



690 Chesterfield Pkwy W • Chesterfield MO 63017-0760
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Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: October 12, 2020 *φ*

From: Chris Dietz, Planner

Location: A 0.73-acre tract of land located west of the intersection of Clarkson Road and Lea Oak Drive.

Description: **Clarkson Square, Lot A (McDonald's) Sign Package:** A request for a Sign Package for a 0.73-acre tract of land located west of the intersection of Clarkson Road and Lea Oak Drive (19S411406).

PROPOSAL SUMMARY

Farnsworth Group, on behalf of McDonald's Corporation, has submitted a request for a Sign Package for this development. The site currently has an Amended Site Development Section Plan under review with City of Chesterfield as part of a national rebranding campaign of the restaurant's parent company. This sign package has been submitted in conjunction of this request. The proposal calls for one (1) additional wall sign on the south elevation beyond what the Unified Development Code permits, while requesting to keep the existing pole sign for the site at the intersection of Clarkson Road and Lea Oak Drive. The subject site is zoned "C-8" Planned Commercial District and is governed under the terms and conditions of City of Chesterfield Ordinance 2999 and City of Chesterfield Ordinance 2020. The subject site is Lot A of Section A located within the Clarkson Square Subdivision.

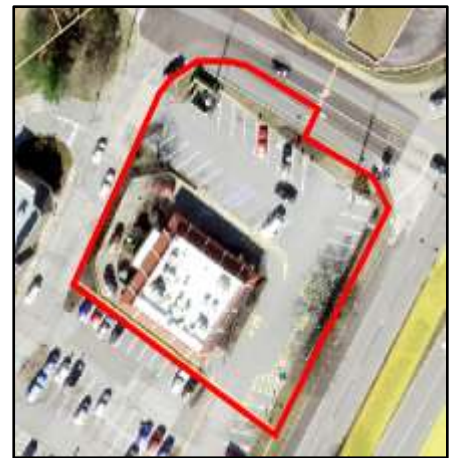


Figure 1: Subject Site

HISTORY OF SUBJECT SITE

The subject site was zoned "C-8" Planned Commercial by St. Louis County prior to the City's incorporation. In 1995, the City of Chesterfield approved Ordinance 1100 which made amendments to

the original St. Louis County ordinance for additional uses for the site, identified in the ordinance as Section C. Subsequently, Ordinance 2020 was approved in 1996 to change the allowable gross floor area in Section C.

In 2005, Ordinance 2169 was approved to remove the previously-approved theatre use in Section A. The square footage of the theatre was then incorporated into the commercial/retail use within the Commercial/Retail area.

In 2018, Ordinance 2999 repealed City of Chesterfield Ordinance 2169 and amended City of Chesterfield Ordinance 2020. This request was solely to remove the restriction on the number of restaurants permitted in Section A.

REQUEST OVERVIEW

The applicant is requesting a comprehensive sign package for this site to update its signage in conjunction with the Amended Site Development Section Plan that is also under Planning Commission review. The redevelopment of the building elevations and drive-thru area will incorporate several incidental signs intended for internal use only and will not be reviewed as part of this proposal. The proposal includes wall signage on the north, south and east elevations of the restaurant building. The north and east elevations of the building will feature a fourteen (14) square-foot sign area on the brand wall portion of each elevation, with a similar sign area to be utilized on the right side of the south elevation as well. The east elevation will also feature a second, 33 square-foot signage area on the opposite end of the elevation, intended to serve as the tenant's main signage facing Clarkson Road.



Figure 2: Existing Pole Sign

Additionally, the site currently has an 88 square-foot pole sign that is an existing nonconformity and no longer complies with code. The applicant is requesting to retain this pole sign as part of the Comprehensive Sign Package.

STAFF ANALYSIS

The Unified Development Code allows each business being the sole occupant of a building located on a corner lot or a lot with double frontage to have one (1) attached business sign on any three (3) exterior walls of a building, with a sign area not to exceed 5% of the area of each elevation. The applicant is proposing a maximum of 5% of the wall area as permitted by code for both the north and south elevations, with no signage proposed for the west elevation.

The east elevation, shown in Figure 3 below, is proposed as having two (2) signs, splitting the total allowable signage area between them. The signage for the east elevation requires a sign package as each elevation is permitted one (1) wall sign by code. When calculated separately, the combined signage for this elevation would not exceed 5% of the total wall area.

There is also an existing pole sign located on the property. As this sign was in place prior to the adoption of the current code, it is considered an existing nonconformity. If this sign package is approved as

proposed, this non-conforming sign would become permitted outright. All other signage in the sign package will comply with the provisions of the Unified Development Code.

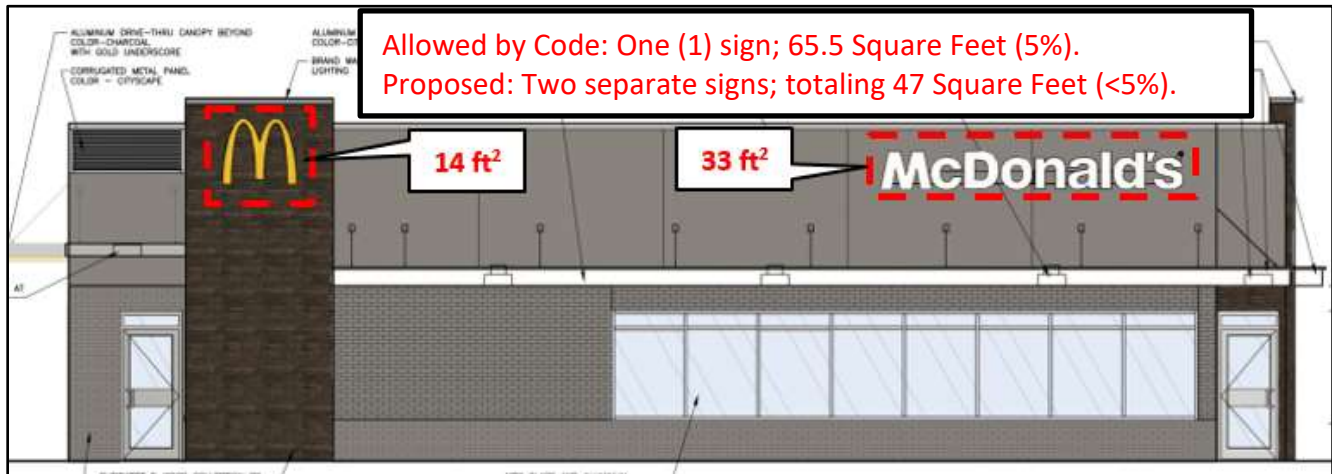


Figure 3: East Elevation, As Seen from Clarkson Rd.

STAFF RECOMMENDATION

Staff has reviewed this proposed sign package and found it to meet the requirements to be reviewed by Planning Commission. Staff recommends action for this request of a Sign Package for Clarkson Square, Lot A (McDonald's).

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 Clarkson Square, Lot A (McDonald's), as presented."
- 2) "I move to approve the Sign Package for Clarkson Square, Lot A. (McDonald's) with the following conditions..." (Conditions may be added, eliminated, altered or modified)

Attachments: Sign Package Packet

Attachment A

McDonald's Restaurant Remodel
1701 Clarkson

Comprehensive Sign Package

Narrative Statement September 20, 2020

The current McDonald's Restaurant was completed in 1980's and is in need of remodeling to remain competitive in the area. McDonald's has selected this restaurant for remodeling to ensure continuing success for many years.

The existing restaurant is constructed on a very small lot in a dense commercial setting. At the time the restaurant was constructed it met all then existing setback and signage requirements.

Farnsworth Group has filed an application with the City of Chesterfield seeking a comprehensive sign package for the remodeling of the McDonalds and the existing developments within Clarkson Square situated on the West side of Clarkson Road between Baxter and Lea Oak. Clarkson Square is a nearly 21 acre development subdivided into 6 out parcels.

The proposed accompanying sign package includes all of the signage deemed necessary to identify the remodeling proposal for the McDonald's restaurant. The remaining Clarkson Square SC development remains unchanged. All signs in the sign package are for the for the McDonalds development only.

The intent of this project is to provide an updated aesthetic to fit in with modern design to the existing McDonald's store located at 1701 Clarkson Road, within the Clarkson Square SC.

All tenants, businesses, owners within the Clarkson Square SC development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.

All signage within the Clarkson Square SC development shall be in conformance with the Comprehensive Sign Package.

Any signage not specifically identified in the comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

Existing signage breakdown:

- 1 Menu Board to be removed 43.66 s.f.
- 1 LED Screen to be removed 8 s.f.

1 building mounted "McDonald's to be removed 32.84 s.f.
1 Height Limiter to be removed 4.88 s.f.
2 Window McDonald's sign to be removed 81 s.f. each
2 Arch wall emblems to be removed 4 s.f. each
1 pole mounted freestanding sign to remain 74 s.f.
2 reserved drive thru signs to remain 4.57 s.f. each
2 curb side pick up signs to remain 4.57 s.f. each
Total area for existing signage = 351.66 s.f.
Total area of signs to be removed = 259.38
Total number of existing signs = 13
Total number of signs to remain = 5

Proposed signage breakdown:

1 new building mounted wordmark 32.84 s.f.
2 new canopy mounted wording 4.00 s.f. each
2 new digital menu boards 29.46 s.f. each
2 new digital pre browse boards 16.38 s.f. each
1 new welcome point gateway (height limiter) 4.88 s.f.
3 wall mounted signs at 14 s.f. each
1 existing pole mounted freestanding sign at 74 s.f. (existing to remain)
1 gateway mounted sign 1.75 s.f.
2 existing reserved drive thru signs to remain 4.57 s.f. each
2 existing curb side pick up signs to remain 4.57 s.f. each
2 window position signs 2.50 s.f. each
2 "Welcome" signs at 2.60 s.f. each.
Total area for proposed signage = 191.35 boxed 132.19 s.f. actual
Total number for proposed signage = 17 new 21 total (includes existing to remain)

Proposed signage reduction in total number:

- Please note flags and handicap parking signage have been omitted from these calculations.

McDonalds is requesting a total of 191.35 square feet boxed, however some of these signs do not have "backer panels" and are just a logo outline or just letters and air, we have for your convenience provided actual areas. The total actual sign area is 144.46 square feet. Please refer to sheets C1.4, C1.4a and C1.4b for a more detailed breakdown of sign areas and numbers.

Freestanding Road Sign

McDonalds is proposing the existing road sign will remain with no alterations. This sign is 74 s.f..

Wall Signage Along West Building Face

McDonalds is proposing no new signage along the west side.

Wall Signage Along North Face

McDonalds is proposing 1 wall mounted logo and 1 welcome building entrance mounted sign on the north face. This will take the place of the existing window sign and the 2 wall emblems.

Wall Signage Along East Face

McDonalds is proposing 1 wall mounted logo and 1 wall mounted wordmark sign on the east face. This will take the place of the existing wordmark sign.

Wall Signage Along South Face

McDonalds is proposing 1 wall mounted logo, 1 wordmark and 2 wall mounted window position signs. These will take the place of the existing window sign.

Directional Welcome Point Gateway "Drive Thru" Letters

McDonalds is proposing on its Welcome Point Gateway height limiter the "Drive Thru" letters. These are for the drive thru patrons and mark the location of the drive thru approaches to the order stations. Since these help with traffic control and are not advertising we consider these to be directional and ask that they be omitted from the sign calculation. The Welcome point gateway also has an Any Lane Any Time sign mounted to it, this again is directional and not advertising.

Directional Drive Thru Canopy "Order Here" Letters

McDonalds is proposing on its Drive Thru Canopy the "Order Here" letters. These are for the drive thru patrons and mark the location of the drive thru order stations. Since these help with traffic control we consider these 2 signs to be directional.

Pre-browse Boards

McDonald's is proposing 2 pre-browse boards, the ordering process is the most time-consuming function in the McDonald's drive-thru process. McDonald's research has determined that the addition of a pre-browse boards reduces the average ordering time by 8-10 seconds, therefore reducing the chances of cars backing up thru the site during peak periods.

Menu Boards

McDonald's is proposing 2 menu boards. McDonald's must have the ability to merchandise their menu properly through their standard menu boards. Proper merchandising becomes a critical component of speed and order accuracy in the McDonald's side by side drive-thru. These will take the place of the existing menu board.

Window Position Signs

McDonalds is proposing 2 window position signs, these are a graphic assistance to help patron align their vehicles with the pay and pick up windows.

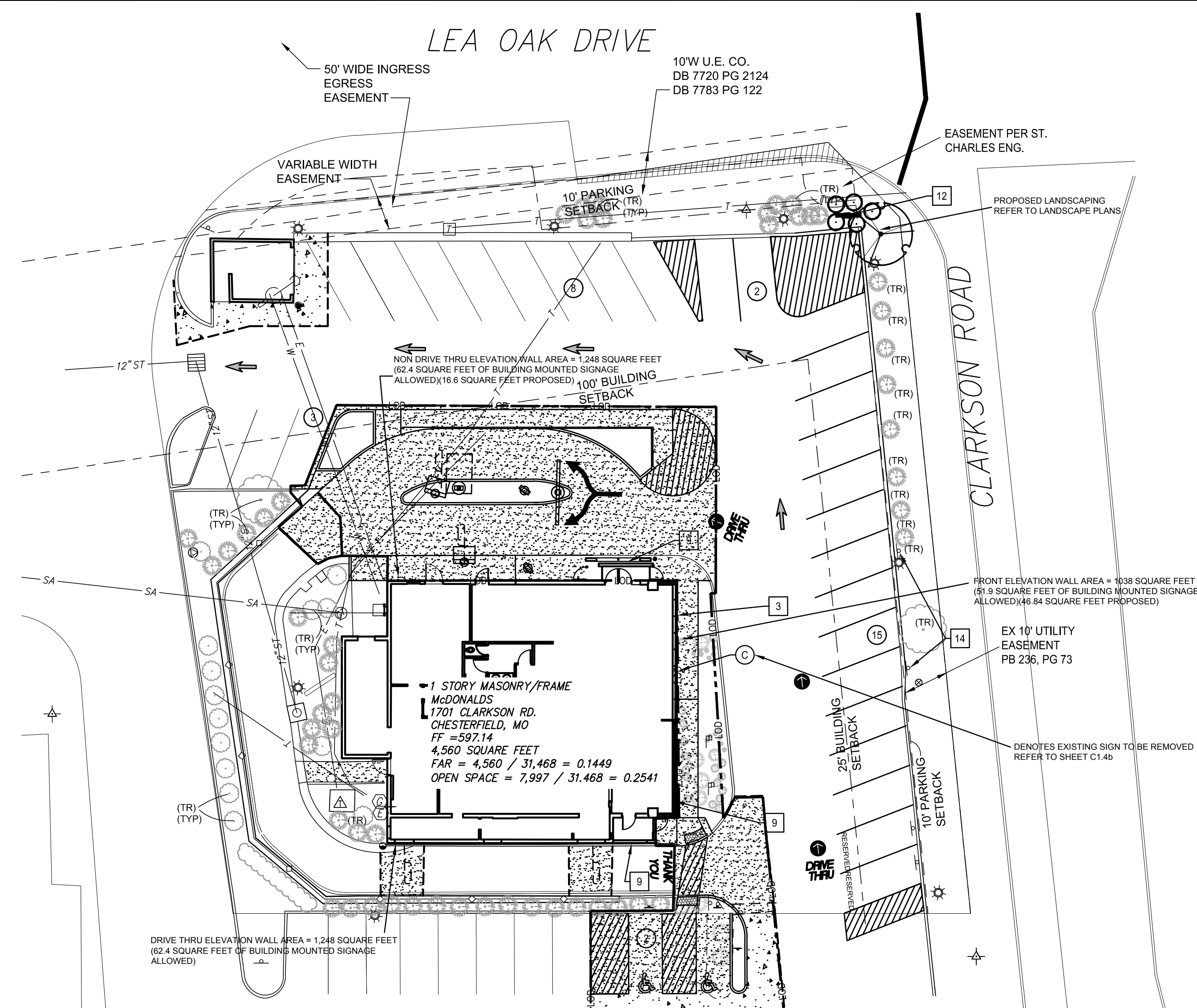
Closing Thoughts

It appears that the current sign code does not account for a side x side drive thru operation such as this. We assume it is not the City's intent to prohibit side x side drive thru restaurants, but instead allow them to be studied on a case by case basis by the City Council.

McDonalds has many new side x side facilities in the St. Louis metropolitan area. Signage proposed for this project is typical of their new facilities and allows not only adequate identification but for safe site navigation as well. It is the intent of the proposed McDonalds to increase business activities, improve the building stock in the area and improve the character of the neighborhood. These proposed improvements provide improvements to the neighborhood and the community. All with no negative or additional impact to the health, safety and welfare of the public.

One of the main reasons McDonald's is considering remodeling the existing building is the ability to increase sales revenue by adding a side x side drive-thru. This will not be possible without the ability to merchandise their menu properly through their standard signage package. Proper merchandising becomes a critical component of speed and order accuracy in the McDonald's side x side drive-thru system. We believe we have met the spirit of the sign code. The menu board and pre-browse signage will not draw people onto the lot or draw undue attention to the lot, this signage is purely informational to the patrons.

The hardship to McDonalds is clear, the existing sign ordinance does not contemplate this type of facility and is therefore too restrictive, additional signage is required so that the site can be identified and attract new patrons as well as continue to serve existing patrons. The on site signage is required so that patrons may safely navigate the site, be directed to the correct drive thru lanes, be able to view menu items as quickly as possible so that they can place their orders in timely fashion and insure an efficient operation. The site can only be successfully remodeled if the various requests are approved.



SIGN AREA TABLE						
MARKER	DESCRIPTION	QUANTITY	BOXED AREA IN SQUARE FEET	TOTAL AREA IN SQUARE FEET BOXED	SIGN COLORS	REMARKS
3	McDONALD'S	1	32.84	32.84	WHITE (MODIFIED ACRYLIC MOLDED FACES/LETTER BODIES)	NEW BUILDING MOUNTED, DEVIATES FROM UDC (ADDITIONAL WALL MOUNTED SIGN ONE SIGN ALLOWED ON 3 BLDG. FACES)
9	ARCH	3	14.00	42	YELLOW O	NEW BUILDING MOUNTED
12	EXISTING ROAD SIGN	1	88	88	SIGN PANELS - RED ARCHES - YELLOW McDONALD'S AND DRIVE THRU LETTERS - WHITE	EXISTING ROAD SIGN NO CHANGE EXISTING NON CONFORMING SIGN
5 NEW SIGNS				162.84 NEW AREA		

Business signs: attached to wall.
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 three hundred (300) square feet in outline area.
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.
Informational signs:
(a) Informational signs shall not exceed sixteen (16) square feet in outline area per facing. Freestanding informational signs shall not extend more than six (6) feet above the elevation of the adjacent street or elevation of the average existing finished grade at the base of the sign, whichever is higher.
(b) No informational sign shall be located on or over a public right-of-way without approval of the City of Chesterfield, and/or St. Louis County Department of Highways and Traffic, and/or the Missouri Department of Highway and Transportation as applicable.
(c) The height of all informational signs shall not exceed six (6) feet when located within the minimum front yard setback of each particular zoning district.
(d) Outdoor public artwork or public art displays are permitted one (1) information sign. Signage shall not exceed three (3) feet in height, from grade to top of sign, and the sign face shall not exceed ten (10) inches by ten (10) inches or five (5) inches by twenty (20) inches in outline area. Requests for modification to the size limitation shall be reviewed by the City of Chesterfield City Council. Said modification shall require a two-thirds-vote of the City Council.
A restaurant with a drive-up or drive-through food pickup facility may have either one (1) freestanding or one (1) wall menu sign not to exceed thirty-two (32) square feet in area associated with the order station. No freestanding menu sign shall exceed eight (8) feet in height or width or be illuminated in any manner other than from an internal source.

SCALE: 1"=20'
U.S. SURVEY FEET

SIGN LEGEND

SIGN

1	Not used
2	Not Used
3	McDONALD'S
4	McDonald's Drive-Thru Canopy
5	INTEGRATED ODMB W/ SPEAKER
6	Digital Menu Board
7	Digital Pre-Browse Menu Board)
8	Gateway Sign
9	Arch
10	Flag
11	Not Used
12	Road Sign (Existing)
13	Any Lane Any Time
14	Reserved Drive Thru (Moveable)
15	Curb Side Pick Up (Moveable)
16	Welcome
17	Window Position Sign

VERIFY SIGNAGE WITH SIGN ORDER REQUEST FORM.
VERIFY LOCATIONS WITH McDONALD'S REPRESENTATIVE.

SIGN PERMITS TO BE APPLIED FOR AND PICKED UP BY THE SIGN CONTRACTOR

(A) DENOTES SIGNS TO BE REMOVED (REFER TO SHEET C1.4b)

(1) DENOTES PROPOSED SIGNS (REFER TO SHEET C1.4a)

PARKING INFORMATION

28 TOTAL SPACES ON SITE	2 SPACES 9'-0" X 19' @ 90°
	15 SPACES 10'-0" X 19' @ 75°
	2 OFF SITE - HCP SPACES 8'-0" X 19' @ 90°
	8 - SPACES 10'-0" X 19' @ 60°
30 TOTAL SPACES	3 - SPACES 9'-0" X 19' @ 70°

UTILITY INFORMATION

	SIZE	TYPE	LOCATION
SANITARY SEWER	-	-	-
WATER	-	-	-
STORM SEWER	-	-	-
ELECTRIC	-	-	-
GAS	-	-	-

SURVEY INFORMATION

PREPARED BY: **Farnsworth GROUP** 20 ALLEN AVENUE, SUITE 200
ST. LOUIS, MISSOURI 63119
(314) 922-7000 / (314) 922-1253 Fax
www.f-w.com

DATE: Farnsworth Group, Inc. Missouri State Certificate of Authority #001321

LEGEND

-S- SANITARY SEWER	-G- GAS
-W- WATER	-LP-30 LOT LIGHT
-ST- STORM SEWER	-E- EXISTING ELEVATION (76.5)
-F- ELECTRIC	-P- PROPOSED ELEVATION (77.0)

PLAN SCALE: 1"=20'

STREET ADDRESS
1701 CLARKSON SQUARE

CITY	STATE	STATUS	DATE	BY
CHESTERFIELD	MISSOURI	PRELIMINARY	7-18-18	FG
COUNTY ST. LOUIS COUNTY		FINAL PLAN	-	FG
REGIONAL DWG. NO		AS-CONST.		

REGIONAL DWG. NO: 024-0263 NATIONAL NUMBER: -

REV	DATE	DESCRIPTION	BY	ISSUE REF
1	12-28-18	CITY COMMENTS	JPB	
2	2-21-19	CITY COMMENTS	JPB	
3	3-4-19	CITY COMMENTS	JPB	
4	4-5-19	CITY COMMENTS	JPB	
5	4-25-19	PARKING CHANGE	JPB	
6	7-30-19	MSD, SIGNS, ASDP	JPB	
7	1-29-20	MSD	JPB	
8	9-16-20	CITY COMMENTS	JPB	
9	9-28-20	CITY COMMENTS	JPB	

ROBERT E. POLK, No. E-20062
ENGINEER
DATE 9-16-20
THIS SHEET HAS BEEN SIGNED,
SEALED, AND DATED ELECTRONICALLY

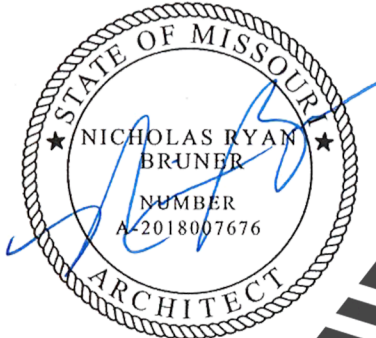
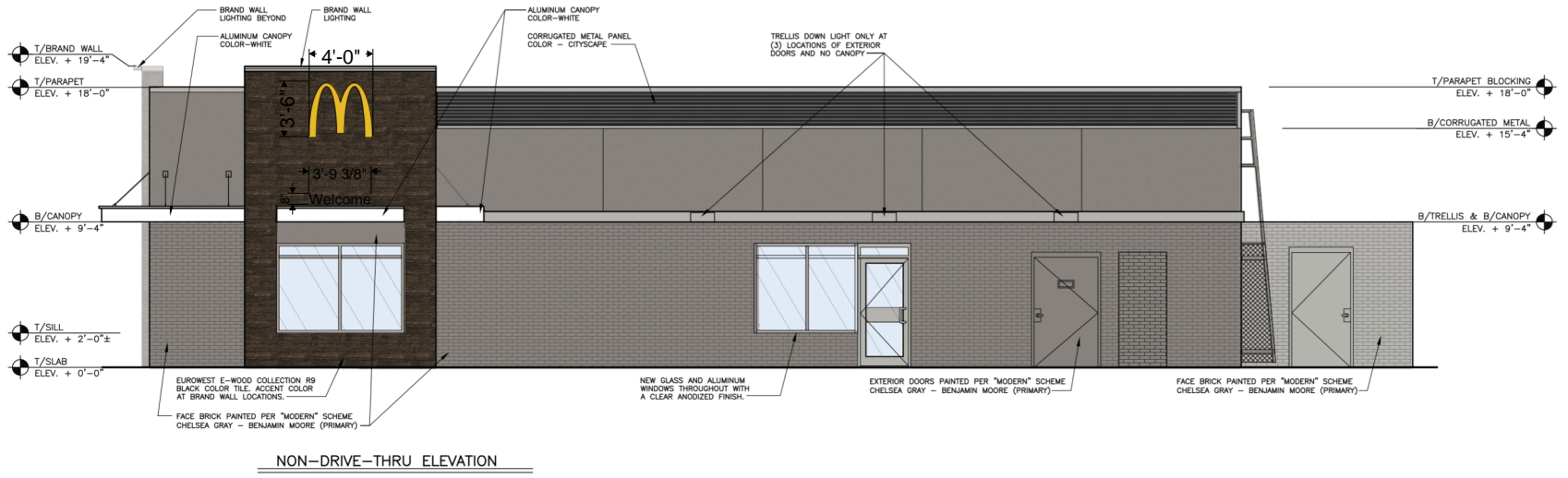
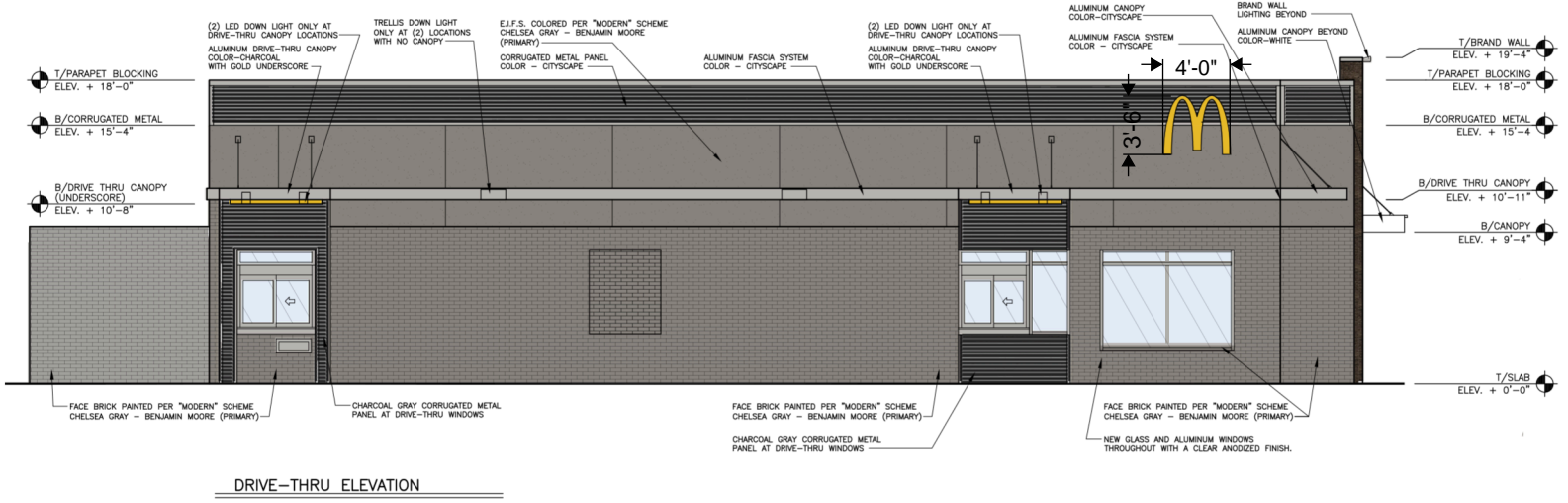
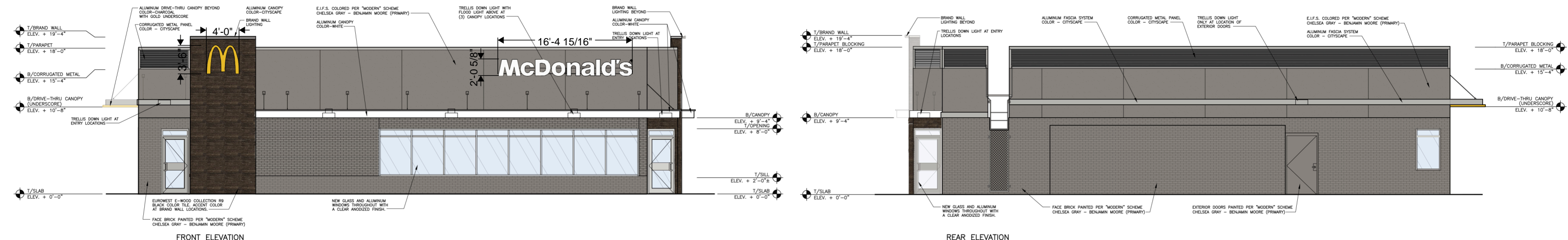
THESE PLANS AND SPECIFICATIONS ARE THE PROPERTY OF McDONALD'S CORPORATION AND SHALL NOT BE REPRODUCED WITHOUT THEIR WRITTEN PERMISSION.

GREAT PLAINS REGION
10801 MASTIN BLVD., SUITE 400, OVERLAND PARK, KS 66210

PLAN APPROVAL	DATE	CO-SIGN SIGNATURES
REGIONAL MGR.		
CONST. MGR.		
PROJECT MANAGER		
REAL ESTATE MGR.		
CONTRACTOR		
OWNER		

C1.4
SIGN PLAN

FG JOB NO 0180820.00



Clarkson Square
 AMENDED ARCHITECTURAL ELEVATIONS
 CHESTERFIELD, MO | SEPTEMBER 15, 2020

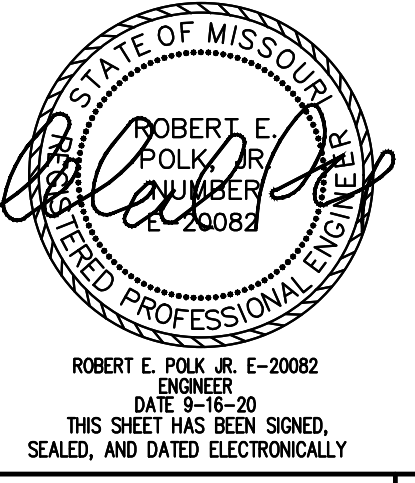


32.84 SQUARE FEET BOXED
20.57 SQUARE FEET ACTUAL

C

Existing Building Mounted McDonald's (1 Thus)(To be removed)

Scale: None



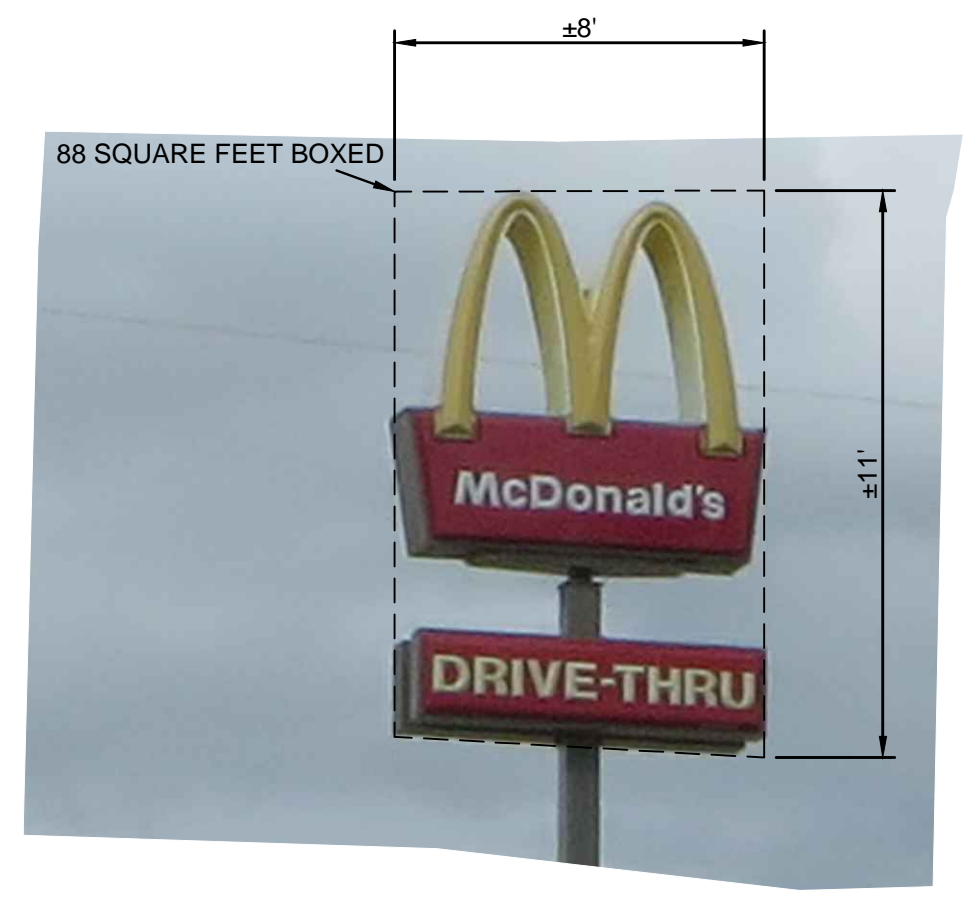
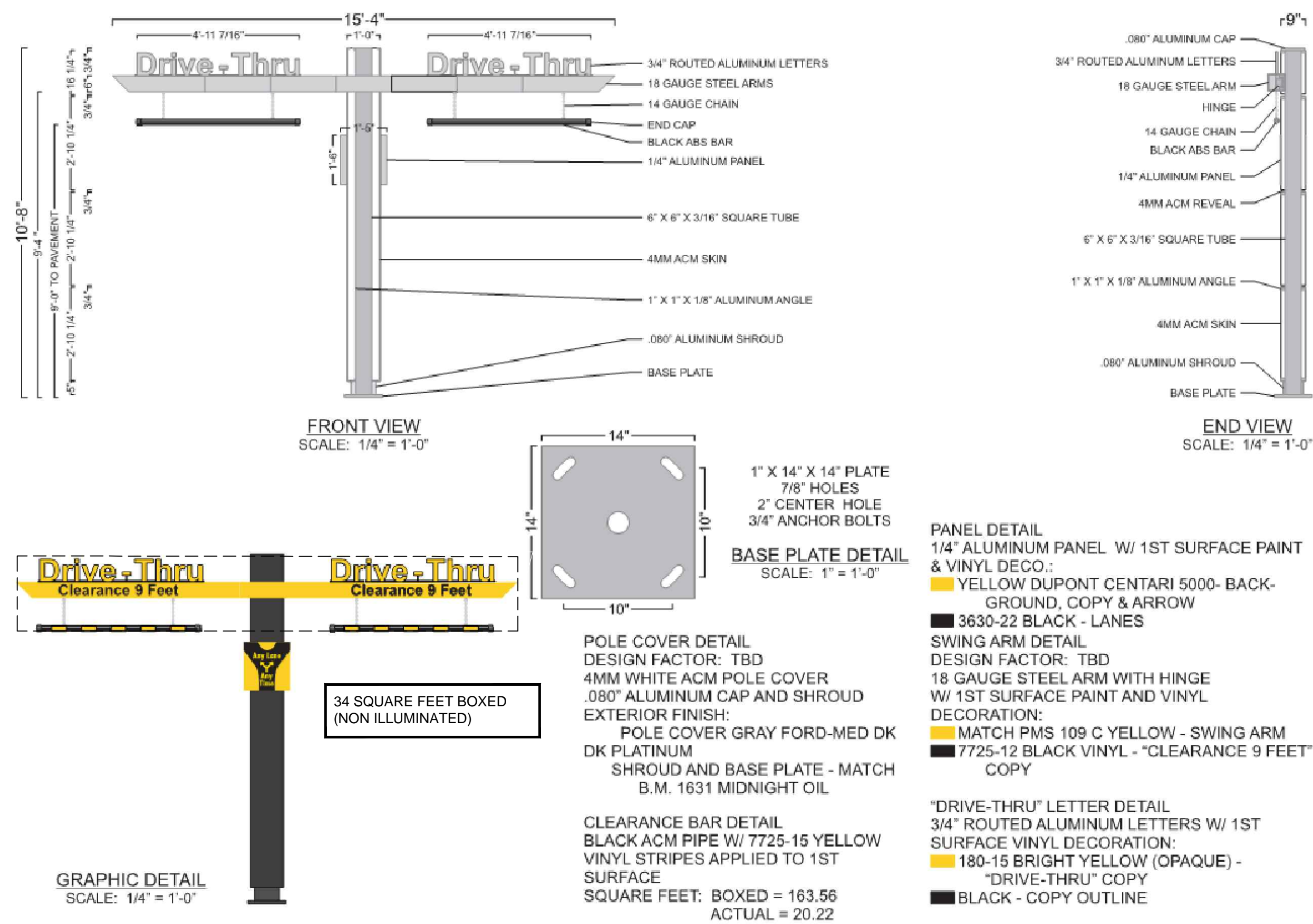
McDonald's
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GREAT PLAINS REGION
 10801 MASTIN BLVD., SUITE 400, OVERLAND PARK, KS 66210

PLAN APPROVAL		DATE
REGIONAL MGR.	SIGNATURE (2 REQUIRED)	
CONST. MGR.		
PROJECT MANAGER		
REAL ESTATE MGR.		
CO-SIGN SIGNATURES		
CONTRACTOR		
OWNER		

STATUS	DATE	BY
PRELIMINARY	7-18-18	FG
FINAL PLAN	-	FG
AS-CONST.		

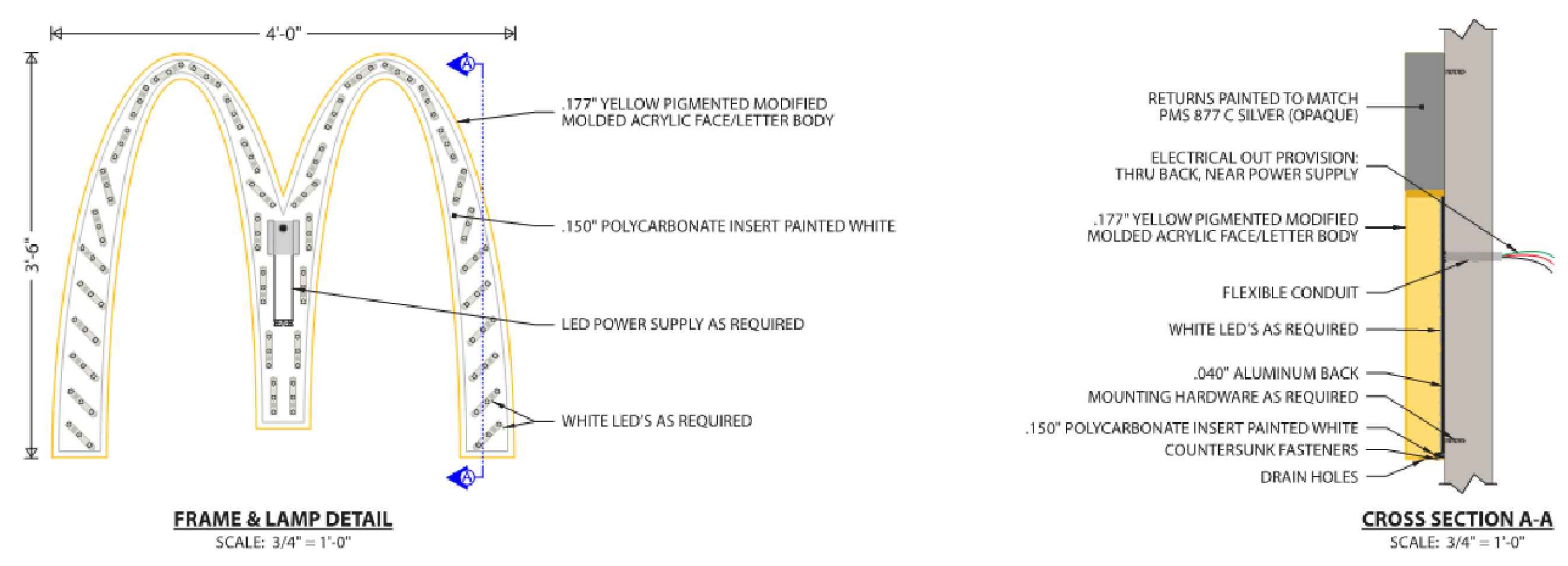
C1.4c
EXISTING SIGN ELEVATIONS

BASE MAP P16 19MSD - 00363



12 Existing Road Sign
Scale: None

8 New Welcome Point Gateway (1 Thus)
Scale: None



ILLUMINATION
1,010 LUMENS



FRAME DETAIL:
DESIGN FACTOR: TBD
.177" FORMED YELLOW PIGMENTED (PMS 123 C)
MODIFIED ACRYLIC FACE/LETTER BODY
EXTERIOR FINISH: PAINTED TO MATCH PMS 877 C
SILVER (OPAQUE)
INTERIOR FINISH: PAINTED STARBRIGHT WHITE
(OPAQUE)
.150" POLYCARBONATE INSERT PAINTED
STARBRIGHT WHITE
.040" ALUMINUM BACK
LETTER BODY REMOVABLE FOR SERVICE ACCESS
U.L. APPROVED
ELECTRICAL: 0.85 AMPS, 120 VOLTS
SQUARE FOOTAGE:
BOXED = 14.00
ACTUAL = 4.90

9 New 48" Arch (Bldg Mounted) (3 Thus)
Scale: None

REV	DATE	DESCRIPTION	BY	ISSUE REF
1	12-28-18	CITY COMMENTS	JPB	
2	2-21-19	CITY COMMENTS	JPB	
3	3-4-19	CITY COMMENTS	JPB	
4	4-5-19	CITY COMMENTS	JPB	
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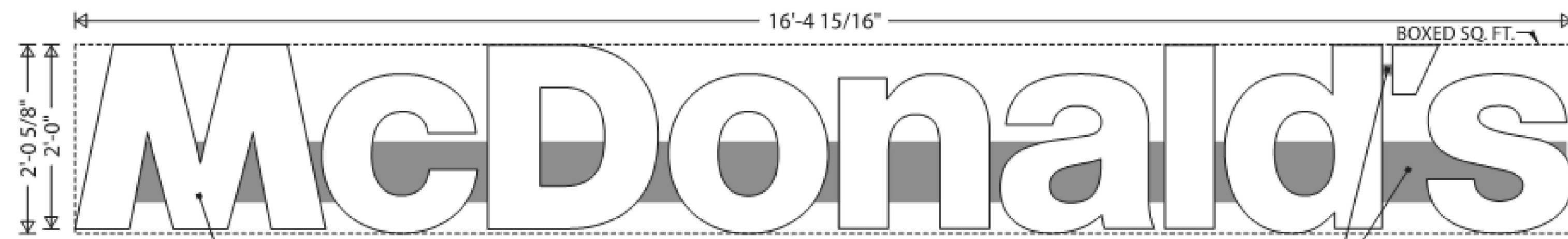
STATE OF MISSOURI
ROBERT E. POLK, JR.
ENGINEER
No. 20082
DATE: 9-16-20
THIS SHEET HAS BEEN SIGNED,
SEALED, AND DATED ELECTRONICALLY

McDonald's
GREAT PLAINS REGION
10801 MASTIN BLVD., SUITE 400, OVERLAND PARK, KS 66210
ADDRESS | 1701 CLARKSON SQUARE CHESTERFIELD MO

PLAN APPROVAL		DATE
REGIONAL MGR.	SIGNATURE (2 REQUIRED)	
CONST. MGR.		
PROJECT MANAGER		
REAL ESTATE MGR.		
CO-SIGN SIGNATURES		
CONTRACTOR		
OWNER		

STATUS	DATE	BY
PRELIMINARY	7-18-18	FG
FINAL PLAN	-	FG
AS-CONST.		

C1.4b
PROPOSED SIGN ELEVATIONS



.177" WHITE MODIFIED ACRYLIC MOLDED FACES/LETTER BODIES

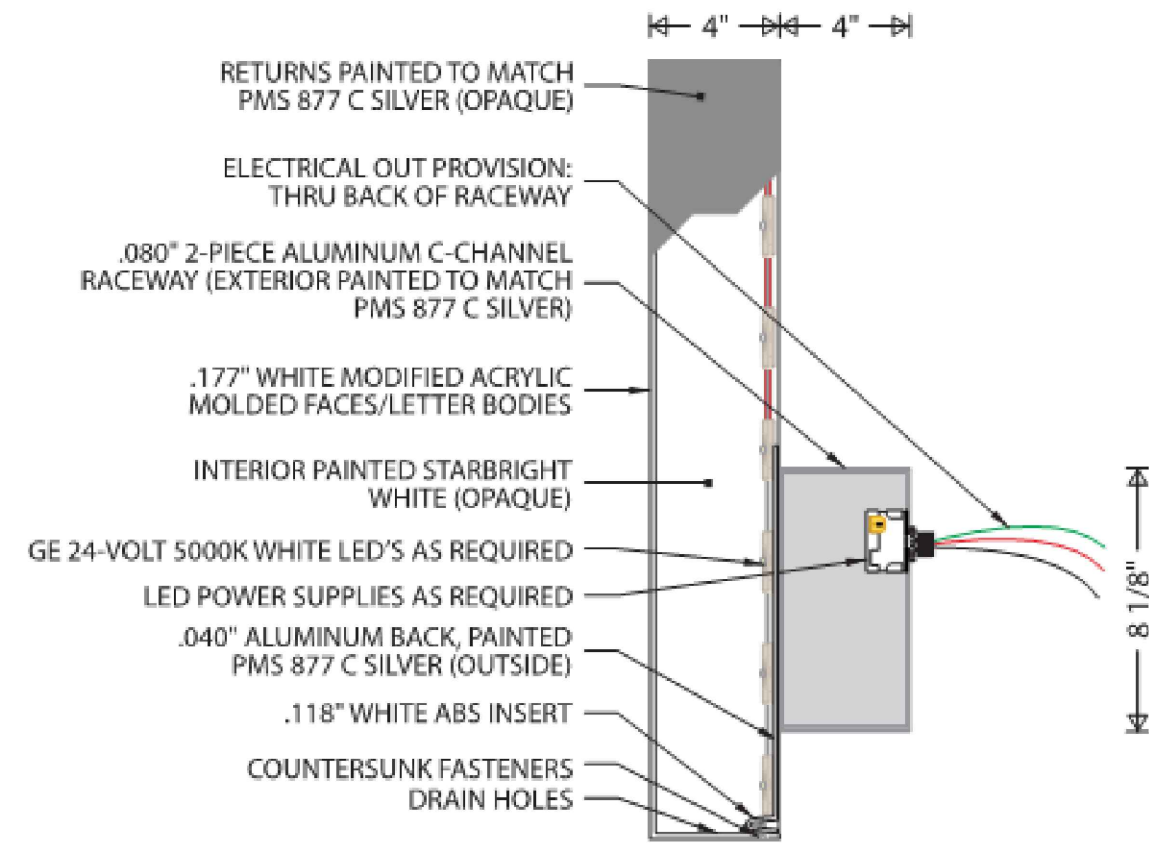
GRAPHIC DETAIL
SCALE: 1/2" = 1'-0"

RACEWAYS AND CONNECTOR TUNNEL TO BE PAINTED TO MATCH PMS 877 C SILVER

NOTES:
 .177" MOLDED WHITE MODIFIED ACRYLIC LETTER BODIES
 INSTALLED ON ALUMINUM BACKS
 .118" WHITE ABS INSERTS
 EXTERIOR FINISH: MATCH PMS 877 C SILVER (OPAQUE);
 BACKS PAINTED PMS 877 C SILVER
 INTERIOR FINISH: STAR-BRIGHT WHITE (OPAQUE)
 LETTER BODIES REMOVABLE FOR SERVICE ACCESS
 ACCESS PANEL BEHIND LETTER "M" FOR RACEWAY ACCESS
 U.L. APPROVED
 ELECTRICAL: 1.10 AMPS, 120 VOLTS

ILLUMINATION
 M only 1,907 LUMENS
 FULL LETTERSET 10,640 LUMENS
 PER SQUARE FOOT 470 LUMENS

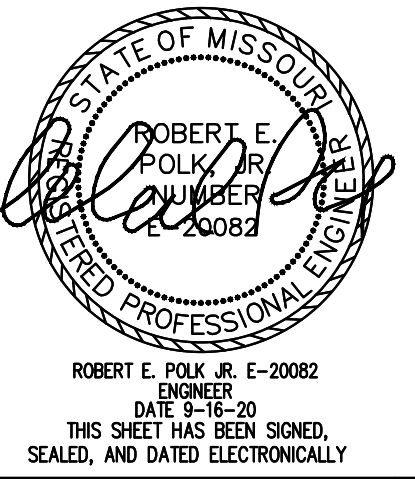
32.84 SQUARE FEET BOXED



LETTER PROFILE
SCALE: 1 1/2" = 1'-0"

3 New McDonald's (Bldg Mounted) (1 Thus)
Scale: None

REV	DATE	DESCRIPTION	BY	ISSUE REF
1	12-28-18	CITY COMMENTS	JPB	
2	2-21-19	CITY COMMENTS	JPB	
3	3-4-19	CITY COMMENTS	JPB	
4	4-5-19	CITY COMMENTS	JPB	
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7	1-29-20	MSD	JPB	
8	9-16-20	CITY COMMENTS	JPB	
9	9-28-20	CITY COMMENTS	JPB	



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GREAT PLAINS REGION
 10801 MASTIN BLVD., SUITE 400, OVERLAND PARK, KS 66210
 ADDRESS | 1701 CLARKSON SQUARE CHESTERFIELD MO

PLAN APPROVAL		DATE
REGIONAL MGR.	SIGNATURE (2 REQUIRED)	
CONST. MGR.		
PROJECT MANAGER		
REAL ESTATE MGR.		
CO-SIGN SIGNATURES		
CONTRACTOR		
OWNER		

STATUS	DATE	BY
PRELIMINARY	7-18-18	FG
FINAL PLAN	-	FG
AS-CONST.		

BASE MAP P16 19MSD - 00363

C1.4a
PROPOSED SIGN ELEVATIONS