



**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 Request

**Meeting Date:** October 22, 2018

**From:** Mike Knight, Planner *mk*

**Location:** A 223 acre tract of land located north of Wild Horse Creek Road and east of Long Road

**Description:** **16915 Wild Horse Creek Road (Fienup Farms) Sign Request:** A request for a temporary sign to exceed thirty two (32) square feet outline area for a 223 acre tract of land located north of Wild Horse Creek Road and east of Long Road

### **PROPOSAL SUMMARY**

McBride Fienup Farms, LLC has submitted a Subdivision Promotion sign for the 223 acre single family home development known as Fienup Farms. The applicant is proposing a sixty-four (64) square foot v-shaped construction sign to be installed along Wild Horse Creek Road. The maximum outline area of Subdivision Promotion signs may be increased to sixty-four (64) square feet, subject to Planning Commission approval in accordance to the City of Chesterfield Unified Development Code.

### **HISTORY OF SUBJECT SITE**

Development Timeline		
Month	Year	Event
August	2017	Property was re-zoned from "NU" to "E-1AC" and "PUD"
February	2018	Site Development Plan approved
July	2018	Improvement Plans approved
August	2018	Municipal zoning approved for amenities and retaining walls
October	2018	Projected submittal for phase 1 Record Plats

*Table 1: Development Timeline*



Figure 1: Aerial Site Photo

## **STAFF ANALYSIS**

Regulations pertaining to temporary construction signs are found in Section 31-04-05 of the Unified Development Code (UDC). Below are specific sections of code that pertain to this request followed by input from staff in regards to each applicable section.

### Section 31-04-05G.6.(q)(1)

The section states that for the purpose of these regulations, a "subdivision promotion sign" is a sign which may be erected within a subdivision in progress and which is intended to inform the general public about the project. Subdivision promotion signs may not be erected until a site plan or preliminary plat has been approved for the subject development. The message upon the sign shall be relevant to the subdivision, including the name of the subdivision, the name of the developer, insignia, price range, and related information.

*Staff Input:* The Site Development Plan has been approved by Planning Commission and the requested sign informs the general public of the name of the subdivision, the names of the developers, and identifies the price range.

### Section 31-04-05G.6.(q)(2)

This section states Subdivision Promotion signs shall not exceed thirty-two (32) square feet. This section also states that the maximum outline area of a subdivision promotion sign may be increased to sixty-four (64) square feet subject to approval by the Planning Commission.

*Staff Input:* The applicant is proposing a sixty-four (64) square foot sign which is the maximum outline area Planning Commission may approve in accordance to this section of code.

Section 31-04-05G.6.(g)(3)

Subdivision promotion signs shall not exceed ten (10) feet in height above the average existing finished grade at the base of the sign or above the elevation of the adjacent street.

*Staff Input:* The sign does not exceed ten (10) feet in height above the average existing finished grade at the base of the sign.

Section 31-04-05C.3

Requests that the applicant write a statement which explains the reasoning behind their request. This includes why the sign is being requested, why it should exceed the maximum outline area, and what measures are being taken to ensure the sign is well integrated into the site and that the aesthetic quality is maintained.

*Staff Input:* The applicant has submitted a narrative addressing each of the items identified by code and is attached to this report. Within the narrative, the applicant explains that the sign needs to be sixty-four (64) square feet in size in order for the font to be easily read, to not cause any slowdowns, and to include all five builders. The applicant also believes that due to the significant tree buffer along Wild Horse Creek Road (WHCR), planned structures will not be highly visible from WHCR, making this sign much more important to provide information to the public. The aforementioned Narrative Statement further describes the applicant’s request.

**IMAGE AND LOCATION**

Figure 2 below depicts an image of the proposed sign, the size, and the approximate location. As previously stated, the applicant is proposing a v-shaped sign that can be seen traveling both east and west on WHCR. The location is near the main entrance of Fienup Farms Blvd. and does not conflict with access management standards, specifically out of the sight distance triangle.

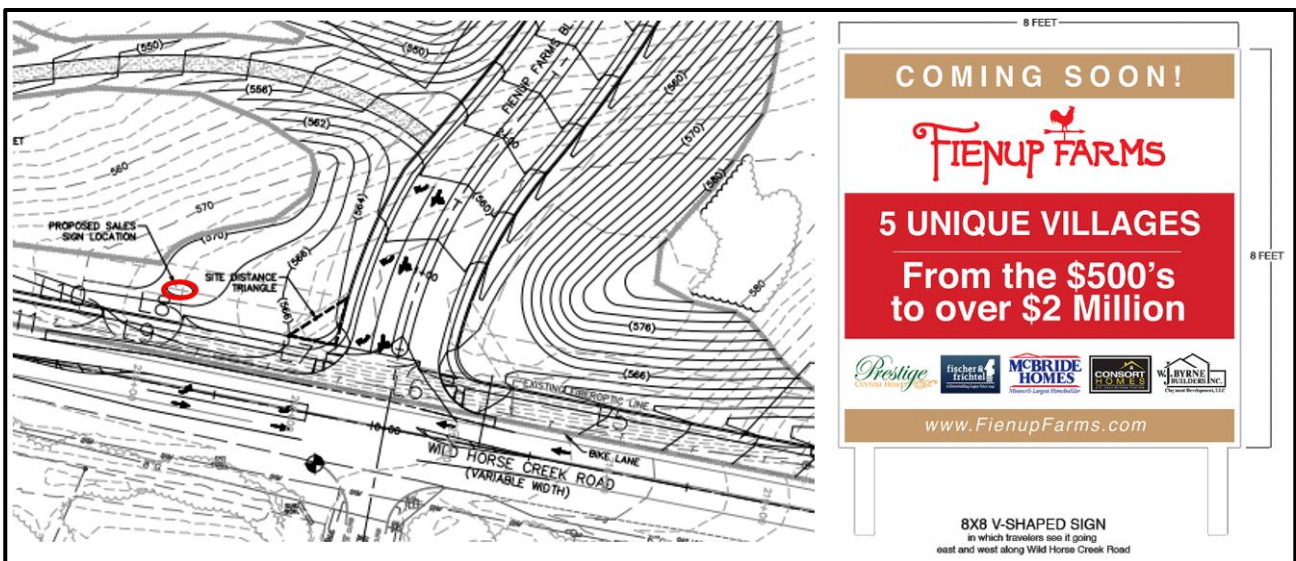


Figure 2: Image and Location

There are two primary access points to the Fienup Farms development. Fienup Farms Blvd is the western entrance to the development. The governing ordinance for the development requires a 30 ft. landscape buffer along all perimeters of the PUD. The development has roughly 2,760 ft. of frontage along WHCR. WHCR is classified as a major arterial and owned and operated by St. Louis County.

**STAFF RECOMMENDATION**

The temporary sign request is for an increase in permitted sign area for a Subdivision Promotion sign. Staff has reviewed the sign request and found the proposal to be consistent with the purpose and intent of the UDC sign regulations. Staff recommends approval of the proposed sign request for 16915 Wild Horse Creek Road (Fienup Farms) Sign Request.

**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 request for an increase in the size of a Subdivision Promotion sign for 16915 Wild Horse Creek Road (Fienup Farms)
  
- 2) “I move to approve the sign request for an increase in the size of a Subdivision Promotion sign for 16915 Wild Horse Creek Road (Fienup Farms).....” (Conditions may be added, eliminated, altered or modified)

Attachments:    Applicant’s Narrative Statement  
                         Proposed Sign Elevation  
                         Sign Location Plan



**FIENUP FARMS**  
**SUBDIVISION SIGN NARRATIVE**

McBride Fienup Farms, LLC, is submitting this request and narrative statement on behalf of all of the builders who will be constructing homes in the Fienup Farms subdivision, being:

- McBride Fienup Farms, LLC
- Consort Homes, L.L.C.
- Fischer & Frichtel Custom Homes, LLC
- Prestige Custom Homes, Inc.
- W.J. Byrne Builders, Inc.

In accordance with Section 31-04-05 C3 of the City's Code, please see the following information:

- a. *Underlying Purpose:***  
The underlying purpose for this sign is to provide the public with information about the builders in this subdivision, the home sale prices, website address, coming soon information, etc.
  
- b. *Why the sign should exceed the maximum height:***  
The Builders believe that it will be much more appealing to the City and much less confusing to the public to have information for all of the Builders on one sign rather than five separate signs. Due to the size of this subdivision, we have five separate builders constructing and selling homes. Creating and utilizing one uniform sign in lieu of five separate signs will reduce clutter along Wild Horse Creek Road. In order to accomplish this with a font that is easy to read, will not cause any traffic slow-downs, and includes all five builders, the sign needs to be 64 square feet in size.
  
- c. *Adverse Impact if request is not granted:***  
McBride and all of the Builders have been in the home-building business for many, many years and have a lot of experience understanding the information that its customers are looking for and need to know in order to make the subdivision a success for the City and its residents. The Builders believe that if they are forced to limit the information to be displayed to the public due to size restraints, it will cause the public to become confused, concerned and slow the progress of sales within the subdivision, causing frustration for the hundreds of interested potential future City residents.
  
- d. *Distance from other structures:***  
As the Planning Commission is well aware, there is a significant tree buffer along Wild Horse Creek Road that will be remaining with this planned development. Therefore, other planned structures for this site will not be highly visible from Wild Horse Creek Road, thereby making this sign that much more important to provide information to the public. There are no other existing structures along

Wild Horse Creek Road that will be blocked or negatively impacted by the installation of this sign.

*e. Design:*

The design of this sign incorporates the typical colors and designs that each builder is known for, which the Builders feel is critical to help the public to easily identify the builder and the information provided. The Builders put a lot of thought into the location of the sign that is along the dense buffer along Wild Horse Creek Road to enhance the visual impact to the City and its residents by locating the sign in advance of the entrance to allow a smooth and slow turn into the subdivision after viewing the sign. Once again, one sign will reduce clutter.

*f. No Design Integration:*

N/A

*g. Other:*

The Builders feel that the speed limit and the topography are perfect for the size and location of the sign that the Builders are proposing.

An image of the sign and a depiction of the location are attached to the application as well. The Builders are happy to provide any additional information or answers any questions that the City may have. The Builders are very excited about this subdivision and looking forward to giving information to prospective homebuyers through the information displayed on this sign.

8 FEET

COMING SOON!

**FIENUP FARMS**

**5 UNIQUE VILLAGES**

**From the \$500's  
to over \$2 Million**

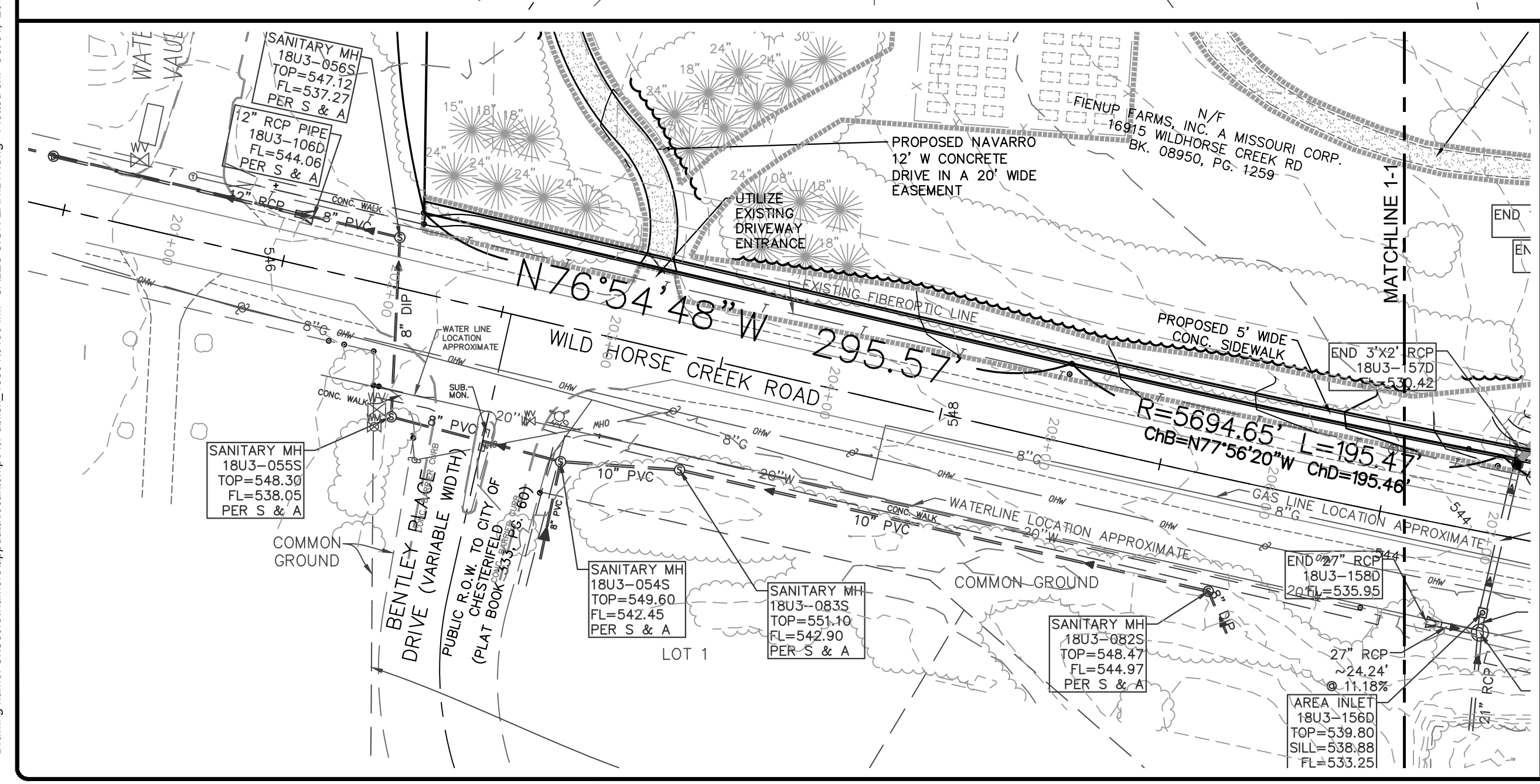
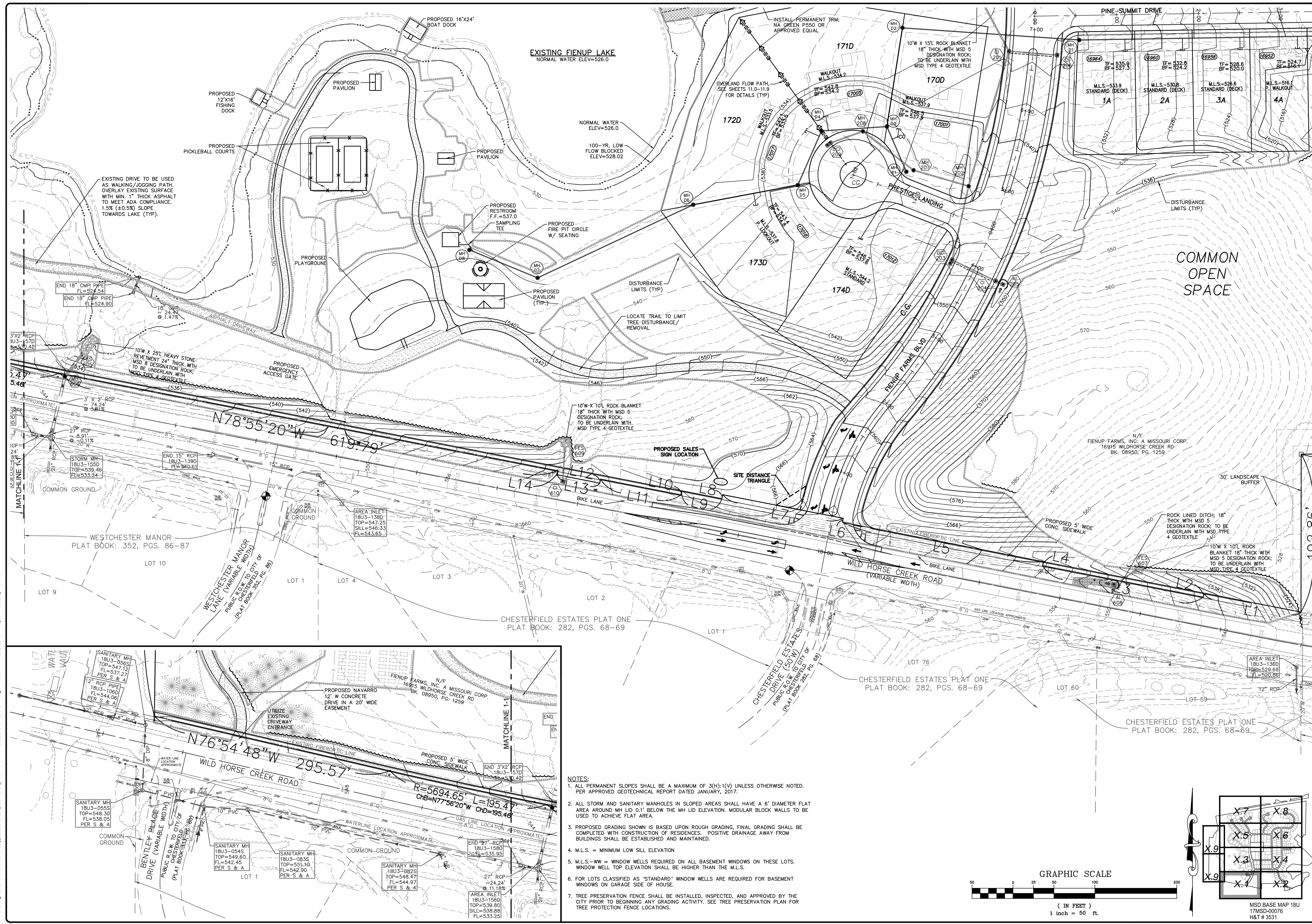
8 FEET



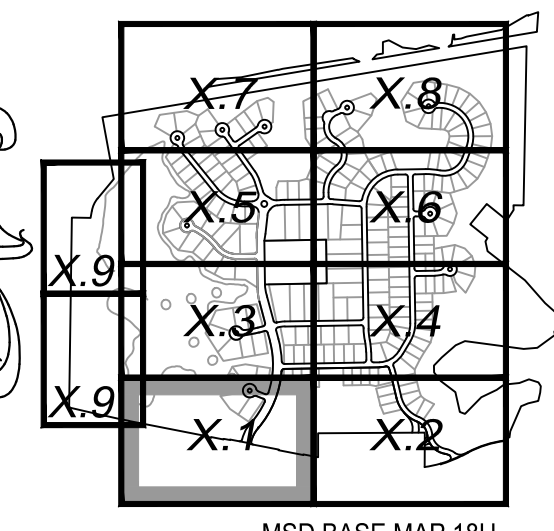
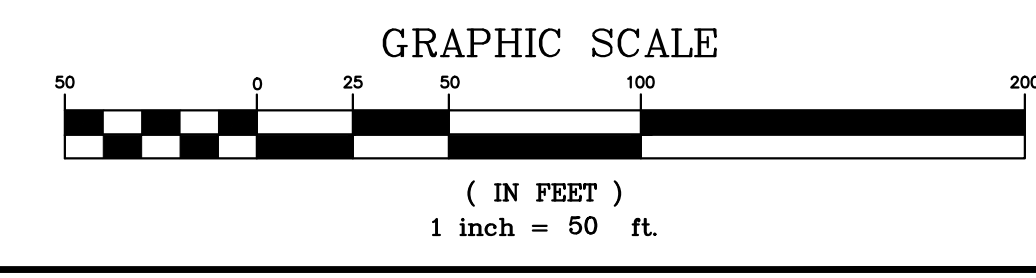
*[www.FienupFarms.com](http://www.FienupFarms.com)*

**8X8 V-SHAPED SIGN**

in which travelers see it going  
east and west along Wild Horse Creek Road



- NOTES:**
1. ALL PERMANENT SLOPES SHALL BE A MAXIMUM OF 3(H):1(V) UNLESS OTHERWISE NOTED. PER APPROVED GEOTECHNICAL REPORT DATED JANUARY, 2017.
  2. ALL STORM AND SANITARY MANHOLES IN SLOPED AREAS SHALL HAVE A 6" DIAMETER FLAT AREA AROUND MH LID 0.1' BELOW THE MH LID ELEVATION. MODULAR BLOCK WALLS TO BE USED TO ACHIEVE FLAT AREA.
  3. PROPOSED GRADING SHOWN IS BASED UPON ROUGH GRADING. FINAL GRADING SHALL BE COMPLETED WITH CONSTRUCTION OF RESIDENCES. POSITIVE DRAINAGE AWAY FROM BUILDINGS SHALL BE ESTABLISHED AND MAINTAINED.
  4. M.L.S. = MINIMUM LOW SILL ELEVATION
  5. M.L.S.-WW = WINDOW WELLS REQUIRED ON ALL BASEMENT WINDOWS ON THESE LOTS. WINDOW WELL TOP ELEVATION SHALL BE HIGHER THAN THE M.L.S.
  6. FOR LOTS CLASSIFIED AS "STANDARD" WINDOW WELLS ARE REQUIRED FOR BASEMENT WINDOWS ON GARAGE SIDE OF HOUSE.
  7. TREE PRESERVATION FENCE SHALL BE INSTALLED, INSPECTED, AND APPROVED BY THE CITY PRIOR TO BEGINNING ANY GRADING ACTIVITY. SEE TREE PRESERVATION PLAN FOR TREE PROTECTION FENCE LOCATIONS.



ISSUE	REMARKS/DATE
1	11-21-2017 INITIAL SUBMITTAL
2	1-22-2018 INITIAL CITY SUBMITTAL
3	2-8-2018 ANIMAL CITY SUBMITTAL
4	2-20-2018 MSD COMMENTS
5	2-22-2018 CITY COMMENTS
6	4-10-2018 CITY COMMENTS
	7-29-2018 CITY SUBMITTAL

**Wild Horse Residential, LLC**  
 5097 New Baumgartner Road  
 St. Louis, Missouri 63129  
 Ph. (314) 487-6717

**THE STERLING CO.**  
**ENGINEERS & SURVEYORS**  
 5055 New Baumgartner Road  
 St. Louis, Missouri 63120  
 Ph. 314-487-0440 Fax 314-487-8944  
 www.sterling-eng-sur.com  
 Corporate Certificate of Authority #001348

**Fienuf Farms**  
 Chesterfield, MO 63005  
 GRADING PLAN

**NOT APPROVED FOR CONSTRUCTION! FOR REVIEW ONLY!**

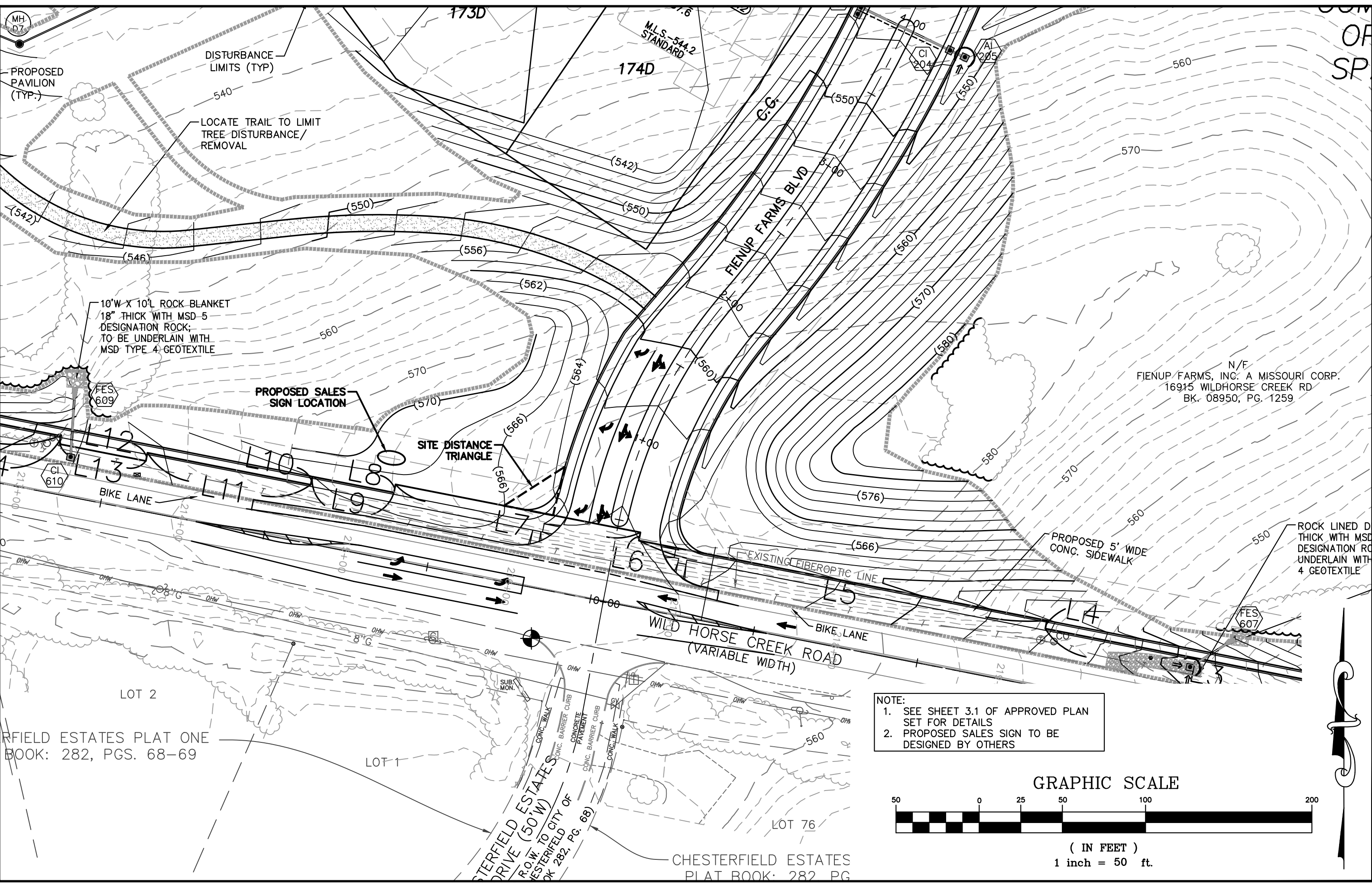
Date: 7/31/2018  
 RODNEY ARNOLD  
 LICENSE # PE-2002016612  
 Professional Engineer

Job Number: 14-06-196  
 Date: 7/31/2018

Designed: RA	Sheet
Drawn: BM	3.1
Checked: RA	IMP

Drawing name: C:\Users\kmoore\appdata\local\temp\Acfubsh\_150646186\IMP-SALES\SIGN\EXHIBIT.dwg Plotted on: Oct 01, 2018 - 4:33pm Plotted by: vlamore





N/F  
 FIENUP FARMS, INC. A MISSOURI CORP.  
 16915 WILDHORSE CREEK RD  
 BK. 08950, PG. 1259

10'W X 10'L ROCK BLANKET  
 18" THICK WITH MSD-5  
 DESIGNATION ROCK;  
 TO BE UNDERLAIN WITH  
 MSD TYPE 4 GEOTEXTILE

PROPOSED 5' WIDE  
 CONC. SIDEWALK

ROCK LINED D  
 THICK WITH MSD  
 DESIGNATION RO  
 UNDERLAIN WITH  
 4 GEOTEXTILE

NOTE:  
 1. SEE SHEET 3.1 OF APPROVED PLAN  
 SET FOR DETAILS  
 2. PROPOSED SALES SIGN TO BE  
 DESIGNED BY OTHERS



( IN FEET )  
 1 inch = 50 ft.

CHESTERFIELD ESTATES PLAT ONE  
 BOOK: 282, PGS. 68-69

CHESTERFIELD ESTATES  
 PLAT BOOK: 282 PG

CHESTERFIELD ESTATES  
 DRIVE (50' W)  
 R.O.W. TO CITY OF  
 CHESTERFIELD  
 BK 282, PG. 68

OF  
 SP