining the lighting levels so as not to distract eastbound drivers on I-64/Highway 40. This request is consistent with previous approvals of similar electronic message center signs within the City of Chesterfield located on primary roadways and thoroughfares. Further, this request better reflects closer compliance with more current legal standards regarding such matters.

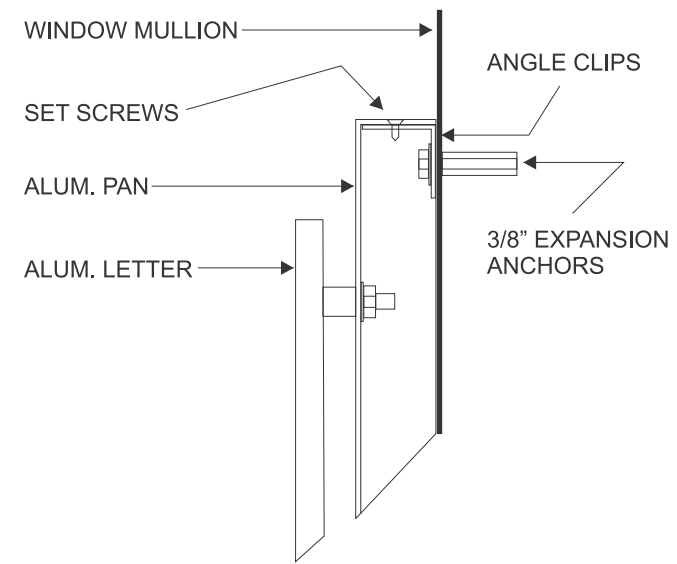
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SIGN ELEVATION: 1/2" = 1'-0"

FABRICATE AND INSTALL NEW 1.5" DEEP ALUMINUM PAN PAINTED BRUSHED ALUMINUM WITH 1/4" THICK ALUMINUM LOGO AND LETTERS PAINTED RED & BLUE TO MATCH CORPORATE COLORS. ALL UNITS TO BE STUD MOUNTED TO PAN WITH A 1/4" STANDOFF. PAN SHALL BE INSTALLED AS PER ORIGINALLY USING ANGLE CLIPS AND NON-CORROSIVE FASTENERS.

- PMS 1795
- PMS 7686



TYPICAL SECTION DETAIL - NTS



CONCEPTUAL VIEW OF EXISTING SIGN



CONCEPTUAL VIEW OF NEW SIGN

**WARREN SIGN**  
 2955 Arnold Tenbrook Rd.  
 St. Louis, MO 63010  
 P: 636-282-1300 F: 636-282-3388

CLIENT  
MIDWEST BANK CENTRE

PROJECT  
BUILDING ENTRY SIGN

LOCATION  
SACHS 500 CHESTERFIELD CENTER,  
CHESTERFIELD, MO

DATE  
4/11/16

SAVED AS  
MBC - NON-ILLUM BLDG ENTRY PAN -  
CHESTERFIELD - CORPORATE COLORS

DRAWING NO.  
BB 041116 ALT

REVISED  
3/17/17

DESIGNED BY  
Keith Hempen

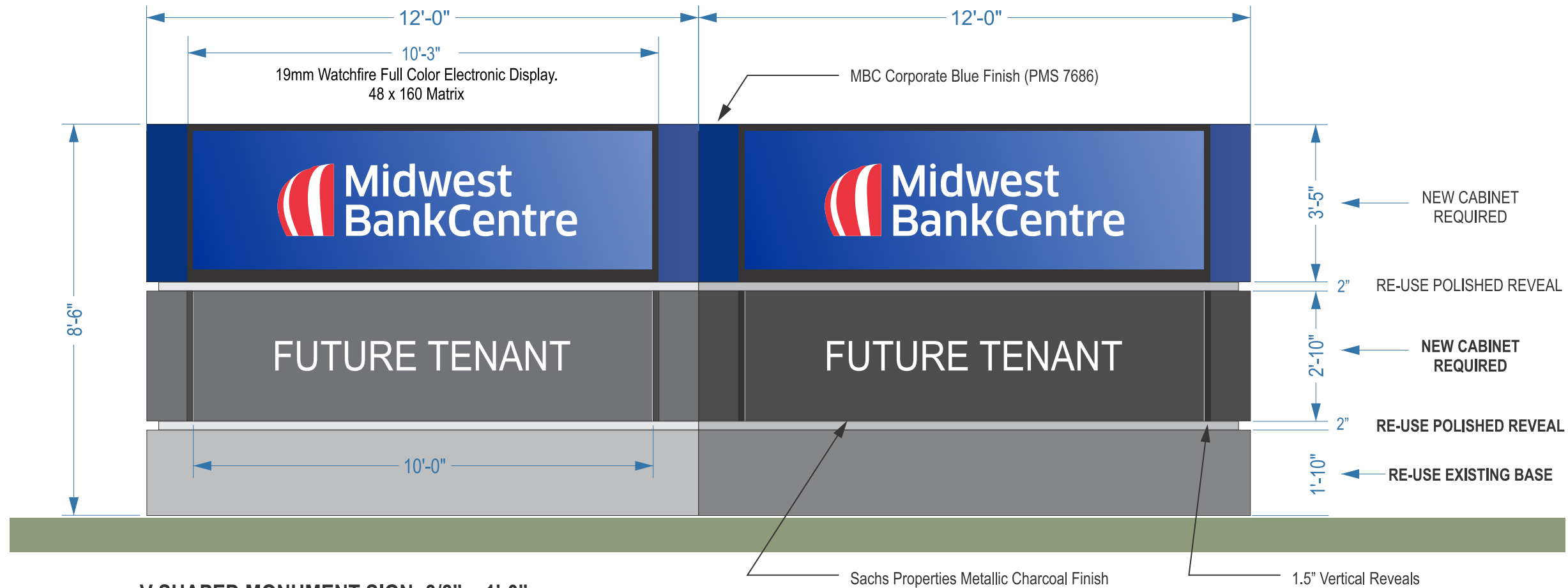


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**V SHAPED MONUMENT SIGN: 3/8" = 1'-0"**

REMOVE MONUMENT SIGN FROM SITE AND BRING TO SHOP FOR REFURBISHMENT. REPLACE EXISTING CABINETS WITH NEW ALUMINUM CABINETS, REUSING THE POLISHED REVEALS. TOP CABINET SHALL HAVE WATCHFIRE LED MESSAGE DISPLAY UNITS. SECOND CABINET SHALL HAVE ROUTED ALUMINUM FACES WITH WHITE PLEX BACKED ROUTED COPY (TENANT NAME TO COME). INTERNAL ILLUMINATION SHALL BE BY WHITE LEDS. CABINETRY PAINTED WITH MATTHEWS ACRYLIC POLYURETHANE FINISHES. REINSTALL SIGN AS PER ORIGINALLY. CONNECT POWER AND SECURE DATA CONNECTIVITY PROTOCOL AS REQUIRED.



**WARREN SIGN**  
 2955 Arnold Tenbrook Rd.  
 St. Louis, MO 63010  
 P: 636-282-1300 F: 636-282-3388

CLIENT: MIDWEST BANK CENTRE / SACHS PROP.  
 PROJECT: MONUMENT SIGN REFURBISHMENT  
 LOCATION: 500 CHESTERFIELD CENTER, CHESTERFIELD, MO  
 DATE: 2/27/17  
 SAVED AS: MBC-SACHS V-SHAPED SIGN REFURBISH - CHESTERFIELD  
 DRAWING NO.: BB 022617  
 REVISED: ~  
 DESIGNED BY: Keith Hempen



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THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

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