



VII. A.

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

Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: October 10, 2016

From: Cecilia Hernandez
Project Planner

Location: South of I-64, north of Arnage Road, west of McBride and Son Center Subdivision, east of River Crossings Subdivision.

Applicant: Brinkmann Constructors

Description: Courtyard Marriott, Sign Package: A request for a Sign Package to establish sign criteria for the Courtyard Marriott development located south of I-64, north of Arnage Road, west of McBride and Son Center Subdivision, east of River Crossings Subdivision.

PROPOSAL SUMMARY

Brinkmann Constructors has submitted a request for a Sign Package for the Courtyard Marriott development, which is 2.8 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 Courtyard Marriott development. The Planning and Development Services Division has reviewed the request and submits the following report.

The purpose of a sign package is to provide comprehensive and complementary signage throughout a development. 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." Courtyard Marriott is requesting this Sign Package due to the fact that the existing ordinance on the Chesterfield Commons Six subdivision (ordinance no. 2096) requires that with each Site Development Concept Plan shall include a sign package to be approved by the Planning Commission. Additionally, they have two frontages and would prefer to have four (4) wall signs as opposed to three (3), in lieu of the two (2) allowed monument signs.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The subject site was zoned "C-8" Planned Commercial by St. Louis County Ordinance Number 13,933 in 1988. In 2004, City of Chesterfield Ordinance Number 2096 repealed St. Louis County Ordinance Number 13,933 and was amended to permit Drive-Through restaurants and to increase the height of the light standards. Additionally, this ordinance requires a sign package be submitted with a site development concept plan to be approved by Planning Commission.

In November of 2004, the Resubdivision of Lot 7 was approved dividing the lot into two lots, 7A and 7B. Subsequently, a Site Development Section Plan for Lot 7A was approved to construct the 10,000 square foot retail building known as Treasure Rooms.

In September of 2005, the Site Development Section Plan for Lot 7B was approved to construct a four story, 73,565 square foot, 102 room Holiday Inn Hotel and associated parking. The project was never constructed. In March of 2009, a Site Development Section Plan for a five story, 77,764 square foot, 123 room Hyatt Place Hotel was approved by the Planning Commission. Again, this project was never constructed.

In July of 2015, a Site Development Section Plan for a four story, 16,638 square foot, 112 room Courtyard Marriott was approved by Planning Commission. The Municipal Zoning Approval was granted for construction in November of 2015.



Figure 1- Aerial

SUBMITTAL OVERVIEW

The Sign Package addresses two (2) sign types: attached wall signs, and monument signs. These two (2) sign types are addressed below; for information, the sign classification from the Unified Development Code (UDC) is included in parenthesis. Furthermore, all other signage not detailed in the Sign Package shall be in accordance to the UDC. The exhibit in Figure 2 shows the proposed location of all the permanent attached wall signage on the development.

REQUEST

1. Business Signs: Attached to Wall

The UDC permits up to three (3) attached wall signs for a development which has a double frontage. The applicant is requesting the use of four (4) attached wall signs for their building (as shown below in figures 3 - 6).

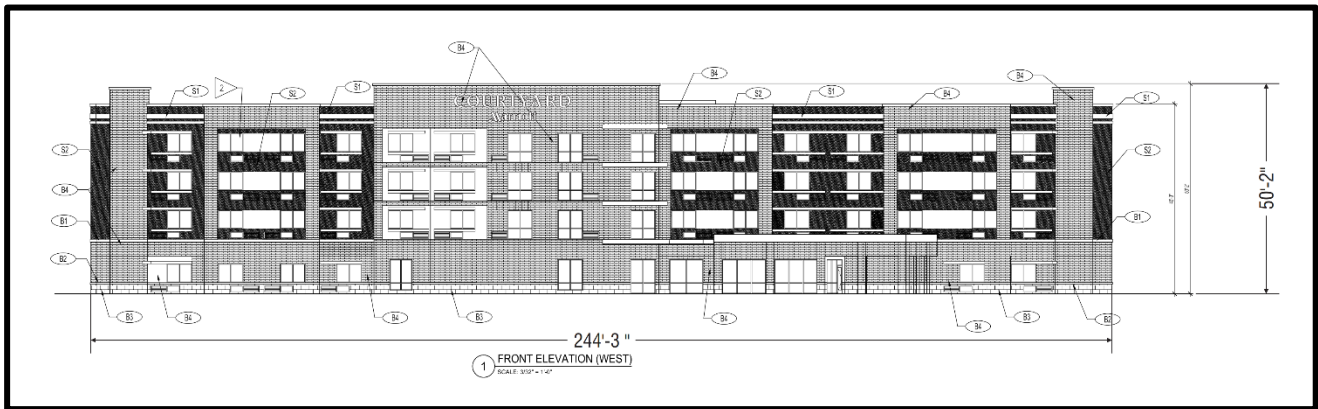


Figure 2- Proposed attached wall sign (west elevation)

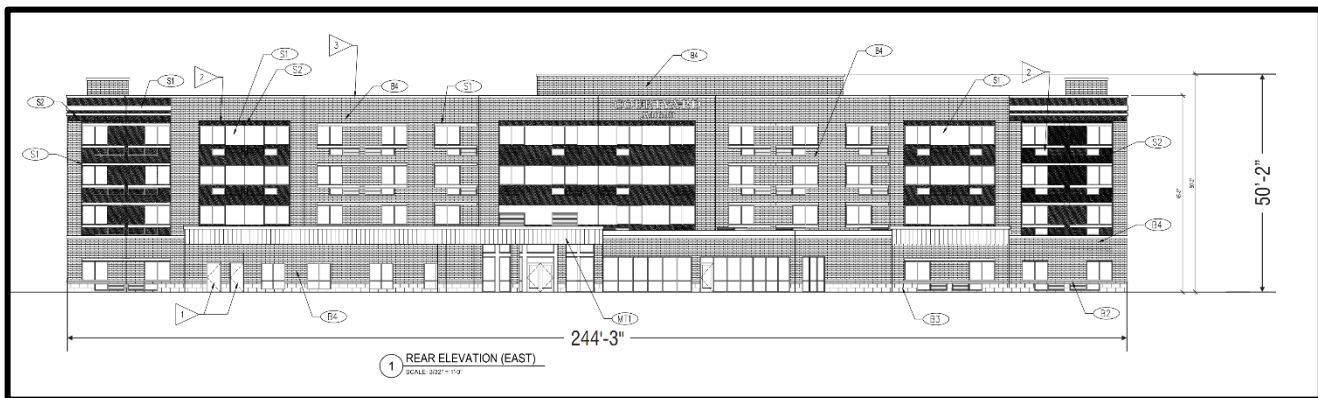


Figure 4- Proposed attached wall sign (east elevation)

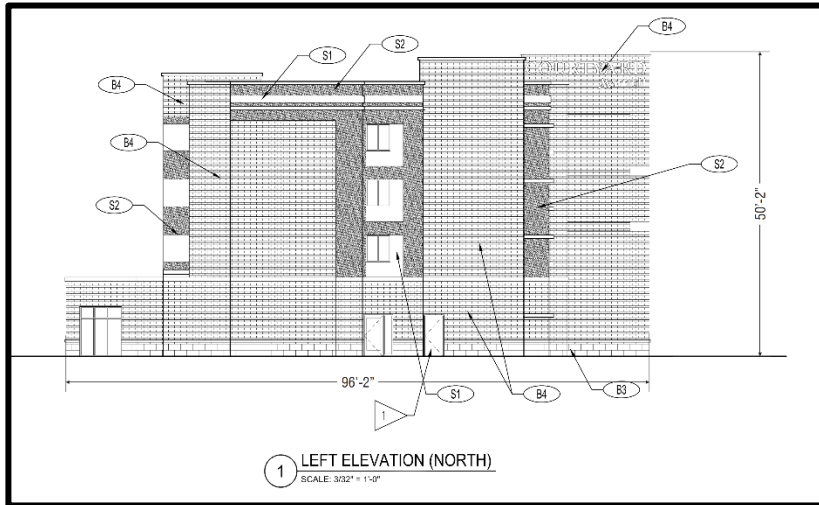


Figure 5- Proposed attached wall sign (north elevation)

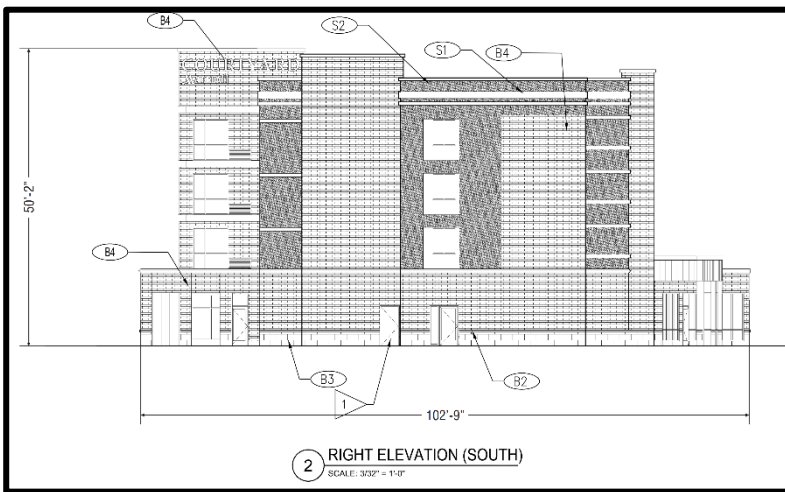


Figure 6- Proposed attached wall sign (south elevation)

2. Business and Identification Signs: Freestanding

The UDC permits one (1) freestanding business sign facing each roadway on which the lot has frontage. This particular development would therefore be permitted two (2) monument signs under the UDC. The proposed sign package prohibits these signs in consideration for the additional wall sign.

3. All other signage

All other signage not specifically called out in the Sign Package shall be as allowed per the UDC.

STAFF ANALYSIS

The City of Chesterfield Zoning Ordinance only permits three (3) wall signs for a sole-tenant building with two frontages. However, given that the Courtyard Marriott has two opposite street frontages (1-64/US-40 to the north, and Arnage Road to the south) and a height greater than the immediate neighbors, they would prefer to have all four attached wall signs than any monument signs. Staff believes that the proposed sign package would not conflict with the purpose statement of the City of Chesterfield sign regulations.

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.

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.

As seen in figure 5 (north elevation), the height, size, and location of the sign fits well into the façade of the building and only takes 1.09% of the elevation.

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.

As seen in figure 5 (north elevation) the size and location of the proposed sign does not exceed the possible 5% of 241.21 square feet.

Summary of Requested Signs

<u>ELEVATION (SF)</u>	<u>PERCENT OF ELEVATION</u>	<u>ALLOWABLE (SF)</u>
West: 12,253.21	5%	612.66
East: 12,253.21	5%	612.66
North: 4,824.36	5%	241.21
South: 4,824.36	5%	241.21

STAFF RECOMMENDATION

Staff has reviewed the Sign Package and found the proposal to be consistent with the purpose and intent of the UDC sign regulations and the City of Chesterfield Comprehensive Plan. Staff recommends approval of the proposed Sign Package for Courtyard Marriott. Please note, any amendments to the provisions of the approved Sign Package would require Staff review and approval by the Planning Commission.

MOTION

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

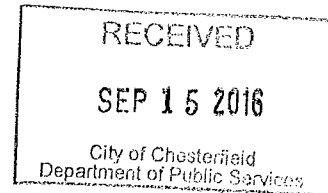
- 1) "I move to approve (or deny) the Sign Package for the Courtyard at Marriott.
- 2) "I move to approve the Sign Package for the Courtyard at Marriott....." (Conditions may be added, eliminated, altered or modified).

Attachments: Proposed Sign Package

CC: Aimee Nassif, Planning and Development Services Director

NARRATIVE

Courtyard by Marriott Sign Package Submittal September 13, 2016



A. Narrative

1. The proposed Sign Package is presented to ensure comprehensive, complimentary and unified signage through all phases of the proposed development. The package will promote superior design, per Marriott specifications, and minimize any concerns regarding unfavorable conditions.
2. 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.
3. All signage within the development shall be in conformance with the Comprehensive Sign Package.
4. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

B. The maximum number of proposed signs is as follows:

1. West, East, North and South elevations will have one business sign on each wall. Three project business signs would be allowed per code and we are asking for an Amendment to the Sign Plan for the 4th wall sign.
2. We are allowed one monument sign per street frontage, which we will not be utilizing. No monument sign(s) will be proposed.
3. Please see attached graphics for additional information on the wall sign specifics.

C. Location, size, height, construction material and placement of all proposed wall signs.

1. Please see attached graphics for additional information.

D. Illumination Level, Color and Type.

1. Illumination shall be internal. Product is GE white Tetra Max LEDs. Light output from the right of way is less than one Lumen.

E. Dimensions, height, square footage of all existing signs or note that none exist for both freestanding and attached signs.

1. This is a new Development. There are no existing signs.

FILE LOCATION:

H: MARKETING DESIGN / CDR / MARRIOTT / COURTYARD / CHESTERFIELD, MO R1.cdr



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CLIENT: COURTYARD	SCALE: NTS	REV.1	xxxx
LOCATION: CHESTERFIELD, MO	DATE: 09.13.16	REV.2	xxxx
DRAWN BY: ZM	DWG. NO.: CHESTERFIELD, MO R1	REV.3	xxxx
		REV.4	xxxx

SIGN MATRIX FOR COURTYARD BY MARRIOTT

17369 CHESTERFIELD AIRPORT RD.

FRONT ELEVATION (West): Elevation is 50'-2" x 244'-3" = 12, 253.21 square feet. Allowed 5%: 612.66 sq. ft. Proposed sign is 193.84 sq. ft. = 1.58% of Elevation

REAR ELEVATION (East): Elevation is 50'-2" x 244'-3" = 12, 253.21 square feet. Allowed 5%: 612.66 sq. ft. Proposed sign is 52.63 sq. ft. = 0.43% of Elevation

LEFT ELEVATION (North): Elevation is 50'-2" x 96'-2" = 4, 824.36 square feet. Allowed 5%: 241.21 sq. ft. Proposed sign is 52.63 sq. ft. = 1.09% of Elevation

RIGHT ELEVATION (South): Elevation is 50'-2" x 96'-2" = 4, 824.36 square feet. Allowed 5%: 241.21 sq. ft. Proposed sign is 52.63 sq. ft. = 1.09% of Elevation

Deviation: asking for a 4th wall sign. We have 2 road frontages, so 3 wall signs are allowed for the building. We are not using the 2 allowable freestanding signs and would like the 4th wall sign.

Business Signs – Attached to Wall.

a.) General Provisions.

(1) Subject to the specific regulations set out below, each business occupying a tenant space or being the sole occupant of a freestanding building shall have no more than one (1) attached business sign on any two (2) walls of a building that are exterior walls of the particular building or tenant space. In addition to identifying a particular business, such signs may be used for the name and logo of the building or development project. (2) The outline area of each sign shall not exceed five percent (5%) of the wall area of the business on which said sign is attached. No business sign shall exceed 300 square feet in outline area.

b.) Specific Regulations and Exceptions.

(1) For a business being the sole occupant of a building located on a corner lot or a lot with double frontage, said business may have one (1) attached business sign on any three (3) walls of a building that are exterior walls.

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CLIENT: COURTYARD	SCALE: NTS	REV.1	xxxx
LOCATION: CHESTERFIELD, MO	DATE: 08.29.16	REV.2	xxxx
DRAWN BY: ZM	DWG. NO.: CHESTERFIELD, MO R1	REV.3	xxxx
		REV.4	xxxx

SIGN MATRIX TABLE

SIGN MATRIX PER ELEVATION

<u>ELEVATION</u>	<u>ALLOWABLE</u>	<u>PROPOSED</u>	<u>PERCENT OF ELEVATION</u>
WEST: 12,253.21	612.66	193.84	1.58%
EAST: 12,253.21	612.66	52.63	0.43%
NORTH: 4,824.36	241.21	52.63	1.09%
SOUTH: 4,824.36	241.21	52.63	1.09%

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CLIENT: COURTYARD

SCALE: NTS

REV.1 xxxx

LOCATION: CHESTERFIELD, MO

DATE: 08.29.16

REV.2 xxxx

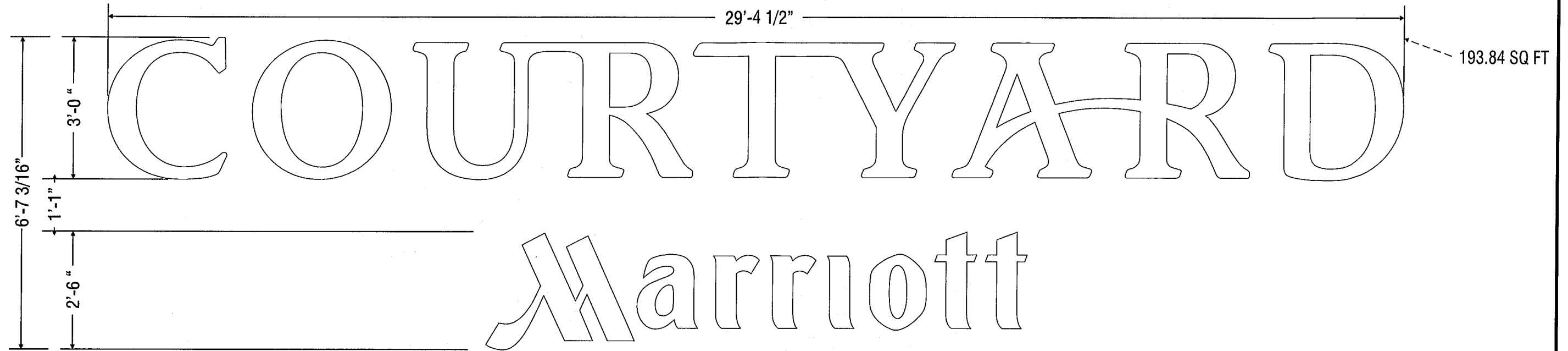
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DWG. NO.: CHESTERFIELD, MO R1

REV.3 xxxx

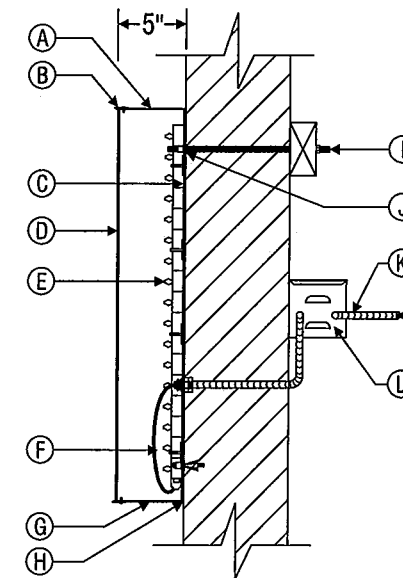
REV.4 xxxx

36" REMOTE MOUNT CHANNEL LETTER SET • 193.84 SQ FT



L.E.D. CHANNEL LETTER MOUNTING DETAIL (EXTERIOR)

- A. .050" ALUMINUM 5" RETURNS TO BE PAINTED BLACK
- B. 1" BLACK TRIM CAP
- C. .063" ALUMINUM BACKS - INSIDES TO BE PAINTED REFLECTIVE WHITE
- D. #7328 WHITE 3/16" ACRYLIC FACES
- E. "COURTYARD" - WHITE GE TETRA MAX LEDs
"MARRIOTT" - WHITE GE TETRA MAX LEDs
- F. POWER CABLE STARTING FROM POWER SUPPLY THEN LETTER TO LETTER
- G. 1/4" WEEP HOLES AS REQUIRED (FOR EXTERIOR INSTALLATION ONLY)
- H. SILICONE BEAD AROUND THE INSIDE OF RETURN AND BACK TO SEAL FROM WATER LEAKAGE
- I. 1/4" LAGBOLTS OR 3/8" THREADED RODS WITH 2" x 4" WOOD BLOCKING AS REQ'D
- J. 3/8" RIV NUTS
- K. 1/2" SEALTITE CONDUIT RUNNING TO SECONDARY CONNECTION
* NOTE: GENERAL CONTRACTOR TO HAVE PRIMARY CONNECTION HOOKED UP
- L. STANDARD POWER SUPPLY HOUSED IN A WEATHERPROOF SHEET METAL BOX
- M. ALL LIGHTING SHALL COMPLY WITH ARTICLE 04 OF THE UNIFIED DEVELOPMENT CODE.



TYPICAL WALL SECTION:
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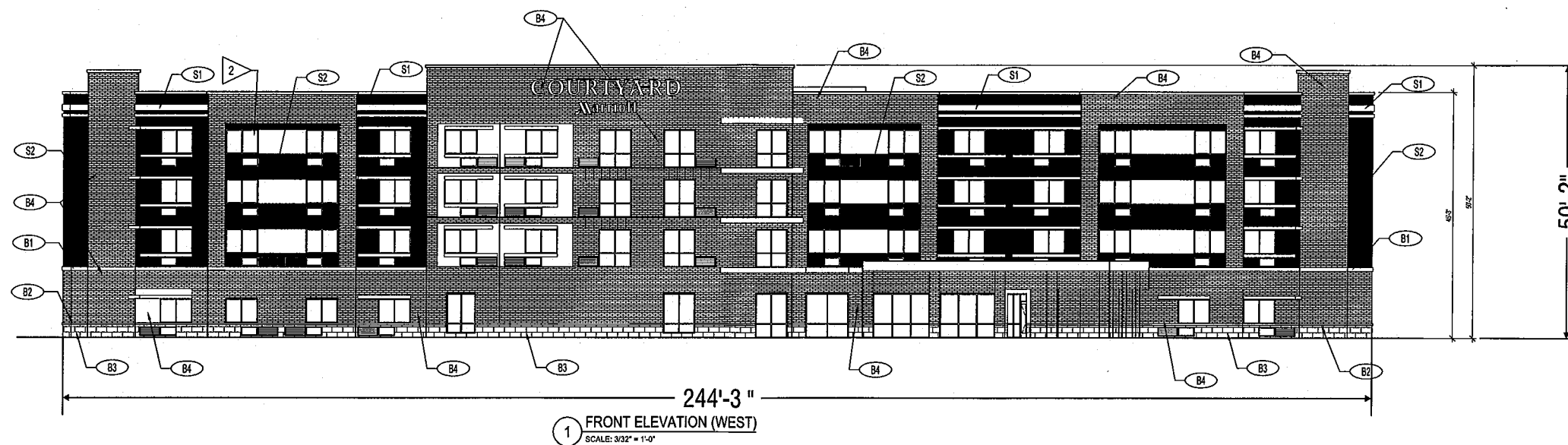
REV.1	xxxx
REV.2	xxxx
REV.3	xxxx
REV.4	xxxx

FRONT ELEVATION W/ PURPOSED SIGNAGE

12, 253.21 SQUARE FEET

PROPOSED SIGNAGE: 193.84 SQUARE FEET

1.58% OF ELEVATION



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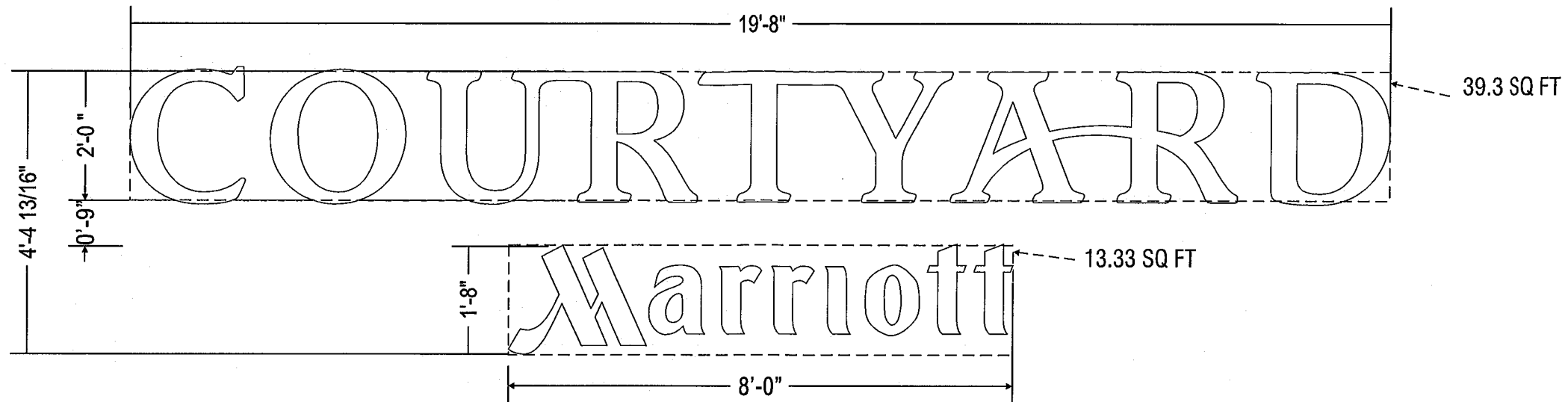
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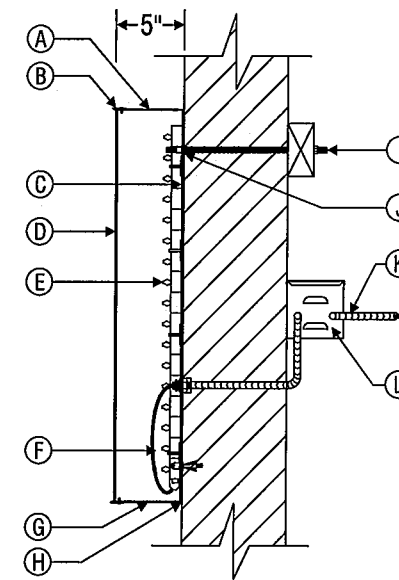
REV.1	xxxx
REV.2	xxxx
REV.3	xxxx
REV.4	xxxx

24" REMOTE MOUNT CHANNEL LETTER SET • 52.63 SQ FT



L.E.D. CHANNEL LETTER MOUNTING DETAIL (EXTERIOR)

- | | |
|--|---|
| <p>A. .050" ALUMINUM 5" RETURNS TO BE PAINTED BLACK</p> <p>B. 1" BLACK TRIM CAP</p> <p>C. .063" ALUMINUM BACKS - INSIDES TO BE PAINTED REFLECTIVE WHITE</p> <p>D. #7328 WHITE 3/16" ACRYLIC FACES</p> <p>E. "COURTYARD" - WHITE GE TETRA MAX LEDs
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* NOTE: GENERAL CONTRACTOR TO HAVE PRIMARY CONNECTION HOOKED UP</p> <p>L. STANDARD POWER SUPPLY HOUSED IN A WEATHERPROOF SHEET METAL BOX</p> <p>M. ALL LIGHTING SHALL COMPLY WITH ARTICLE 04 OF THE UNIFIED DEVELOPMENT CODE.</p> |
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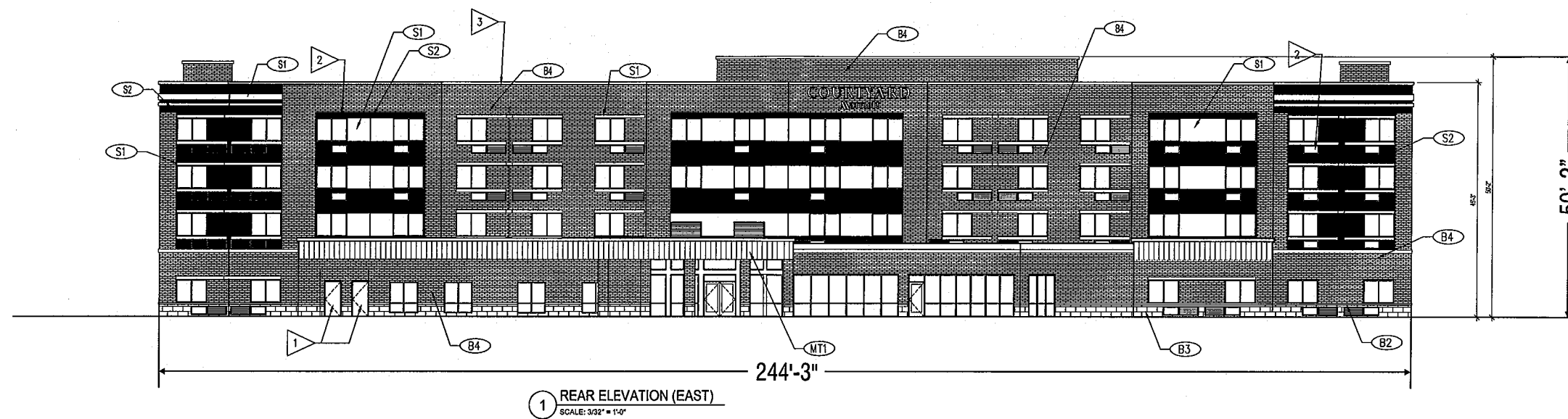
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REAR ELEVATION W/ PURPOSED SIGNAGE

12, 253.21 SQUARE FEET

PROPOSED SIGNAGE: 52.63 SQUARE FEET

.43% OF ELEVATION



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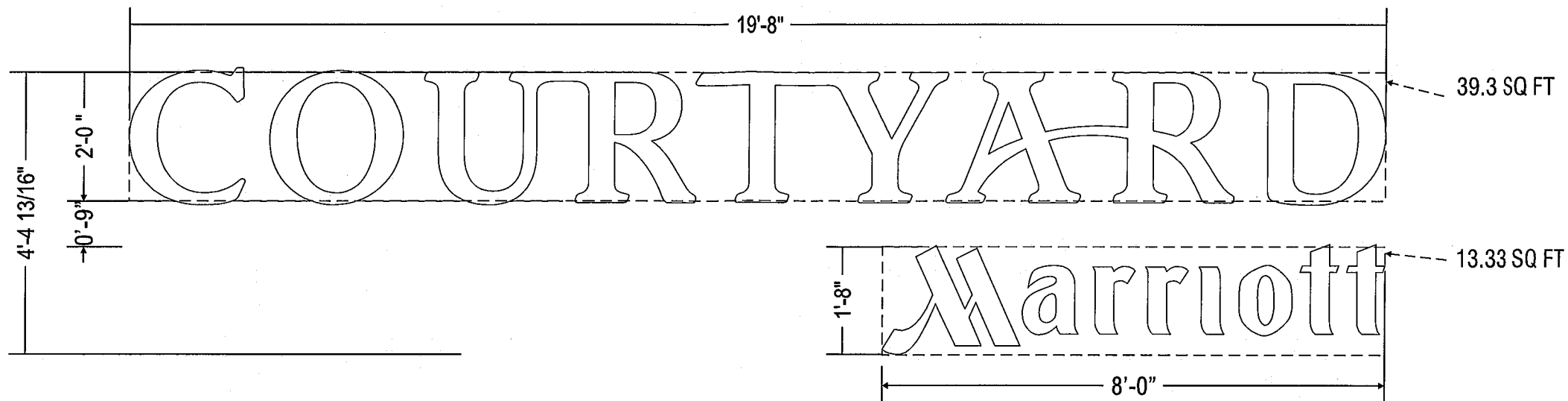


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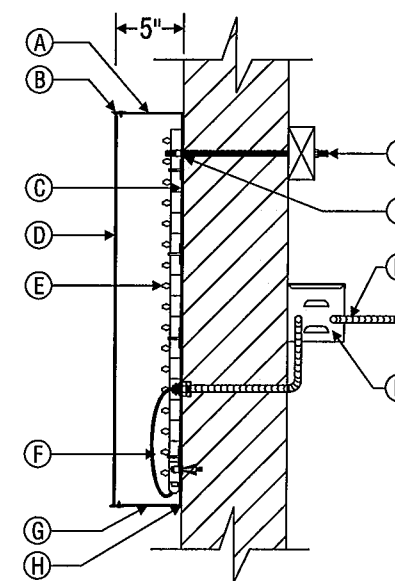
REV.1	xxxx
REV.2	xxxx
REV.3	xxxx
REV.4	xxxx

24" REMOTE MOUNT CHANNEL LETTER SET • 52.63 SQ FT



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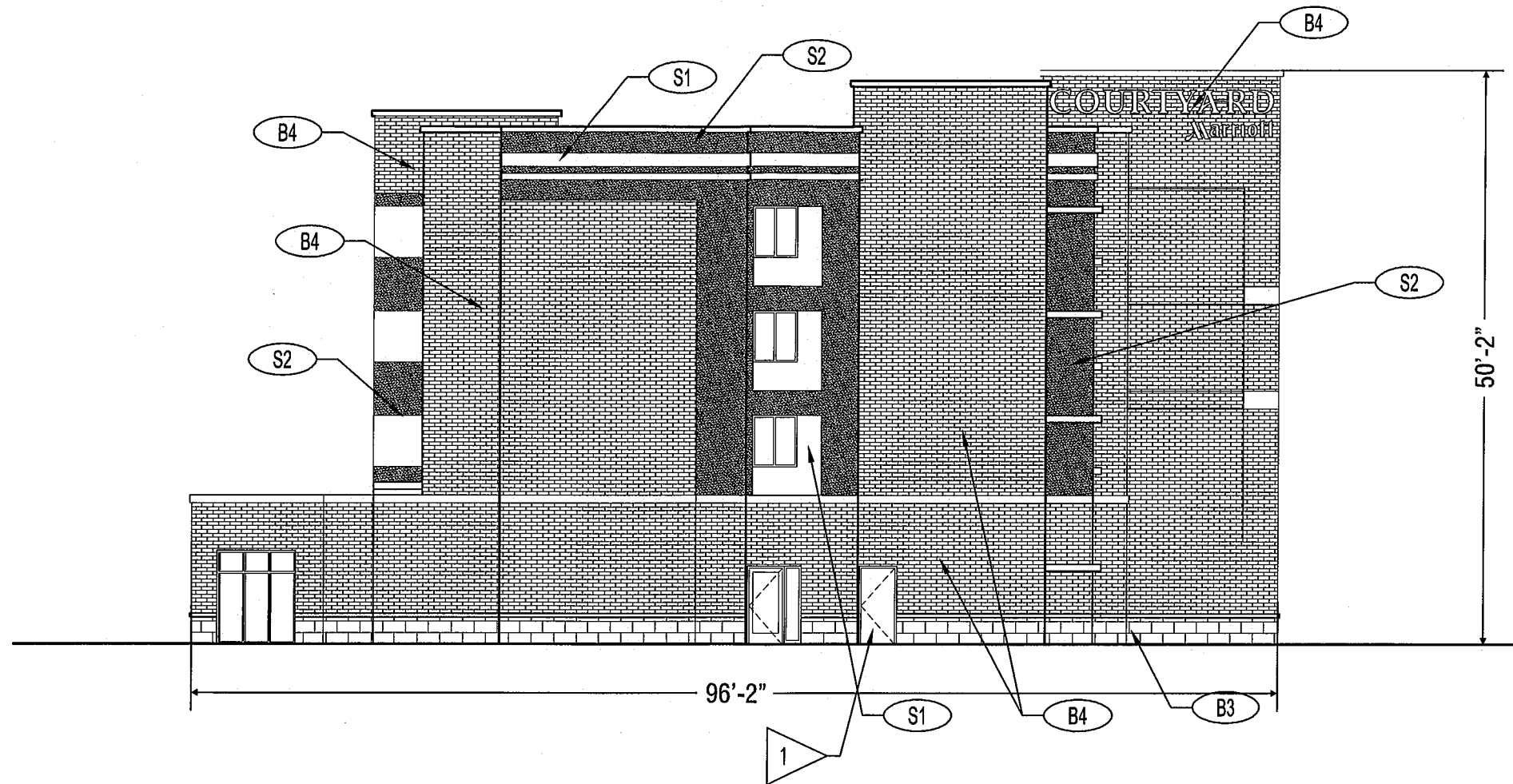
REV.1	xxxx
REV.2	xxxx
REV.3	xxxx
REV.4	xxxx

LEFT ELEVATION W/ PURPOSED SIGNAGE

4,824.36 SQUARE FEET

PROPOSED SIGNAGE: 52.63 SQUARE FEET

1.09% OF ELEVATION



1 LEFT ELEVATION (NORTH)
SCALE: 3/32" = 1'-0"

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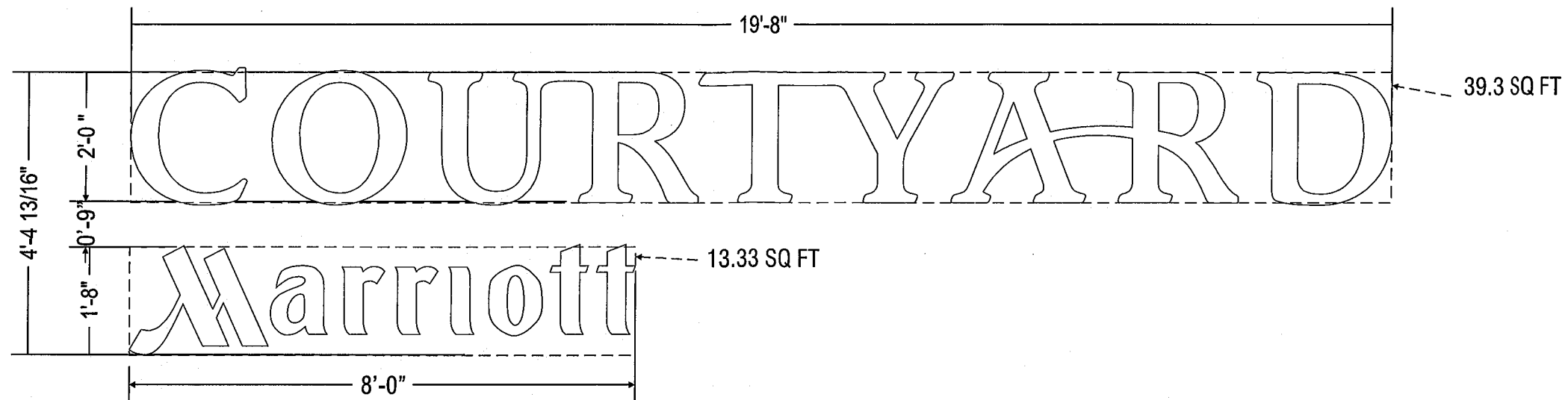
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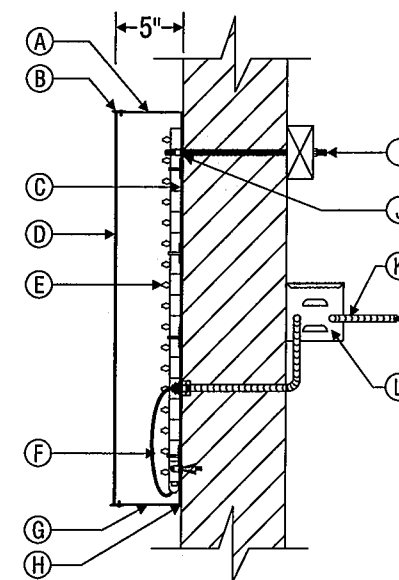
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| <p>A. .050" ALUMINUM 5" RETURNS TO BE PAINTED BLACK</p> <p>B. 1" BLACK TRIM CAP</p> <p>C. .063" ALUMINUM BACKS - INSIDES TO BE PAINTED REFLECTIVE WHITE</p> <p>D. #7328 WHITE 3/16" ACRYLIC FACES</p> <p>E. "COURTYARD" - WHITE GE TETRA MAX LEDs
"MARRIOTT" - WHITE GE TETRA MAX LEDs</p> <p>F. POWER CABLE STARTING FROM POWER SUPPLY THEN LETTER TO LETTER</p> <p>G. 1/4" WEEP HOLES AS REQUIRED (FOR EXTERIOR INSTALLATION ONLY)</p> | <p>H. SILICONE BEAD AROUND THE INSIDE OF RETURN AND BACK TO SEAL FROM WATER LEAKAGE</p> <p>I. 1/4" LAGBOLTS OR 3/8" THREADED RODS WITH 2" x 4" WOOD BLOCKING AS REQ'D</p> <p>J. 3/8" RIV NUTS</p> <p>K. 1/2" SEALTITE CONDUIT RUNNING TO SECONDARY CONNECTION
* NOTE: GENERAL CONTRACTOR TO HAVE PRIMARY CONNECTION HOOKED UP</p> <p>L. STANDARD POWER SUPPLY HOUSED IN A WEATHERPROOF SHEET METAL BOX</p> <p>M. ALL LIGHTING SHALL COMPLY WITH ARTICLE 04 OF THE UNIFIED DEVELOPMENT CODE.</p> |
|--|---|



TYPICAL WALL SECTION:
NOT TO SCALE

FILE LOCATION:

H: MARKETING DESIGN / CDR / MARRIOTT / COURTYARD / CHESTERFIELD, MO R1.cdr



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CLIENT: COURTYARD
 LOCATION: CHESTERFIELD, MO
 DRAWN BY: ZM

SCALE: 3/8" = 1'-0"
 DATE: 09.13.16
 DWG. NO.: CHESTERFIELD, MO R1

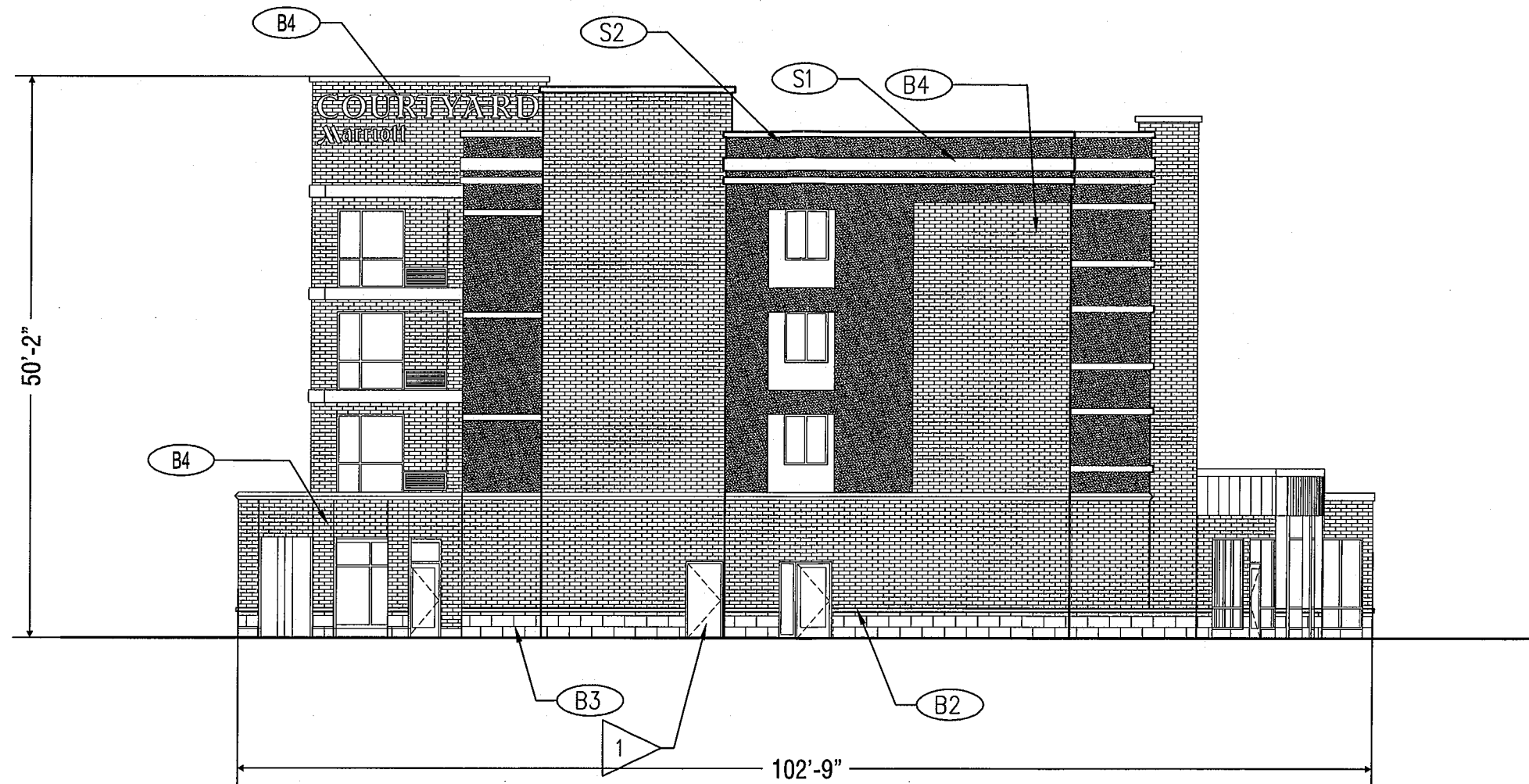
REV.1	xxxx
REV.2	xxxx
REV.3	xxxx
REV.4	xxxx

RIGHT ELEVATION W/ PURPOSED SIGNAGE

4,824.36 SQUARE FEET

PROPOSED SIGNAGE: 52.63 SQUARE FEET

1.09% OF ELEVATION



2 RIGHT ELEVATION (SOUTH)
SCALE: 3/32" = 1'-0"

FILE LOCATION:

H: MARKETING DESIGN / CDR / MARRIOTT / COURTYARD / CHESTERFIELD, MO R1.cdr



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CLIENT: COURTYARD

LOCATION: CHESTERFIELD, MO

DRAWN BY: ZM

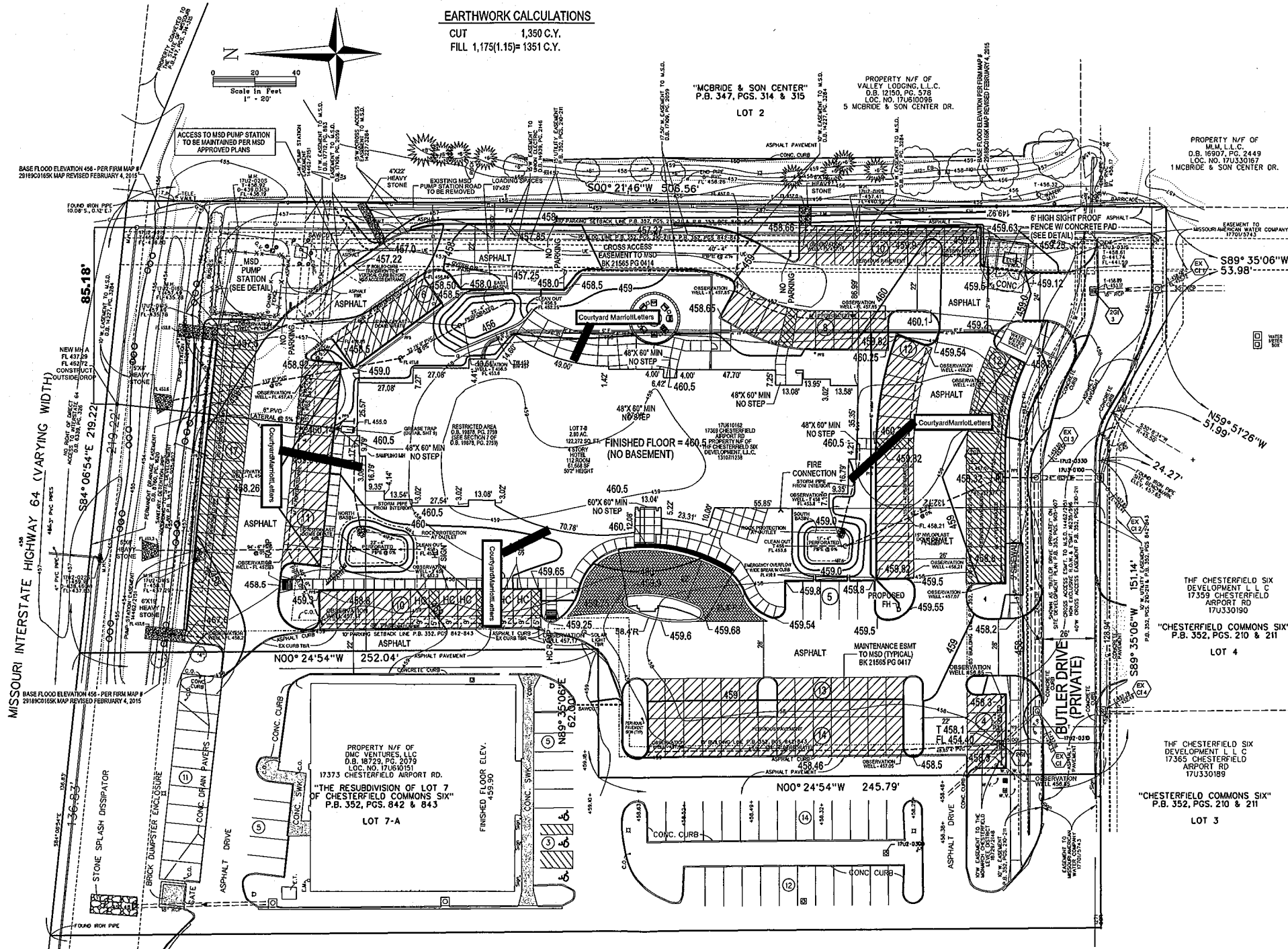
SCALE: 1/16" = 1'-0"

DATE: 08.29.16

DWG. NO.: CHESTERFIELD, MO R1

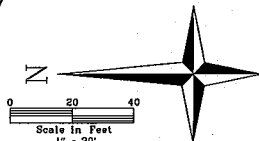
REV.1	xxxx
REV.2	xxxx
REV.3	xxxx
REV.4	xxxx

SITE PLAN



EARTHWORK CALCULATIONS

CUT 1,350 C.Y.
 FILL 1,175(1.15)= 1351 C.Y.



FILE LOCATION:

H: MARKETING DESIGN / CDR / MARRIOTT / COURTYARD / CHESTERFIELD, MO R1.cdr



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CLIENT: COURTYARD
 LOCATION: CHESTERFIELD, MO
 DRAWN BY: ZM

SCALE: NTS
 DATE: 08.29.16
 DWG. NO.: CHESTERFIELD, MO R1

REV.1	XXXX
REV.2	XXXX
REV.3	XXXX
REV.4	XXXX