



VII. B.

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Planning Commission Staff Report

Meeting Date: October 9, 2017

From: Cecilia Dvorak, Project Planner

Location: East of Clarkson Road and north of Baxter Road

Description: **Dierbergs the Market Place Sign Package:** A request for a Sign Package for the Dierbergs the Market Place development for an 11.35 acre tract of land located east of Clarkson Road and north of Baxter Road.

SUMMARY

Dierbergs Chesterfield Village, Inc. has submitted a request for a Sign Package for the Dierbergs the Market Place development, which is 11.35 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 development. The Department of Planning and Development Services has reviewed the request and submits the following report.

HISTORY OF SUBJECT SITE

The subject site was zoned "C8" Planned Commercial prior to incorporation of the City of Chesterfield via St. Louis County Ordinance 12,964, which was subsequently amended by St. Louis County Ordinance 13,306. In 1992, the City of Chesterfield approved a new ordinance which added the animal hospital/veterinary use to the list of permitted uses for the site. In April 2006 the City of Chesterfield approved Ordinance 2256 which approved a parking reduction and an amendment to permitted uses for the outbuilding. Additionally, in May of this year, the City approved a request for an amendment to the existing ordinance to permit an additional 3,800 square feet of supermarket and 2,000 square feet in retail shopping abutting the supermarket, making ordinance 2950, the current governing ordinance for the site. Finally, an Amended Site Development Plan was approved for minor changes to the front and rear of the building. These changes were reviewed and approved by the Architectural Review Board in June of this year.

SUBMITTAL OVERVIEW

The proposed Sign Package is centered on the existing Dierbergs the Market Place main building. The request is to permit 5% of the façade for signage, however, calculating the signage so that each can be added up to total 5% of the façade.



Figure 1: Aerial of Subject Site

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. The request for consideration on this amended sign package is to permit a total of 5% of wall signage on the Dierbergs façade in specified locations. All other signage, including but not limited to monument signs, and wall signs for the outbuilding would be calculated using the Unified Development Code (UDC).

Wall Signs

The UDC would allow a multi-tenant building to provide signage only for tenants which have an exterior access point that services only that one tenant. Under the UDC regulations, the applicant would be unable to gain approval for the First Bank, the Florist & Gifts, and the Pharmacy. Additionally, the UDC provides a method of calculating the outline area of a sign which requires all signs to be placed in one box to calculate the size of allowable signs. The applicant is requesting that for the Dierbergs building ONLY, (identified on page 3 of the sign package) the total square footage of wall signs be calculated as 5% of the total façade, regardless of exterior access points, and allowing the signs to be calculated separately to total that 5%.

Similar requests have been previously approved at office buildings such as Centene and Delmar Gardens III, as well as shopping centers such as the Chesterfield Commons.

The applicant has also indicated that all other signage would follow the UDC, which would include but not be limited to all signage on the outbuilding on site, all monument signs, and all temporary signs, etc.

STAFF RECOMMENDATION

Staff has reviewed the requested Sign Package for Dierbergs the Market Place 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 Dierbergs the Market Place."
- 2) "I move to approve the Sign Package for Dierbergs the Market Place....." (Conditions may be added, eliminated, altered or modified)

Respectfully Submitted,

Cecilia Dvorak
Project Planner

Attachments: Proposed Sign Package



Proposed sign package for Market Place store

Provided by



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RECEIVED

OCT - 3 2017

City of Chesterfield
Department of Public Services

Project Narrative

As part of the recent approvals from the city for a building remodel and addition, we are requesting to make some minor modifications to the overall sign layout on the Dierbergs building to complement the remodel/addition. We are proposing to relocate 4 signs within the designated area of the attached elevation. Overall, the total square footage of the proposed sign area has slightly decreased. We remain in compliance with the 5% allowance as allowed per code, however, we hereby request to use the 5% for various tenant signs within the building as shown on the attached elevation in the same manner as the current signage. The proposed updates and revisions have been created to enhance the new building additions and further complement the interior location of the Florist and Pharmacy departments. We would further like to note the below items:

- a. All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.
- b. All signage within the development shall be in conformance with the Comprehensive Sign Package.
- c. Illumination shall conform to Section 31-04-03, Lighting standards, of the UDC.
- d. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.



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Customer: Dierberg
Job/Est. #: 21918
Contact: Mark Martin
Salesperson: GN
Project: Market Place
Drawn By: EA
File Number: 25938
Date: 09-27-2017

Signature Approval

Signed approval of all drawings is required before production begins.

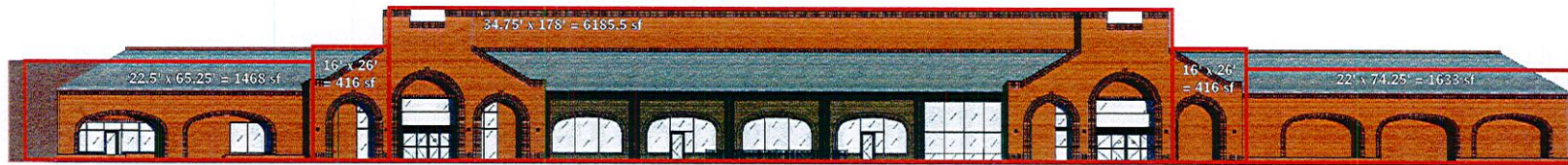
Date of Approval

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Revisions

Rev 1:
Rev 2:
Rev 3:
Rev 4:
Drawing #:





PROPOSED WEST ELEVATION

SCALE: NTS

**1,468 + 416 + 6,185.5 + 416 + 1,633 = 10,118.5 sf of total building area.
 10,118.5 x 5% = 506 sf of sign area allowed.**

*** The above elevation to be affected by the Comprehensive Sign Package.
 All other areas to conform to the UDC.**



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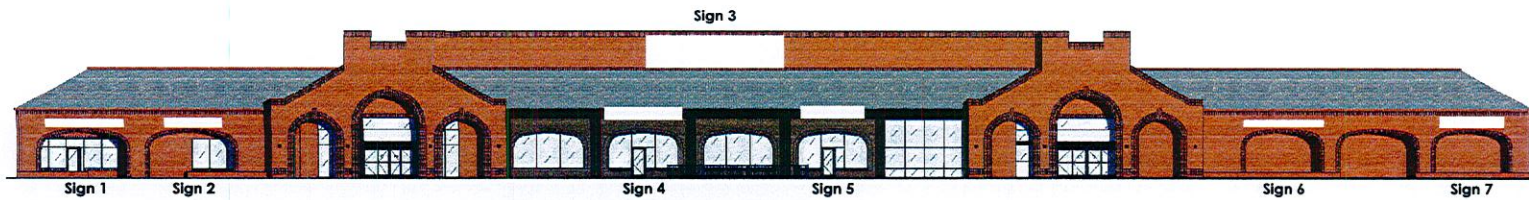
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PROPOSED WEST ELEVATION

SCALE: NTS

DIERBERGS MARKETPLACE
CHESTERFIELD, MISSOURI

- Sign 1: 212"w X 26"h = 38.25sq'
- Sign 2: 156"w X 30"h = 32.6sq'
- Sign 3: 376"w X 92"h = 241sq'
- Sign 4: 212"w X 32"h = 47.25sq'
- Sign 5: 174"w X 32"h = 38.8sq'
- Sign 6: 220"w X 21.9"h = 33.5sq'
- Sign 7: 176"w X 34"h = 42sq'

Total: 473.4sq'

- * Size and dimension of signs may change
- * The total of all signs are not to exceed 506sq'
- * Any single sign is not to exceed 300sq'
- * The above elevation to be affected by the Comprehensive Sign Package.
All other areas to conform to the UDC.



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