



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 26, 2016

From: Jessica Henry, AICP
Senior Planner

Location: Northeast quadrant of Long Road and Edison Avenue

Applicant: Bill Yount Signs

Description: **Monarch Center, Sign Package:** A request for a Sign Package to establish sign criteria for the Monarch Center development located north of Edison Avenue and east of Long Road.

PROPOSAL SUMMARY

Bill Yount Signs has submitted a request for a Sign Package for the Monarch Center development, which is 10.94 acres in size and comprised of three lots. In accordance with the Unified Development Code (UDC), if approved the proposed Sign Package would serve as the site specific sign regulations for the Monarch Center 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.” The Monarch Center development is zoned “PC” Planned Commercial District and is governed by Ordinance 2753 which includes the requirement that a Sign Package be submitted for this development. Of the three lots within the Monarch Center development, one contains the Wildhorse Dental building, one is currently under construction with the Edison Express convenience store, gas station, restaurant, and car wash development, and the third lot is vacant.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

On February 5, 2007, the City of Chesterfield approved Ordinance 2334 which rezoned the property from “NU” Non-Urban District to “PC” Planned Commercial District. Subsequently, the property owner submitted a request for an ordinance amendment in 2013. Per the property owner’s request, in August

2013, the City of Chesterfield approved Ordinance 2753 to allow for the addition of a 0.85 acre parcel of land (zoned “M-3”) to be rezoned and included under the same planned district ordinance, resulting in a new “PC” Planned Commercial District totaling 10.97 acres. Ordinance 2753 also amended various building and parking setbacks and made modifications, such as a slight increase in the allowable floor area permitted within the development, to account for the addition of land. The requirement that a Sign Package be submitted for this development was specifically included by the Planning Commission during the initial zoning. This requirement remained in place when the site specific ordinance was amended by Ordinance 2753, which currently governs the site.

In September of 2014, the Site Development Section Plan for the Edison Express development was approved by the Planning Commission and City Council. Subsequently, the Site Development Section Plan and Architectural Elevations were amended in 2015 and 2016 to permit for minor revisions. The Boundary Adjustment Plat establishing the three lots was also approved in 2015.

Land Use and Zoning of Surrounding Properties:

The land use and zoning for the properties surrounding this parcel are as follows:

North: The property to the north of the subject site is currently zoned “PI” Planned Industrial District (Pohlman Industrial Park).

South: The property to the south of the subject site is currently zoned “PC” Planned Commercial District and is currently vacant (Edison Crossing).

East: The property to the east of the subject site is currently zoned “PI” Planned Industrial District (St. Louis Family Church).

West: The property to the west of the subject site is currently zoned “PC” Planned Commercial District (Monarch Fire Protection District and Tower Centre).



Figure 1: Monarch Center Development

Submittal Overview

The Sign Package addresses many different sign types, including the following: attached wall signs, monument signs, directional signs, temporary signs, awning signs, gas canopy signs, and incidental signs. These sign types are addressed in the following pages of this report; 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, including all signage for future development on Lot C, with the exception of the monument sign identified in the Sign Package. The following exhibits from the Applicant’s submittal show the proposed location of all the requested permanent signage for the Monarch Center development.

Note that temporary signage is not included in the following exhibit and will be addressed separately later in this report.

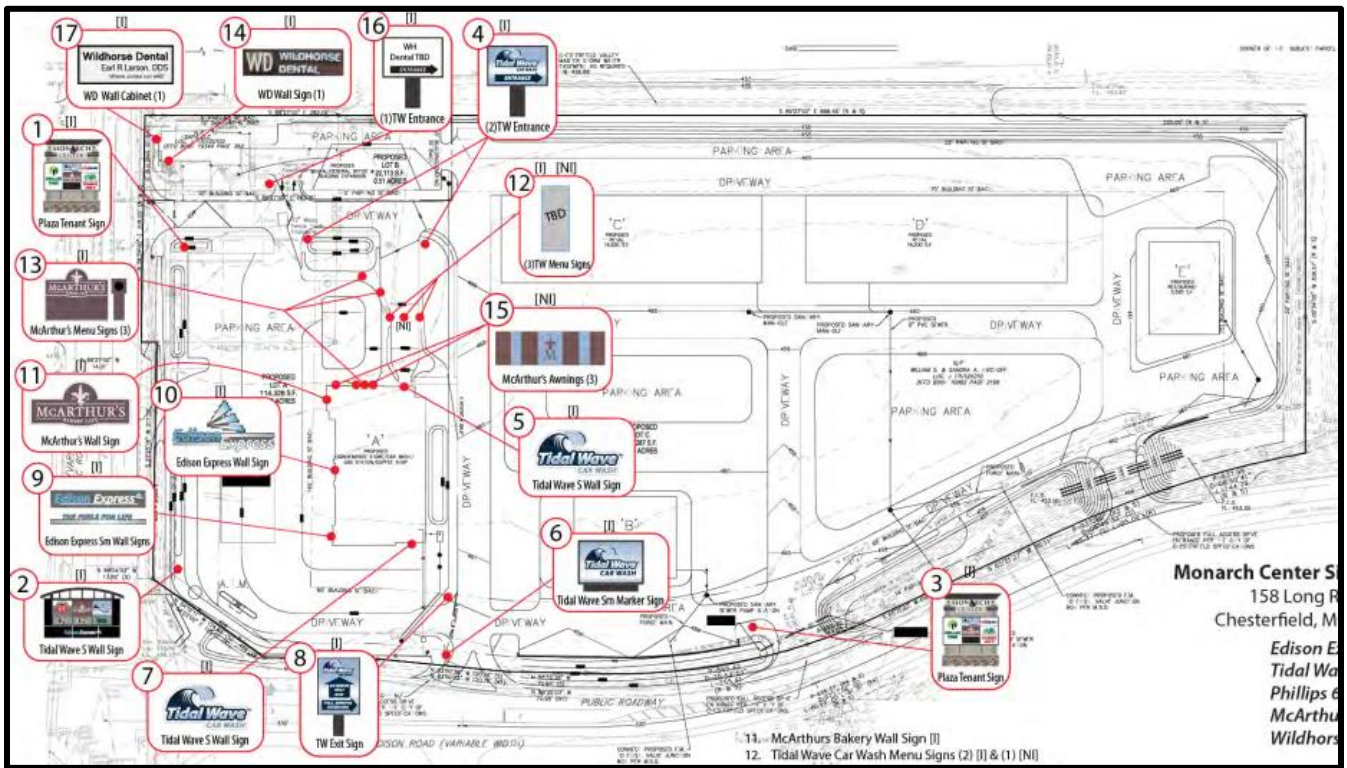


Figure 2: Signage Location Exhibit (Entire Monarch Center Development)

While the Sign Package information may appear unbalanced for the entire Monarch Center development area as the applicant has provided additional extensive detail for signs on Lots A and B, this sign request is typical for developments that build in phases.



Figure 4: Lot A, West Building Elevation

The applicant is also requesting a sign for the McArthur’s Bakery tenant space. **The proposed sign is 8.9% of the tenant area façade.** The applicant notes that this sign is partially blocked from view by the gas pump island canopy. The north building elevation includes a menu board and awning signage for McArthur’s Bakery as well as an attached wall sign for the Tidal Wave carwash. An identical Tidal Wave sign is also proposed on the south elevation. No signage is proposed on the east building elevation that faces inward to Lot C of Monarch Center which is slated for future development.

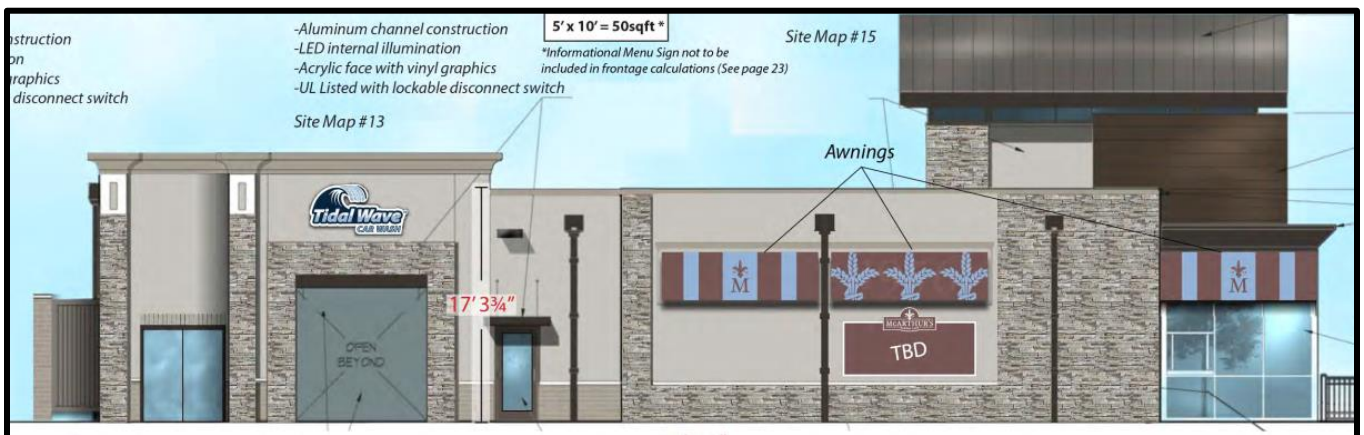


Figure 5: Lot A, North Building Elevation



Figure 6: Lot A, South Building Elevation

The applicant is also requesting to place three 6.25 square foot logo signs on three elevations of the gas pump island canopy. The UDC permits for one sign on any two elevations, with a maximum of 10 square feet in size for each sign.

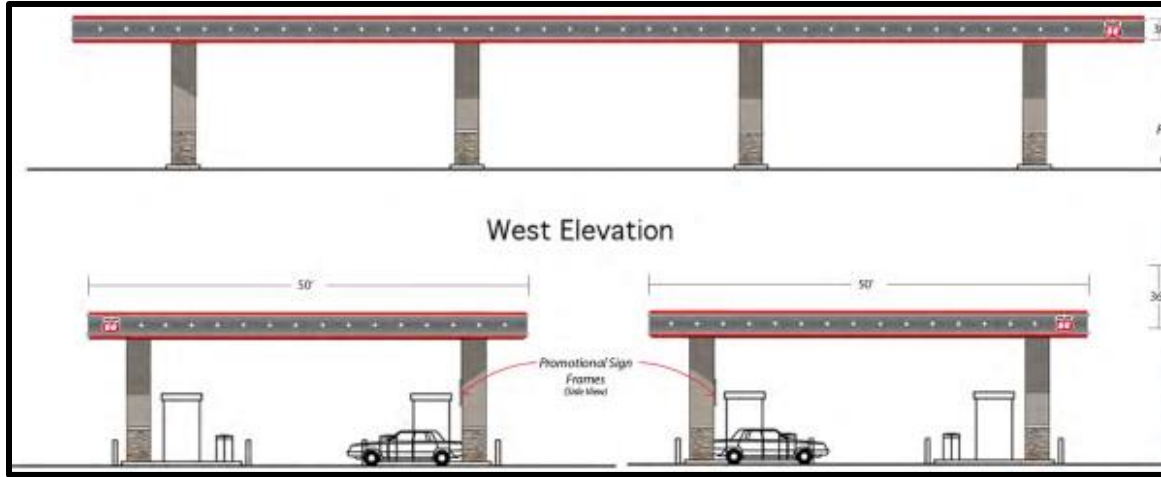


Figure 7: Lot A, Gas Pump Island Signage

The only existing building within the Monarch Center development is the Wildhorse Dental building on Lot B. This building currently has two attached wall signs, with one sign located on the west façade and one sign located on the south façade. The applicant is proposing to maintain both existing signs and is requesting one additional attached wall sign, an illuminated cabinet sign, as shown below. Staff would note that the requested cabinet sign is neither similar in design or construction with the existing sign that is to remain nor to the other new signs proposed throughout the Monarch Center development. The illuminated cabinet sign would be placed on the small entry wall that is perpendicular to the west façade, as shown in the following excerpt from the Sign Package.

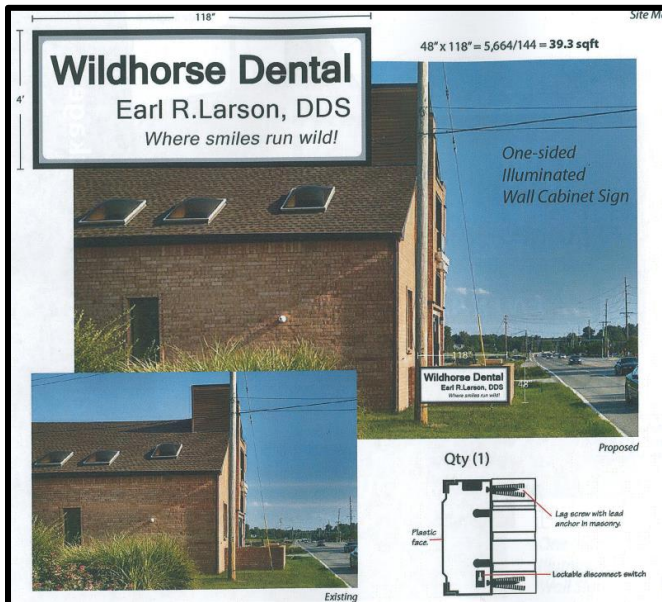


Figure 8: Lot B, Wildhorse Dental Proposed Cabinet Sign



Figure 9: Lot B, Wildhorse Dental Existing Sign to remain

2. Project Identification Sign (Permanent Signs; Business and Identification Signs – Freestanding)

The UDC permits one freestanding business sign facing each roadway on which the lot has frontage. These signs cannot exceed six feet in height and 50 square feet in outline area per face. Freestanding signs are required by the UDC to have landscaping, which may include, but not be limited to, shrubs, annuals, and other materials, adjacent to the sign base or structural supports. The applicant is providing low-growing ornamental annuals, perennials, and shrubs around the sign, and the Sign Package notes that this requirement will be met.

The applicant is proposing four monument signs. Two identical signs that are 13 feet in height and 100 square feet in outline area (signage only, excluding monument) are proposed at the entrances to the development from Long Road and Edison Avenue. A third sign is 7.5 feet in height and 93 square feet in outline area, including the entire monument, and is placed on the corner of Long Road and Edison Avenue.



Figure 10: 100 sq. ft. Monument Signs (2)



Figure 11: 93 sq. ft. Monument Sign (1)

These monuments utilize a similar design and incorporate the materials, such as the brick and stone, of the Edison Express building. The two identical larger signs will serve the future development on Lot C of Monarch Center in addition to the Edison Express site. In addition to the internally lit sign faces, each sign is proposing additional lighting features. The 100 square foot signs shown in Figure 10 above are proposing a LED halo illumination of the top Monarch Center portion of the sign. A night view rendering is shown in the Sign Package. The 93 square foot sign shown in Figure 11 above is proposing changeable LED gas grades. Although the UDC states that “No flashing, intermittent or moving light or lights shall be allowed,” the applicant notes that the LED option allows for the gas grades to be changed indoors with the push of a button. **This would be the first LED gas grade signage permitted within the City of Chesterfield.**

The UDC requires that all monument signs be shown on the approved Site Development Section Plan. As Lot C is proposed for future development and therefore a Site Development Section Plan has not been submitted for review and approval by the City, if approved, construction permits will not be issued for the 100 square foot monument sign proposed on Lot C at the second access point on Edison Avenue into the development until such time that the Site Development Section Plan is approved.

The fourth and final requested monument sign is a five foot tall, 24 square foot sign located adjacent to the Edison Avenue right-in/right-out access. This sign is internally illuminated and the location is as shown on the approved Site Development Section Plan for Lot A, Edison Express of Monarch Center.



Figure 12: Lot A, 24 sq. ft. Monument Sign

3. Directional Signs (Permanent Signs; Directional Signs)

The UDC permits directional signs up to 10 square feet in outline area per facing. These signs cannot extend more than six feet above the average grade or adjacent street whichever is higher. Additionally, when located within the minimum front yard setback, the height of directional signs cannot exceed three feet. No limit on the number of directional signs allowed for a site is established within the UDC.

The applicant is proposing four new directional signs for the site. The requested outline area of the text and graphics for three of the requested signs is six square feet, which is less than the maximum allowed per the UDC. These three signs are 3'6" in height, and one is located just inside of the 145' building setback parallel to Long Road. Staff would note that this setback is specific to the building only, and a less restrictive 60' setback is in place for the gas canopy and the site specific ordinance excludes free standing project identification signs from the setback requirements.

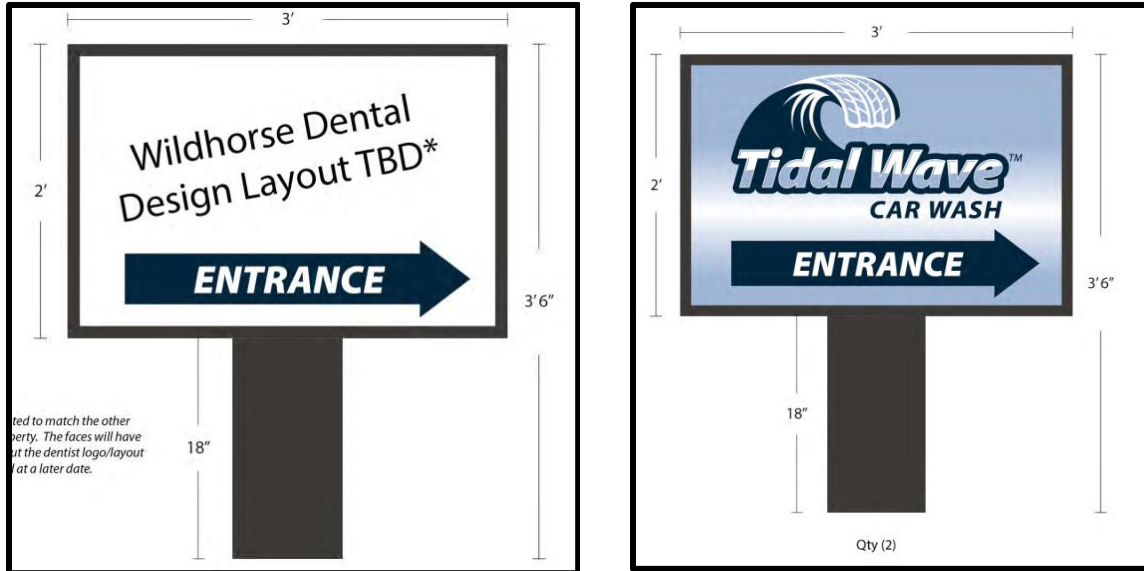


Figure 13: Lots A & B, 6 sq. ft. Directional Signs

The fourth sign is proposed to be 12 square feet in outline area and 5'6" in height. This sign is located near the car wash tunnel exit and provides directions for vehicles based on the type of car wash purchased. Again, this sign is located just inside of the 60' building setback parallel to Edison Avenue.

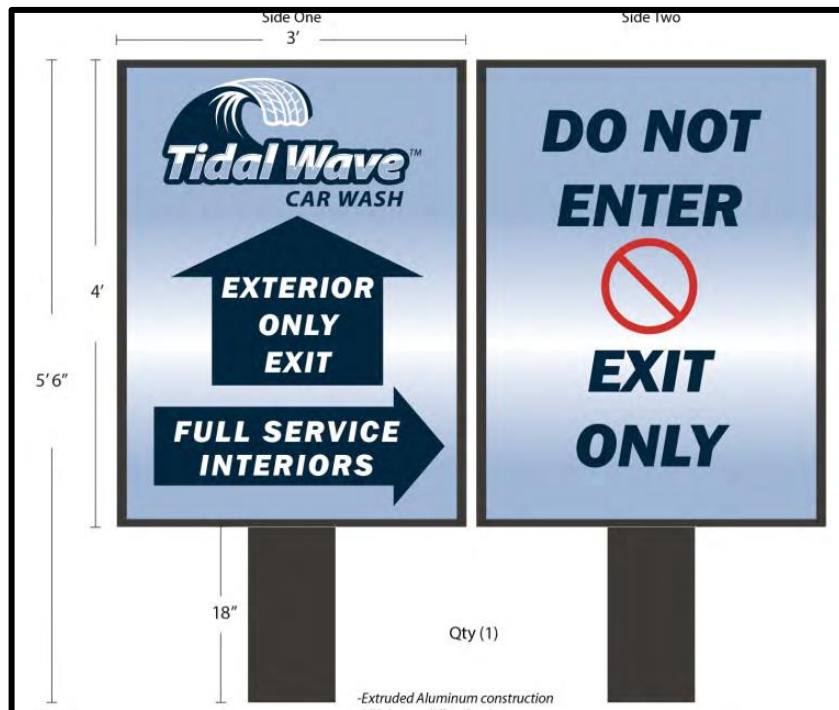


Figure 14: Lot A, 12 sq. ft. Directional Sign

4. Temporary Future Use of Site Signs (Temporary Signs: Development Related)

The applicant is proposing two temporary future use of site signs that will be removed upon completion of construction. These signs will be located along the Long Road and Edison Avenue frontages. The UDC limits these signs to 32 square feet in outline area, with an increase to 64 square feet permitted with Planning Commission approval. The applicant is requesting 50 square feet signs. The proposed sign is 10 feet in height, which is the maximum height permitted by the UDC.



Figure 15: Temporary Future Use of Site Signs (2)

5. Temporary Advertising Signs (Advertising or informational signs: On-premises)

The UDC permits temporary “now hiring” and “grand opening” banners on all developments in accordance with state law. “Grand opening” signs are limited to 50 square feet in outline area and a 15 day display period; “now hiring” signs are limited to 25 square feet with no fixed display period limit.

The applicant is requesting to increase the duration of the display period for “grand opening” banners to 30 days. Additionally, the applicant is requesting that up to three promotional banners be permitted on site for 20 cumulative weeks per year in variable time lengths.* Staff would note that many of the surrounding developments, including Chesterfield Commons, Towne Center, and Tower Center prohibit advertising signs, temporary signs, portable signs, and attention getting devices. Staff recommends that this same prohibition be included in the Sign Package for Monarch Center. Staff recommends that “grand opening” and “now hiring” banners be permitted in accordance with the UDC size and display period requirements. ***It should be noted that temporary signs for special promotions, when allowed, are only permitted for thirty (30) days per calendar year.**

6. Incidental Signage (Exempt, Prohibited, and Real Estate Signs)

The applicant is requesting a number of signs on the gas pumps and gas pump canopy supports. The UDC classifies this type of signage as incidental, stating “Incidental signs, such as signs placed on vending machines, mailboxes, or service station pumps. Any sign such as a sandwich board with a commercial message that cannot be understood from a position off-site shall be considered incidental.”

7. Menu Board Signs (Supplementary Regulations)

The applicant is requesting menu/order board signs in conjunction with the drive-thru restaurant and car wash. These signs are outlined in yellow below. The UDC does not address order board signage for car washes, and menu board signs for drive-thru restaurants are limited to 32 square feet in outline area, with one freestanding and one attached wall sign permitted. It is typical for a second “pre-order” sign to be permitted as “incidental signage”. The Sign Package request includes two, 50 square foot freestanding menu board signs for the drive-thru restaurant. Additionally, one 50 square foot attached wall sign is requested, as shown on page 5 of this report. Although Staff takes no issue with the number of menu board signs, the cumulative size of the freestanding signs seems excessive and Staff recommends reducing the size of the second “pre-order” sign to the base code allowance of 32 square feet in outline area.

Further, the applicant is requesting two 26.7 square foot car wash order board signs and one 12 square foot car wash order board sign. As the drive-thru is two lanes in width, the signage is spread across the lanes and Staff does not take exception to the size, number, or location of these signs.

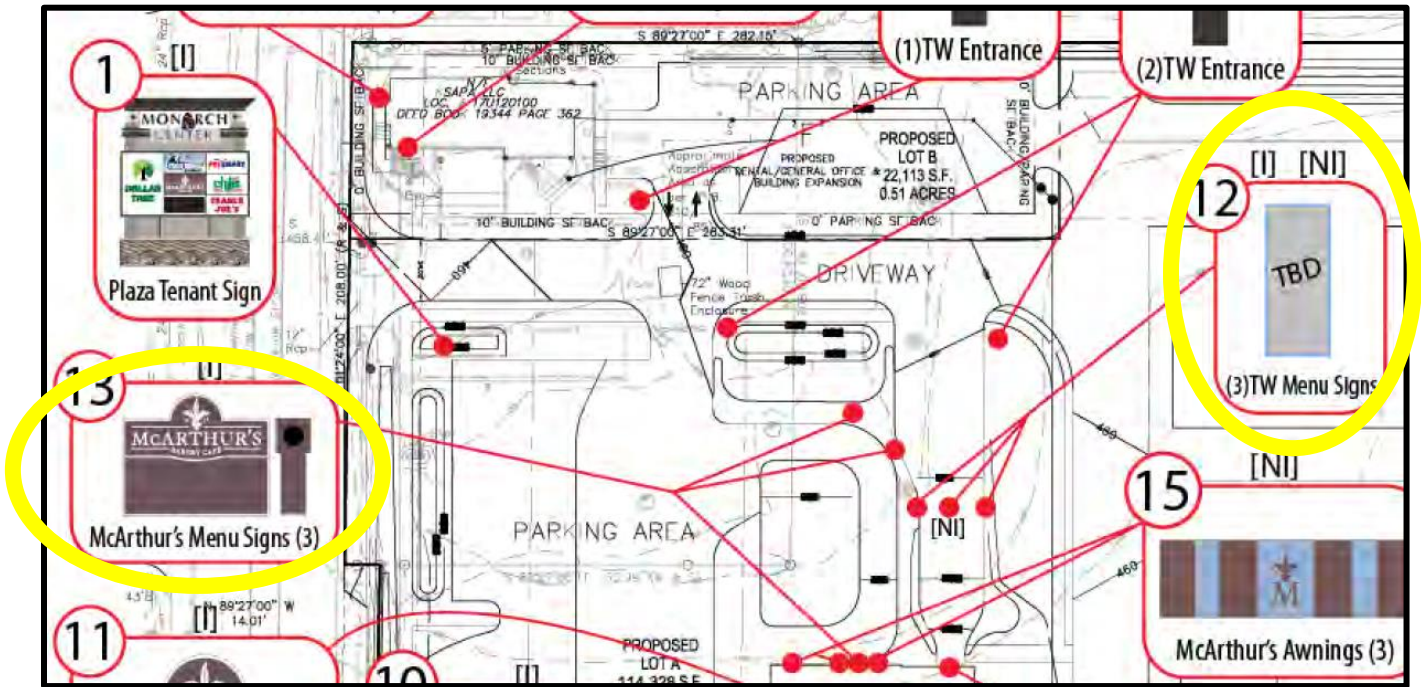


Figure 16: Menu/Order Board Signs (6)

8. All other signage

As stated previously, all other signage not specifically called out in the Sign Package shall be as allowed per the UDC. The applicant has included some baseline design criteria for these signs, as detailed on page 4 of the Sign Package. This includes signage for future development on Lot C. If the developer wishes to exceed the baseline UDC signage regulations at the time of development on Lot C, an amendment to the Sign Package may be sought.

STAFF ANALYSIS

The UDC states “in order to encourage superior design, quality and character, comprehensive sign packages allow for specialized review of signs and flexibility from standard signage requirements.”

As stated in the UDC, the purpose of the sign requirements is as follows:

“The purpose of the sign regulations provided herein are to encourage excellence in design of signs, fostering economic viability of the community, and provide safe and concise directional information designed to facilitate traffic flow. Signs shall be designed so as to protect motorists, bicyclists, and pedestrians from distractions that may cause accidents or other detrimental impacts.

Signs shall not overload the public's capacity to receive information, or cause visual confusion by interfering with pedestrian or vehicular traffic. Signs shall conform to the character of the community, enhance the visual harmony of development, and preserve the public health, convenience, welfare and/or safety within the City of Chesterfield by maintaining the high aesthetic quality of the community. “

Staff finds that the requested signs are overall of high quality construction and that the Sign Package does provide a cohesive design with adequate signage to provide tenant identification and safe vehicular and pedestrian circulation. However, as noted throughout this report, Staff does take exception to several of the requested signs and recommends that the Planning Commission take the following into consideration when reviewing this request:

1. The proposed illuminated cabinet sign on Lot B, Wildhorse Dental is not of similar design or construction to the existing or proposed signs for the Monarch Center development. Staff recommends that the design of this sign be altered to correspond to either the existing Wildhorse Dental sign or the new signs proposed on Lot A.
2. Temporary advertising banners are requested for 20 cumulative weeks per year. Additionally, three of these 50 square foot signs are requested to be allowed at any given time. This is excessive for temporary sign allowances and does not conform to the surrounding developments which are not permitted to have temporary advertising signage. Staff recommends that language prohibiting “advertising signs, temporary signs, portable signs, and attention getting devices” be included in the Sign Package for Monarch Center.

3. Two freestanding drive-thru menu board signs at 50 square feet are requested. This seems excessive and Staff recommends that one 50 square foot sign be approved, with the second sign being reduced to 32 square feet (or smaller) so it is “incidental” in nature. This is consistent with other drive-thru restaurants throughout Chesterfield Valley.
4. Consideration should be given to the allowance of LED gas grade signage.
5. Consideration should be given to the calculation method of the attached wall signs on the primary façade of the Edison Express building, which excludes dead space from the overall percentage of sign coverage being requested.

For discussion purposes, a summary of signs detailed in this report is presented in the chart below. This is not an exhaustive list.

Type	Request	Notes
Monument Signs	4 Requested. LED gas grades requested.	UDC permits 3; size exceeds UDC allowances for 3 of 4 proposed signs. UDC permits manual change gas grades.
Edison Express, Lot A	Attached wall signs on 3 of 4 façades.	UDC permits 5% signage for each tenant. Proposal exceeds 5% on front elevation & requests 2 signs for single tenant area.
Wild horse Dental, Lot B	Maintain existing wall signs; add new cabinet sign.	Cabinet sign differs in material & design from existing and proposed signs.
Temporary Signage	Request for three 50 ft ² promotional banners 20 weeks per year; Grand opening banners requested 30 days.	Surrounding developments prohibit promotional type temp banners; UDC baseline allowance is for 30 days per calendar year. Grand opening banners permitted 15 days.
Drive-thru menu board signs	1 attached wall & 2 freestanding at 50 ft ² each.	UDC permits 1 attached & 1 freestanding at 32 ft ² each. One additional “incidental” pre-order is typical.
Gas canopy signs	3 requested at 6.25 ft ² each.	Code allows at 2 at 10 ft ²
Temporary future use of site signs	2 signs at 50 ft ² each; one on each frontage.	UDC permits up to 64 ft ² with PC approval.
Future Signage on Lot C	Will adhere to UDC or amendment to Sign Package sought.	Some baseline design criteria provided in Sign Package.

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 with the exceptions noted above in the Staff Analysis section of this report. Staff recommends approval of the proposed Sign Package for the Monarch Center Development with the incorporation of the recommendations above. 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 Monarch Center.”
- 2) “I move to approve the Sign Package for Monarch Center.....” (Conditions may be added, eliminated, altered or modified)

Attachments: Proposed Sign Package

CC: Aimee Nassif, Planning and Development Services Director

MONARCH CENTER



158 Long Road, Chesterfield, MO 63005

Sign Package
by



2002 Woodson Rd., St. Louis, MO 63114 (314) 423-2933 ph (314) 423-8056 fax www.BillyountSigns.com

Table of Contents

Narrative/Overview	1-4	West Elevation Attachment Specs	21
Specs Matrix	5	Tidal Wave Drive Up Menus	22
Deviation Matrix	6-9	Bakery Drive Thru Menus	23
Site Plans/Location Overview	10-12	Wildhorse Dental Existing Sign	24
Monarch Center Tenant Signs	13	Wildhorse Dental Directional Sign	25
Edison Express Monument Sign	14	Wildhorse New Wall Cabinet Sign	26
Tidal Wave Directional Signs (Enter)	15	Gas Canopy Logo Sign	27
North Elevation Signage	16-16b	Gas Canopy Elevations	28
Tidal Wave Sm Monument	17	Gas Canopy Promotional Frames	29
South Elevation Signage	18	Gas Pump Signage	30
Tidal Wave Directional Sign (Exit)	19	Temporary Banner Signs	31
West Elevation Signage	20-20c	Temporary Construction Sign	32

MONARCH CENTER



158 Long Road, Chesterfield, MO 63005

Monarch Center Development Proposed Sign Package Project Narrative

JLA Development, LLC and Edison Real Estate, LLC, owner of the property at 158 Long Road, and KSAPA, LLC, owner of the property at 150 Long Road, and jointly represented by Bill Yount Signs and Electric, Inc, has filed an application with the City of Chesterfield seeking a comprehensive sign package for the new and existing properties under development within Monarch Center, situated at the northeast corner intersection of Long and Edison Roads in Chesterfield Valley. Monarch Center is a nearly 11 acre development subdivided into three outparcels designated as Lots A, B, and C at the project site. Lot C consists of approximately 8 acres of undeveloped farmland to the east, Lot B consists of the existing dental office building "Wildhorse Dental" to the north, and Lot A is the primary outlot on the northeast corner intersection now under construction. Any signage not specifically identified in this comprehensive sign package, including any future sign submittals for the retained undeveloped land, will conform with Section 31-04-05 of the Unified Development Code.

The proposed accompanying sign package includes all of the variable signage deemed necessary to identify the overall Monarch Center Development as a whole, and further identify the current and planned on-site businesses located among the subdivided development outparcels designated as Lots A, B, and C of the project site. Included in this submittal are (2) Monarch Center Development Monument signs at the two primary entrance points into the development from the West and South, proposed signage for the redeveloped areas of the dental office building in Lot B, along with comprehensive signage for the 2.8 acre outlot parcel of Lot A, and collectively includes ground based monument signs, directional traffic signs, building wall signs, awnings, and temporary and promotional signage. All signs in the sign package are primarily on the lot A outlot unless otherwise indicated for the signs for the dental office. The primary outlot currently under construction at the intersection consists of three distinct businesses comprised by the Edison Express Phillips 66 branded Convenience Store, Tidal Wave Luxury Full Service Car wash, and an end cap drive thru McArthur's Bakery and Café restaurant. All of the included signage has been proposed with a decorative modern design, with all ground based monument signs using stone, brick, and dryvit materials complementary and consistent with the ARB approved building materials and elevations. All signs are internally illuminated and will conform to Section 04-03 of the UDC. We have proposed a comprehensive sign package that will adequately identify the onsite businesses, maintain safe and orderly traffic patterns within the development, will complement the ARB approved building features, and conform to the full Unified Development Code guidelines. 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. All signage within the development shall be in conformance with Comprehensive Sign Package. We acknowledge that all freestanding signs must be approved for location on a Site Development Plan prior to issuance of a Sign Permit.

Monument Tenant Signs

Site Map #1

This is the proposed multi-tenant monument sign on the Long Road street frontage. The entire structure is 13 feet high by 11 feet wide, (143 square feet total, 100 square feet of actual signage area). This sign identifies the west entrance to Monarch Center Development which consists of six buildings. It includes: Edison Express, Phillips 66 gas station, Tidal Wave Luxury Car Wash, McArthur's Bakery Cafe, Professional Office and 7-10 future retail and restaurant spaces. Some of the tenants will be on the Edison Road side, not visible from south bound Long Road. The Monarch Center portion is lit by white LEDs with an opaque background. Lighting of the tenant portion is typical for internally-illuminated multi-tenant signs. Any light spillover will be on the Monarch Center property. The copy on the tenant signs will consist of tenant identification without listing products or phone numbers.

Site Map #2

The Edison Express multi-tenant monument sign at 7'-5" tall identifies three tenants in the Edison Express building, and posts pricing of the grades of fuel. The entire structure is 93 square feet. Fuel prices are white and green LED displays for ease of changing prices from inside the station and for high visibility. This is the main ID sign for the gas station and the other tenants in the Edison Express Building. The lighting is typical of white internally-illuminated tenant signs, and the backgrounds of the tenant signs are colored, which allows little light spillage. The Edison Express copy on the stone base is non-illuminated.

Site Map #3

This is the proposed multi-tenant monument sign on Edison Road Street frontage. It is 13' tall (lot C). The entire structure is 143 square feet (100 square feet of actual signage area). This is the identical sign as Site Map #1. The sign will have major tenants on both the Edison and Long Road frontages.

Directional & Ground Signs

Site Map #4

These two signs are 6 square feet each and are a 3'-6' tall. They are double-faced illuminated signs. These signs direct traffic on the lot to the car wash. They contain LED lighting and acrylic faces with darker printed backgrounds which do not emit a lot of light.

Site Map #6

The sign totals 24 square feet and is a 5' tall illuminated sign. It identifies the Tidal Wave Car Wash on the Edison Road side as well as the drive way that runs behind the station and car wash. The sign is internally-illuminated by LEDs. Similar to Site Map #4, it has acrylic faces with darker printed backgrounds which do not emit a lot of light. It is only visible right in front of the gas pumps.

Site Map #8

This sign totals 12 square feet and is a 5'6" tall directional internally illuminated sign. This directional sign has three items on it to maintain safe vehicular movements on site and orderly flow. Side one directs cars existing the car wash. Side two of this sign informs vehicles that they should not enter because it is an *Exist Only* lane. This sign also has acrylic faces with darker printed backgrounds which do not emit a lot of light. It is only visible right in front of the gas pumps.

Wall Signs

Site Map #5,7

There are two internally LED illuminated Tidal Wave Car Wash contour cabinet wall signs. Number five is on the south elevation and number seven is on the north elevation. They each total 31.3 square feet. These will help to identify the car wash location.

Wall Signs (Cont.)

Site Map #9, 10, 11

The three wall signs on the front of the building are the main Edison Express ID sign for entering the store, McArthur's, and the Edison Express Fuels for Life.

The three signs total 7.2% of the wall area.

Site Map #9

The Edison Express "Fuels for Life" individual letters are LED internally illuminated. "Edison Express" letters are mounted on a non-illuminated painted aluminum pan. "Fuels for Life" are free standing channel letters firmly attached to decorative curved aluminum square tube mantle. They are 1.6% of the Edison Express wall frontage.

Site Map #10

The Edison Express sign & logo identifies the front entrance to the store. These are individual letters on a raceway with LED internal illumination. The sign includes the logo above the Edison Express letters. This creates a large area of negative space which is included into the calculation of the sign area. The decorative logo is a generic image. The sign area is 5%.

Site Map #11

The McArthur's front wall sign cabinet is 55 square feet, 9% of wall area. This is the main ID for McArthur's Bakery, internally illuminated with LED. The background is a very dark color therefore the main light source is the letters. This sign sits partially behind the gasoline canopy.

Car Wash Menu Sign

Site Map #12

There are three car wash menu signs at the beginning of the car wash entrance lanes. Two of these menu signs are illuminated, one-sided, and eight feet high by three foot, four inches wide. One of these menu signs is non-illuminated, two-sided, and four feet high by three feet wide. There will also be a small 12 square foot credit card kiosk that is not shown on drawings yet since there are no details to show. This is so customers can conveniently pay in the drive thru car wash.

Outdoor Menu Board for McArthur's

Site Map #13

There are three 50 square foot, 5' tall signs for the McArthur's menu boards. Two will be installed in the ground on two posts and be no higher than seven feet above grade, and one menu sign will be installed on the building. These signs are for customers to view the menu and place orders. These signs are internally illuminated LED cabinets. They will be placed around the drive thru lanes.

Awnings

Site Map #15

Three, non-illuminated, 44" x 141" awnings will be on McArthur's portion of the building. Two will have the letter "M" on the awning. "M" will be 17" tall. One will have their wheat and establish year faintly in the background. These same awning designs appear on their other locations. This will keep their branding consistent and recognizable.

Dentist Office Signage

Site Map #14

The dentist office on Lot B at 150 Long Road currently has two wall signs: one on the west elevation and one on the south elevation of the building. Both existing channel letter signs will stay and do not exceed 5% of the wall.

Site Map #16

This 6 square foot entrance sign will direct traffic from the Edison Express lot into the dentist's parking lot. All signs will conform to the details of the sign package for the development.

Site Map #17

A new 4 foot high by 118 inches wide, internally illuminated cabinet wall sign will be installed closer to the ground. It will be on the short north facing stair ramp wall near the Long Road main entrance. This sign placement will improve location awareness to the Long Road south bound traffic.

Gas Canopy Signage

Site Map #18

There are three 6.25 square foot internally LED illuminated gas canopy signs. They are 30 inches high by 30 inches wide by six inches deep. These signs are mounted on the north, south and west side of gasoline canopy.

Site Map #19

The four product promotion signs are for rotational marketing and made of non-illuminated aluminum frames for paper or vinyl inserts. These are mounted on the canopy columns facing the building and not visible from Long Road.

Pump Signs

Site Map #20

Signage for eight gas pumps identifying Phillips 66 gasoline pumps used nationwide includes a 2.25 square foot Phillips 66 logo on top of the pumps, a 1.36 square foot Phillips logo on the bottom pump skirt, and a 3 square foot pump topper that advertises station products.

Temporary Signs

Site Map #21

Tenants are allowed 50 square foot "Grand Opening" banners or less as per the Unified Development Code. Banners other than "Grand Opening" we are requesting the same maximum size limit. We desire to display banners such as "Coming Soon" or "Grand Opening" for 30 days. Seasonal and promotional banners for discounts, or such as, but not limited to teachers or veteran's appreciation days will be allowed on the building, or on posts in the yard for 20 cumulative weeks a year in variable lengths, depending on the promotion.

Site Map #22

There are two temporary construction signs that are five-foot-high by ten feet wide aluminum composite panels. They will be installed on wooden frames in ground and be no higher than 10 feet from grade. These signs communicate to the surrounding community the future amenities being built at this location.

Window Signage

The interior window signage, including illuminated signs, will not exceed 30% of the window. The signs will be LED product signs and paper signs. These signs encourage walk in traffic at the point of sale. There will be no neon signage requested.

Wall Signs On Proposed Building 'B', 'C', 'D' and 'E'. (Lot C)

These buildings are in a future development stage and have not been designed yet. Wall signs should consist of individual internally-illuminated channel letters. Letters are preferred to be raceway mounted, with exceptions approved by the landlord. No cabinet signs, except by exemption by the landlord. Signs will conform to the Chesterfield UDC at the time when the plans for lot C are finalized. The developer may request an amendment to the sign package for signs on lots B, C, & D at that time.

Landscaping

Landscaping around the free standing signs will conform to Section 04.05 of the UDC.

MONARCH CENTER SPEC MATRIX

Site Map	Description & Type	Status	Square feet	Height	Illumination
#1 & #3	Free Standing Monument Monarch Center	Proposed	143 sq. ft.	13'	White Internal LED 860 lumens on perimeter of Monarch Center letters
#2	Free Standing Monument Edison Express Changeable Copy Automatic	Proposed	93 sq. ft.	7'-5"	White, Red & Green Led Prices 860 lumens sq. ft. tenant panels 51,600 lumens
#4	Directional Sign Tidal+C13:P32 Wave On Premise	Proposed	6 sq. ft.	3'-6"	White LED 800 lumens sq. ft. 5,400 lumens
#5 & #7	Wall Sign Tidal Wave	Proposed	31.3 sq. ft.	17'-3" & 15'	White LEDs 860 lumens sq. ft.
#6	Monument I.D. Tidal Wave	Proposed	24 sq. ft.	4'-8"	White LED 27,520 lumens
#8	Directional Sign Tidal Wave On Premise	Proposed	12 sq. ft.	5'-6"	White LEDs 860 lumens /sq. ft. 10,320 lumens
#9	Wall Sign	Proposed	38.6 sq. ft.	14'-3"	White LEDs 860 lumens/ sq. ft. 15,840 lumens
#10	Wall Sign Edison Express	Proposed	117.5 sq. ft.	24'	White LEDs 860 lumens/ sq. ft. 27,840 lumens
#11	Wall Sign MacArthur's	Proposed	55 sq. ft.	20'	White Led 860 lumens sq. ft.
#12	Menu Signs Tidal Wave Car Wash	Proposed	26.7 sq. ft.	8'	White Fluorescent 900 lumens /sq. ft.
#13	Menu Signs McArthur's	Proposed	50 sq. ft.	7'	White Fluorscent 900 lumens sq. ft.
#14	Wildhorse Dental Channel Letters	Existing	36 sq. ft.	18'	White Neon existing
#15	Awning/Canopy Sign MacArthur's	Proposed	3 sq. ft.	10'	Non Illuminated
#16	Directional Sign Wild Horse	Proposed	6 sq. ft.	3'-6"	White LED 800 lumens sq. ft. 5,400 lumens
#17	Wall Cabinet Sign Wild horse Dental	Proposed	39.3 sq. ft.	5'	Fluorescent 900 lumens / sq. ft
#18	Gas canopy signs	Proposed	3 at 6.25 sq. ft.	17'	LED 860/ sq. ft.
#19	Promotional frames for canopy columns	Proposed	4 @ 6 sq. ft	10'	Non-Illuminated
#20	Phillips 66 logo	Proposed	2.25 sq. ft	7'	LED 1,935 lumens
#20	Pump Topper	Proposed	3 sq. ft.	5'	Non-Illuminated
#20	Phillips 66 Lower Decal	Proposed	1.4 sq. ft.	2'	Non-Illuminated
#21	Temporary Promotional Vinyl Banners	Proposed	(3) @ 50 sq. ft.	n/a	Non-Illuminated
#22	Temporary Construction Sign	Proposed	(2) @ 50 sq. ft.	10'	Non-Illuminated

MONARCH CENTER DEVIATIONS MATRIX

Site Map Numbers	UDC 31-04-05	Summary
<p>Site Map #1 Monarch Center Monument Sign West Entrance Identification/Tenant Sign 143 sq. ft. (100 sq.ft. w/o base and roof) 13' tall</p>	F-2-b-2-a-2	<p>The UDC Code states that <i>"The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet..."</i> We are requesting to deviate from this limit by 7 feet in height and 43 square feet in sign area. This center will have up to 15+ tenants. Monarch Center requires a tenant sign that can be easily read by local traffic and to clearly display these tenants. The UDC code regulations are not sufficient to achieve this goal at this particular location. The sign was designed with the appropriate proportions to accomplish identifying these businesses and the overall development. It complements the building with matching stone base and dryvit on the background of the sign. The stone base and decorative roof are included in the calculation of this sign.</p>
<p>Site Map #2 Edison Express Monument Sign 93 sq. ft. 7' 5" tall</p>	<p>F-2-b-2-a-2 F-2-c F-5-g</p>	<p>The UDC Code states that <i>"A service station shall be permitted one (1) separate price sign attached to the same structure of any one (1) permitted freestanding business sign" (F-2-c)</i> We are asking for a height of five inches over the regulations and 43 square feet over the required sign area. This sign is in addition to two main tenant monument signs. This is further in the lot and will direct and identify the Edison Express station along with its own specific tenants. This sign is there to help direct traffic to their desired destination. The stone base and decorative roof are included in the calculation of this sign.</p> <p>According to the UDC, <i>"No flashing, intermittent, or moving light or lights shall be allowed."</i> (F-5-g) We are asking for LED illuminated gas grades for ease of changing gas prices from inside the station, to improve clarity and create higher visibility. The current code language does not specifically address or prohibit these signs. They do not flash nor are they intermittent or moving. They are identical to lighted changeable copy letters/numbers, except one is changed manually outdoors and one is changed by a push of a button indoors. There are more worker injury issues with manual changeable copy, especially in inclement weather, than with LED price signs.</p>
<p>Site Map #3 Monarch Center Monument Sign South Entrance Identification/Tenant Sign 143 sq. ft. (100 sq.ft. w/o base and roof) 13' tall</p>	F-2-b-2-a-2	<p>This sign is identical to Site Map #1. The UDC Code states that <i>"The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet..."</i> We are requesting to deviate from this limit by 7 feet in height and 43 square feet in sign area. This center will have up to 15+ tenants. Monarch Center requires a tenant sign that can be easily read by local traffic and to clearly display these tenants. The UDC code regulations are not sufficient to achieve this goal at this particular location. The sign was designed with the appropriate proportions to accomplish identifying these businesses and the overall development. It complements the building with matching stone base and dryvit on the background of the sign. The stone base and decorative roof are included in the calculation of this sign.</p>

MONARCH CENTER DEVIATIONS MATRIX

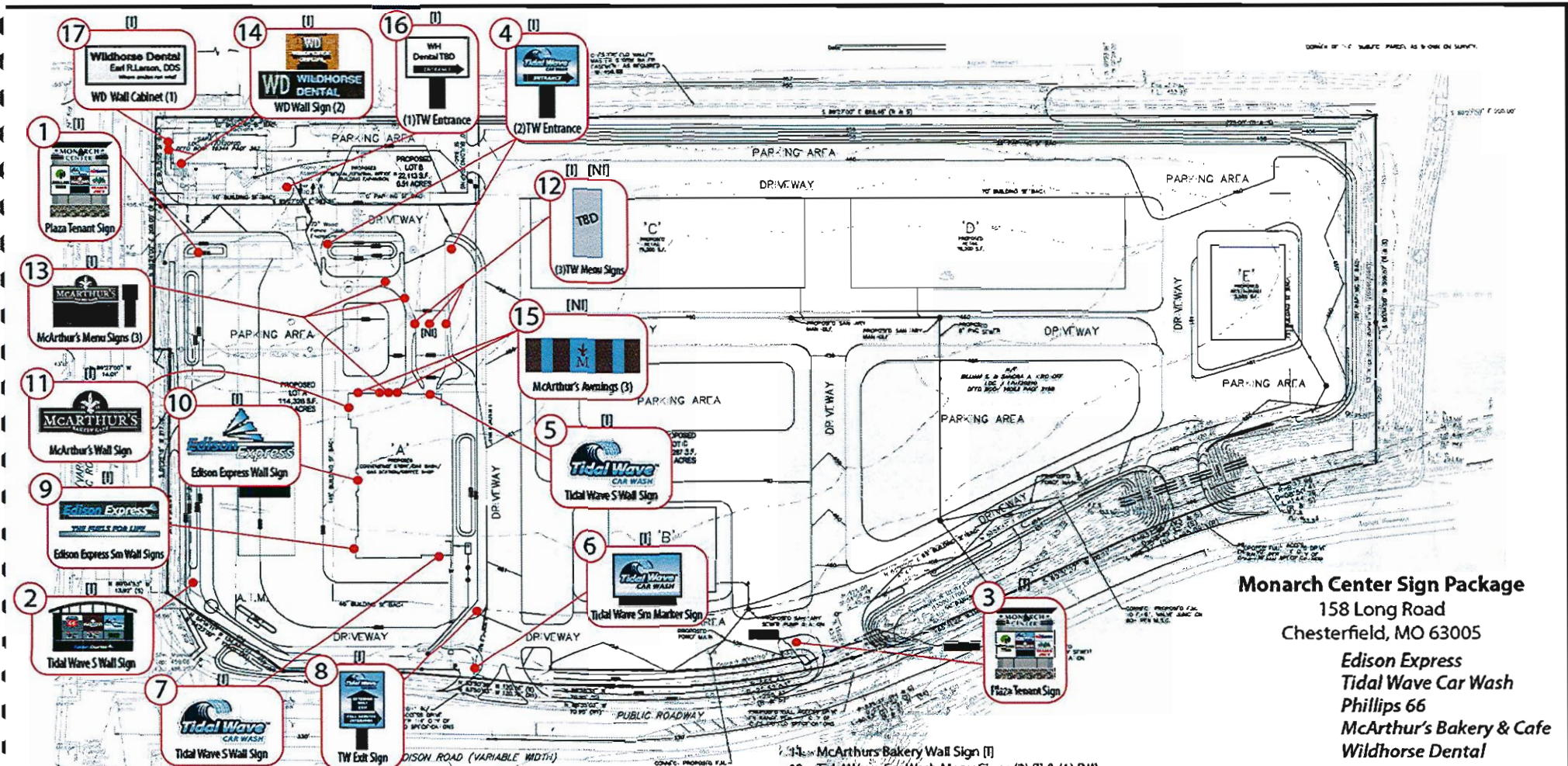
Site Map Numbers	UDC 31-04-05	Summary
<p>Site Map #8 Car Wash Directional 12 sq. ft. 5' 6" tall</p>	F-4-a-b	<p>The UDC Code states that <i>"Directional signs shall not exceed ten (10) square feet in outline area per facing."</i> (F-4-a) and <i>"The height of all directional signs shall not exceed three (3) feet when located within the minimum front yard setback of each particular zoning district."</i> (F-4-b) We are requesting two square feet and 30 inches taller over UDC standards. This directional sign has three items on it to maintain safe vehicular movements on site and orderly flow. The current codes hinder clear visual directional communication on this particular site.</p>
<p>Site Map #9 2nd wall sign for Edison Express 38.6 sq. ft.</p>	F-3-a-1	<p>The UDC Code states that <i>"...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..."</i> The total area of wall sign is 44½" x 10' 5" (38.6 square feet) and equals 1.6% of the total wall frontage for Edison Express. We are asking for this small secondary wall sign because it balances the look of signage on the building. It also identifies that this end of building belongs to Edison Express as well and is not a vacant tenant space. The current code would cause this portion of the building to appear unoccupied and aesthetically unbalanced.</p>
<p>Site Map #10 McArthurs Bakery Cafe Main Wall Sign 55 sq.ft.</p>	F-3-a-2	<p>The UDC Code states that <i>"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."</i> We are requesting 24 square feet over the UDC . The McArthur's Bakery wall sign is 55 square feet and 9% of the wall frontage. Having a larger sign is necessary because the sign is partially hidden by the gas canopy. It is also proportionate to the building store frontage it occupies. The current code regulations would inhibit this business from being seen by customers and potential customers.</p>
<p>Site Map #12 Car Wash Menu Signs 26.7 sq. ft. 8' tall</p>		<p>The UDC Code does not specifically address car wash menu signs. We are requesting three car wash menu signs. They are necessary to provide pricing guides in each car wash's gated entry lane and to delineate ala carte menu pricing.</p>
<p>Site Map #13 McArthurs Bakery Cafe Menus 50 sq. ft. 10' wide</p>	F-8-e	<p>The UDC Code states that <i>"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..."</i> We are requesting 18 square feet over, 2 feet wider and two additional menu signs than the UDC regulations allow. McArthur's 50 square foot menu signs require the extra square footage to make their food product names and photos easier for customers to read. Menus need to be placed ahead so those waiting in line can make a decision without causing a backup. The current code would not allow for smooth flow of traffic through the drive thru and parking lot.</p>

MONARCH CENTER DEVIATIONS MATRIX

Site Map Numbers	UDC 31-04-05	Summary
<p>Site Map #15 (2 of 3) McArthur's Bakery Cafe Awnings North Elevation.</p>	F-3-b-4	<p>The UDC Code states that <i>"Individual letters (exclusive of words), a symbol or graphic logo pertaining to a business on premises, may be painted or otherwise permanently affixed to the surface of an awning or canopy. The outline area of the message shall not exceed fifteen percent (15%) of the horizontal projection in elevation of the exterior surface of the awning or canopy. Said message outline area, when utilized as a design accent only as described above, shall not be counted toward the allowable outline area for a business sign."</i> We are requesting the graphics as shown on the McArthurs awnings. The Letter "M" on McArthur's Bakery Café is on awnings at their other locations. They would like to keep their look consistent and recognizable to their customers.</p>
<p>Site Map #19 (4) Promotional Advertising Frames 6 sq. ft.</p>	H-1-n	<p>The UDC states that <i>"..Incidental signs, such as signs placed on vending machines, mailboxes, or service station pumps. Any sign such as a sandwich board with a commercial message that cannot be understood from a position off-site shall be considered incidental."</i> We are requesting to have these frames near the gas pumps. The 36 inch high by 24 inch wide promotional frames are for informing customers getting gas of the Edison Express products inside the convenience store. These frames are located on the back side of the canopy columns and do not face the road.</p>
<p>Site Map #20 Gas Pump Signage Various sq. ft.</p>	H-1-n	<p>The UDC states that <i>"..Incidental signs, such as signs placed on vending machines, mailboxes, or service station pumps. Any sign such as a sandwich board with a commercial message that cannot be understood from a position off-site shall be considered incidental."</i> We are stating that these are incidental signs and making note of them here. There are eight gas pumps at this location. Each gas pump will have signage on both sides. The 18 inch by 18 inch LED internally illuminated contoured cabinet logo Phillips 66 will be on either side of the top valance, which comes to a total of 16 signs. The top will extend above the valance just 1.35 inches and the bottom will extend 1 inch below the valance. There will also be non-illuminated 14 inch by 14 inch decals located on either side of the bottom panels. There are a total of 16 decal signs. There are also 8, two-sided, 18 inch high by 24 inch wide pump topper for rotating Phillips66 promotions. These are the standards on all current Phillips gas station pumps and is required by their national image program.</p>
<p>Site Map #21 Temporary Promotional Banners Up to 50 sq. ft.</p>	G-2-a	<p>The UDC states that <i>"Banners. Commercial banners, except those used for real estate leasing, affixed to a fence or wall or similar structure are allowed in conjunction with a special promotion or grand opening with a temporary sign authorization. The use of a banner in conjunction with a grand opening shall be limited to a fifteen-day period. Banners used for special promotions shall be limited to thirty (30) days per calendar year for each business. Said banner shall not exceed fifty (50) square feet in outline area."</i> We are requesting that tenants are allowed a 30 day duration for "Grand Opening" banners, that they can be put between posts on the property (See Edison Express Sign Site Plan Continued for locations), and that other promotional banners have the same stipulations as the "Grand Opening" banners. These temporary signs will include "Coming Soon" and "Grand Opening" signs for the first 30 days, in addition to seasonal and promotional banners such as, but not limited to, teachers or veterans appreciation days that will be allowed on the buildings or on posts in the yard. These will be allowed 20 cumulative weeks a year in variable time lengths, depending on the promotion. Only 3 temporary signs will be displayed at any one time. The current code would limit the visual reach of promotions to drive-by traffic and some wall banners would be obstructed by the gas canopy.</p>

MONARCH CENTER DEVIATIONS MATRIX

Site Map Numbers	UDC 31-04-05	Summary
<p>Site Map #22 Temporary Construction Sign Panel 50 sq. ft. 10' tall</p>	<p>G-6-e-2 G-6-e-3</p>	<p>The UDC states that <i>"Each site may have no more than one (1) such sign facing each roadway on which the site has frontage. No such sign shall exceed thirty-two (32) square feet in outline area per facing"</i> (G-6-a) and <i>"The maximum outline area of a temporary construction sign may be increased to sixty-four (64) square feet subject to Planning Commission approval as outlined in Section 31-04-05(C)(3) of this Article."</i> We are requesting an additional temporary construction sign and to appeal to the Planning Commission for 18 square feet over the UDC with reference to Article 31-04-05-G-6-e-3. These signs communicate to the surrounding community the future amenities being built at this location. Due to the amount of tenants and services offered at this development, the current code regulations would not allow for clear communication of these new amenities.</p>



Monarch Center Sign Package
 158 Long Road
 Chesterfield, MO 63005

- Edison Express
- Tidal Wave Car Wash
- Phillips 66
- McArthur's Bakery & Cafe
- Wildhorse Dental

1. North Monarch Center Multi-Tenant Monument Sign [I]
2. Edison Express Multi-Tenant Monument Sign [I]
3. East Monarch Center Multi-Tenant Monument Sign [I]
4. Tidal Wave Car Wash Entrance Small Directional Sign [I]
5. Tidal Wave Car Wash North Elevation Wall Sign [I]
6. Tidal Wave Car Wash Small Ground Sign [I]
7. Tidal Wave Car Wash South Elevation Wall Sign [I]
8. Tidal Wave Car Wash Exit Small Directional Sign [I]
9. Edison Express Small Wall Sign and Tagline Sign [I]
10. Edison Express Main Entrance Wall Sign [I]
11. McArthur's Bakery Wall Sign [I]
12. Tidal Wave Car Wash Menu Signs (2) [I] & (1) [NI]
13. McArthur's Drive Thru Menus (3) & (1) Order Speaker
14. Wildhorse Dental Wall Signs [I] (2) (Existing)
15. McArthur's Awnings [NI] (3)
16. Wildhorse Dental Entrance Sign [I] (1)
17. Wildhorse Dental Wall Cabinet sign [I] (1)
18. Phillips 66 Canopy Signs [I] (3) (See Edison Express Site Plan)
19. Edison Express Product Promotion Frames [NI] (4) (See Edison Express Site Plan Continued)
20. Gas Pump Signage (8) (See Edison Express Site Plan)
21. Temporary Signage (3*) (See Edison Express Sign Site Plan Continued)
22. Temporary Construction Sign (2) (See Edison Express Site Plan Continued)

[I]= Illuminated
 [NI]=Non-Illuminated



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Contact: JLA Development

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Chesterfield, MO 63005

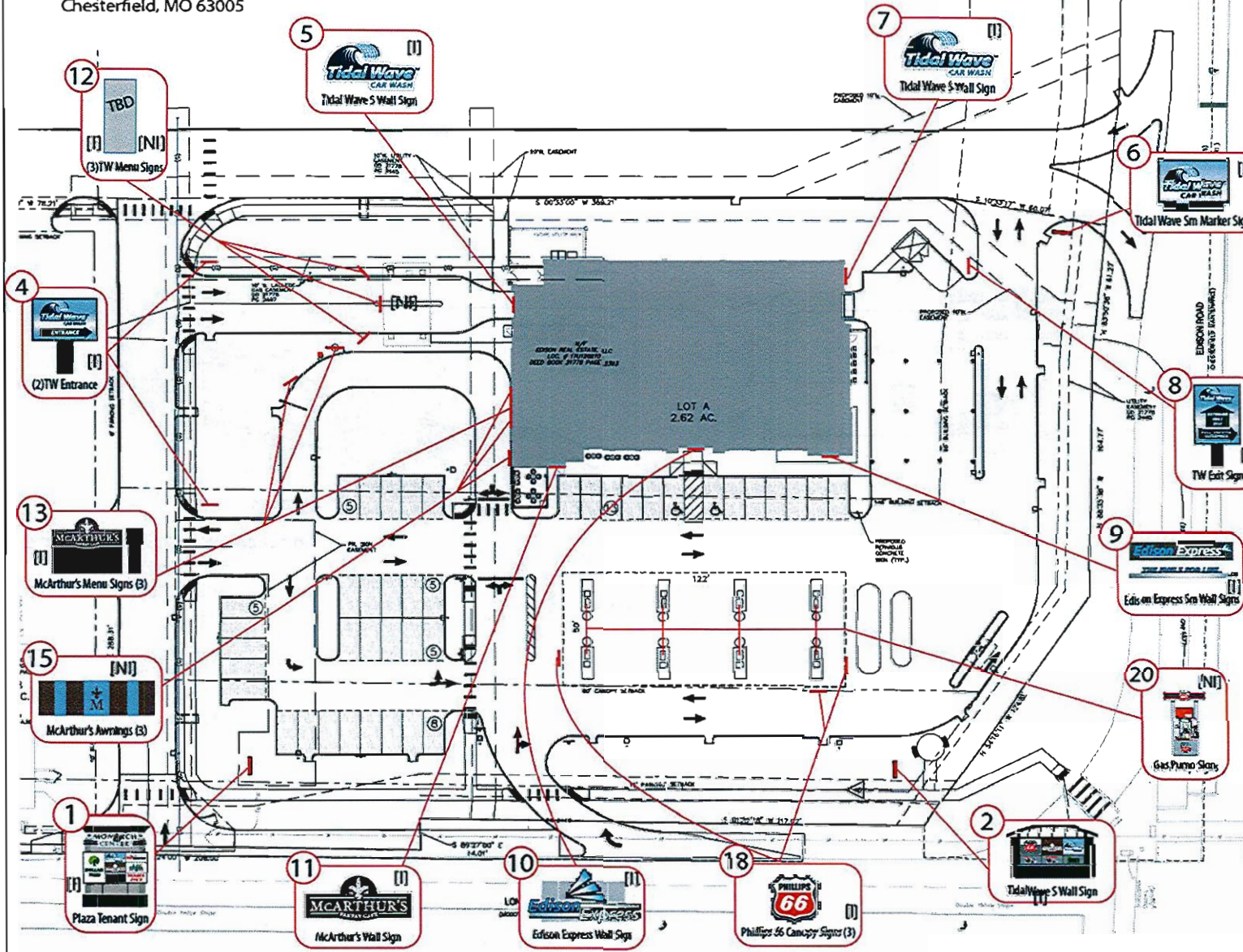
Edison Express Sign Site Plans



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North

[I]= Illuminated
[NI]= Non-illuminated



1. North Monarch Center Multi-Tenant Monument Sign [I]
2. Edison Express Multi-Tenant Monument Sign [I]
3. East Monarch Center Multi-Tenant Monument Sign (Not Shown) [I]
4. Tidal Wave Car Wash Entrance Small Directional Sign [I]
5. Tidal Wave Car Wash North Elevation Wall Sign [I]
6. Tidal Wave Car Wash Small Ground Sign [I]
7. Tidal Wave Car Wash South Elevation Wall Sign [I]
8. Tidal Wave Car Wash Exit Small Directional Sign [I]
9. Edison Express Small Wall Sign and Tagline Sign [I]
10. Edison Express Main Entrance Wall Sign [I]
11. McArthur's Bakery Wall Sign [I]
12. Tidal Wave Car Wash Menu Signs (2) [I] & (1) [NI]
13. McArthur's Drive Thru Menus (3) & Order Speaker (1)
14. Wildhorse Dental Existing Wall Signs [I] (2) (Not Shown)
15. McArthur's Awnings [NI]
16. Wildhorse Dental Entrance Sign [I] (1) (not shown)
17. Wildhorse Dental Wall Cabinet sign [I] (1) (Not Shown)
18. Phillips 66 Canopy Signs [I] (3)
19. Edison Express Product Promotion Frames (Facing East) [NI] (4) (See Edison Express Site Plan Continued)
20. Gas Pump Signage
21. Temporary Signage (See Edison Express Site Plan Continued)
22. Temporary Construction Sign (2) (See Edison Express Site Plan Continued)

11800 Owens Road
Suite 100
Ballwin, Missouri 63126
Fax: 314.179.1464
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CIVIL ENGINEERING
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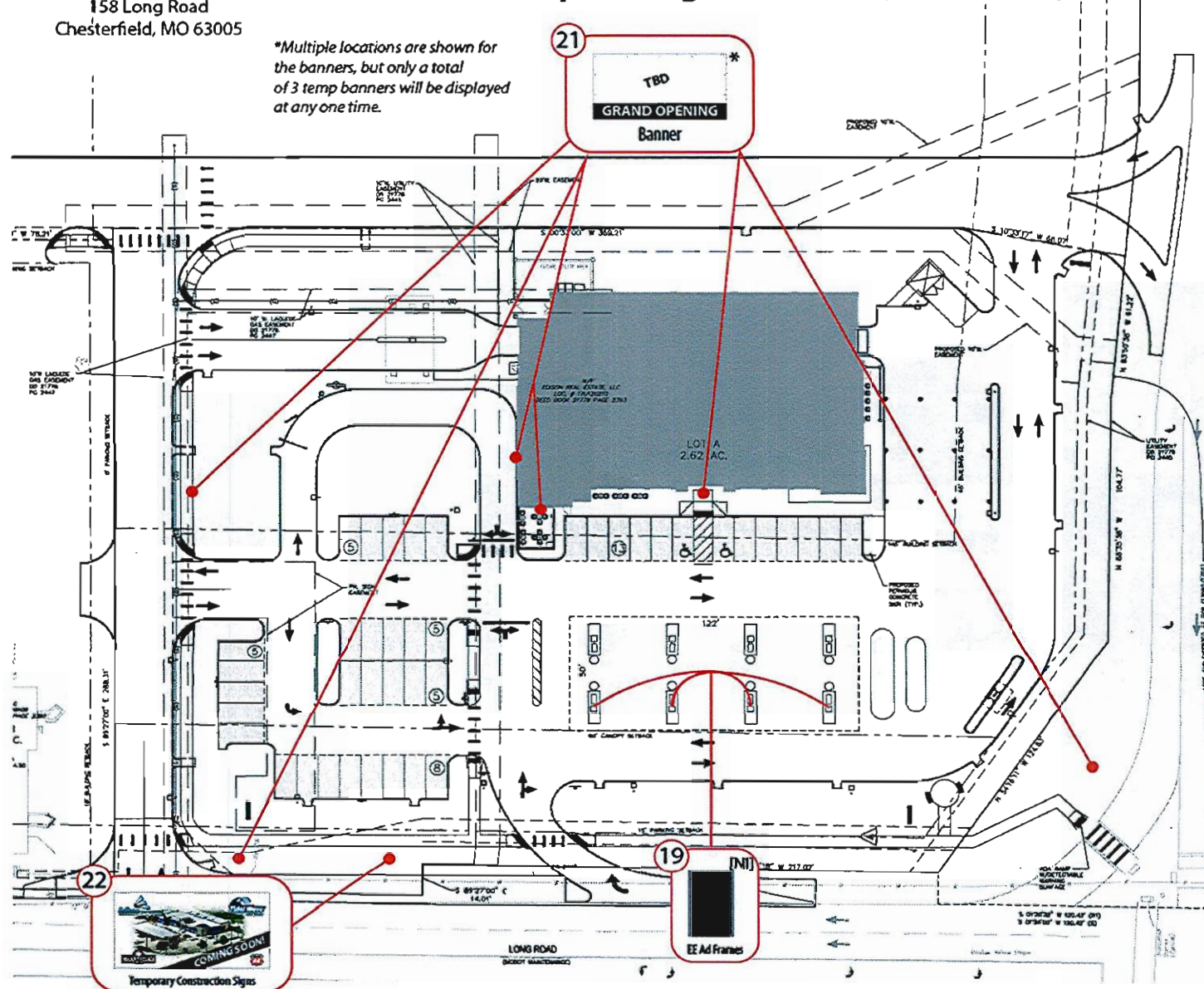
Site Improvement Plans
Edison Express
158 Long Road
Chesterfield, Missouri 63005

HT #
MSD P-30137-00
MSD BASE MAP-17U4

Monarch Center Sign Package
158 Long Road
Chesterfield, MO 63005

Edison Express Sign Site Plan (Continued)

*Multiple locations are shown for the banners, but only a total of 3 temp banners will be displayed at any one time.



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North

(I)= Illuminated
(NI)=Non-illuminated

(1 - 17 See Site Plan on Page 10)

1. North Monarch Center Multi-Tenant Monument Sign (I)
2. Edison Express Multi-Tenant Monument Sign (I)
3. East Monarch Center Multi-Tenant Monument Sign (Not Shown) (I)
4. Tidal Wave Car Wash Entrance Small Directional Sign (I)
5. Tidal Wave Car Wash North Elevation Wall Sign (I)
6. Tidal Wave Car Wash Small Ground Sign (I)
7. Tidal Wave Car Wash South Elevation Wall Sign (I)
8. Tidal Wave Car Wash Exit Small Directional Sign (I)
9. Edison Express Small Wall Sign and Tagline Sign (I)
10. Edison Express Main Entrance Wall Sign (I)
11. McArthur's Bakery Wall Sign (I)
12. Tidal Wave Car Wash Menu Signs (2) (I) & (NI)
13. McArthur's Drive Thru Menus (3) & Order Speaker (1)
14. Wildhorse Dental Existing Wall Signs (I) (2) (Not Shown)
15. McArthur's Awnings (NI)
16. Wildhorse Dental Entrance Sign (I) (1)
17. Wildhorse Dental Wall Cabinet sign (I) (1)
18. Phillips 66 Canopy Signs (I) (3) (See Site Plan on Page 11)
19. Edison Express Product Promotion Frames (Facing East) (NI) (4)
20. Gas Pump Signage (See Site Plan on Page 11)
21. Temporary Signage
22. Temporary Construction Sign (2)

MAISON A. HAMP, P.E. C-10020
DAN COOPER
DAN COOPER, INC., 10020B04

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St. Louis, Missouri 63126
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314.750.1001
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Site Improvement Plans
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158 Long Road
Chesterfield, Missouri 63005

HT #
MSD P-30137-00
MSD BASE MAP-17U4

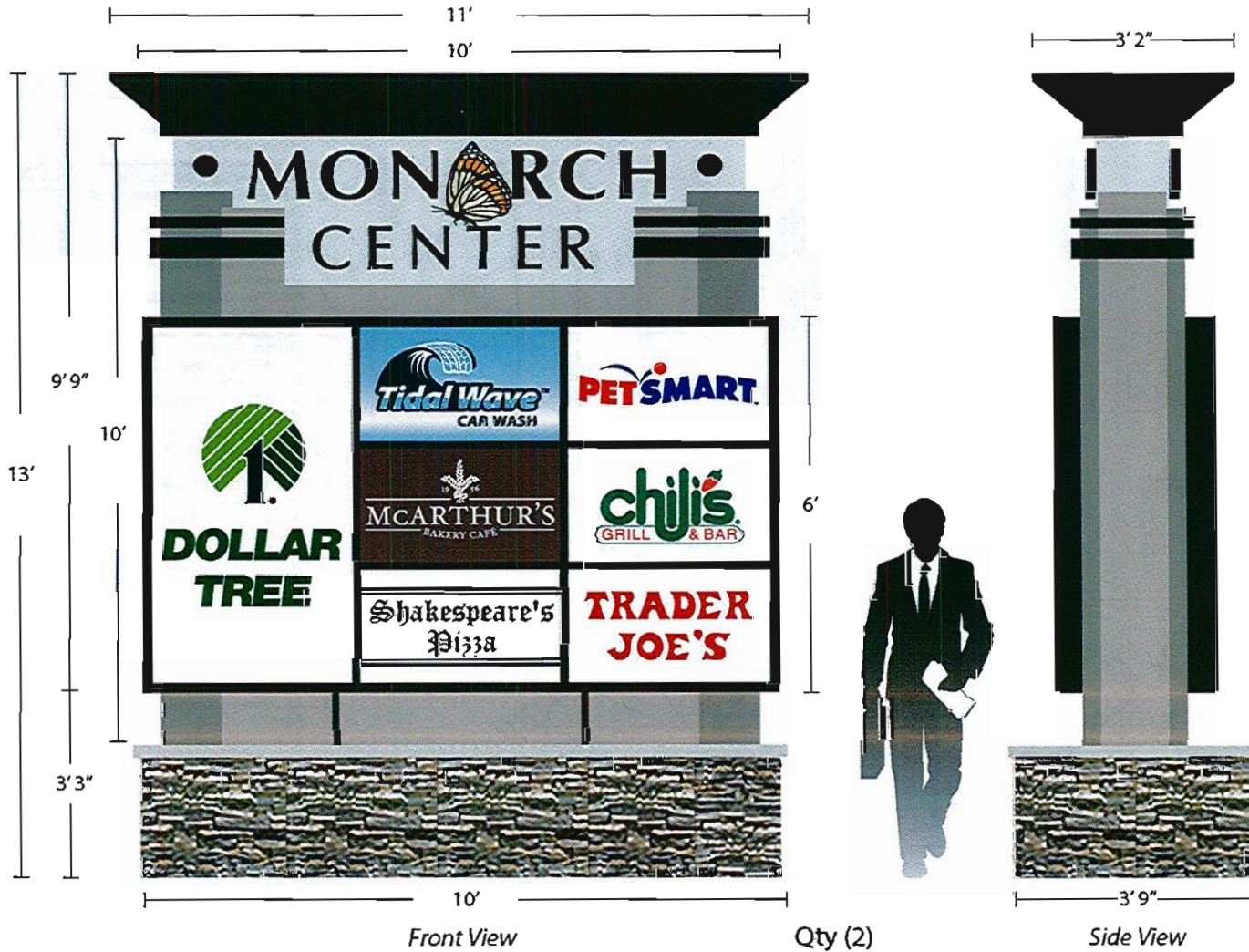
- Extruded aluminum construction
- Halo lit push through acrylic letters
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- Stone base
- UL listed with lockable disconnect switch



Site Map #1 & 3

Two-sided
Illuminated
Tenant
Monument

Sign Area (not including the stone base or decorative roof) = 10' x 10' = 100 sqft

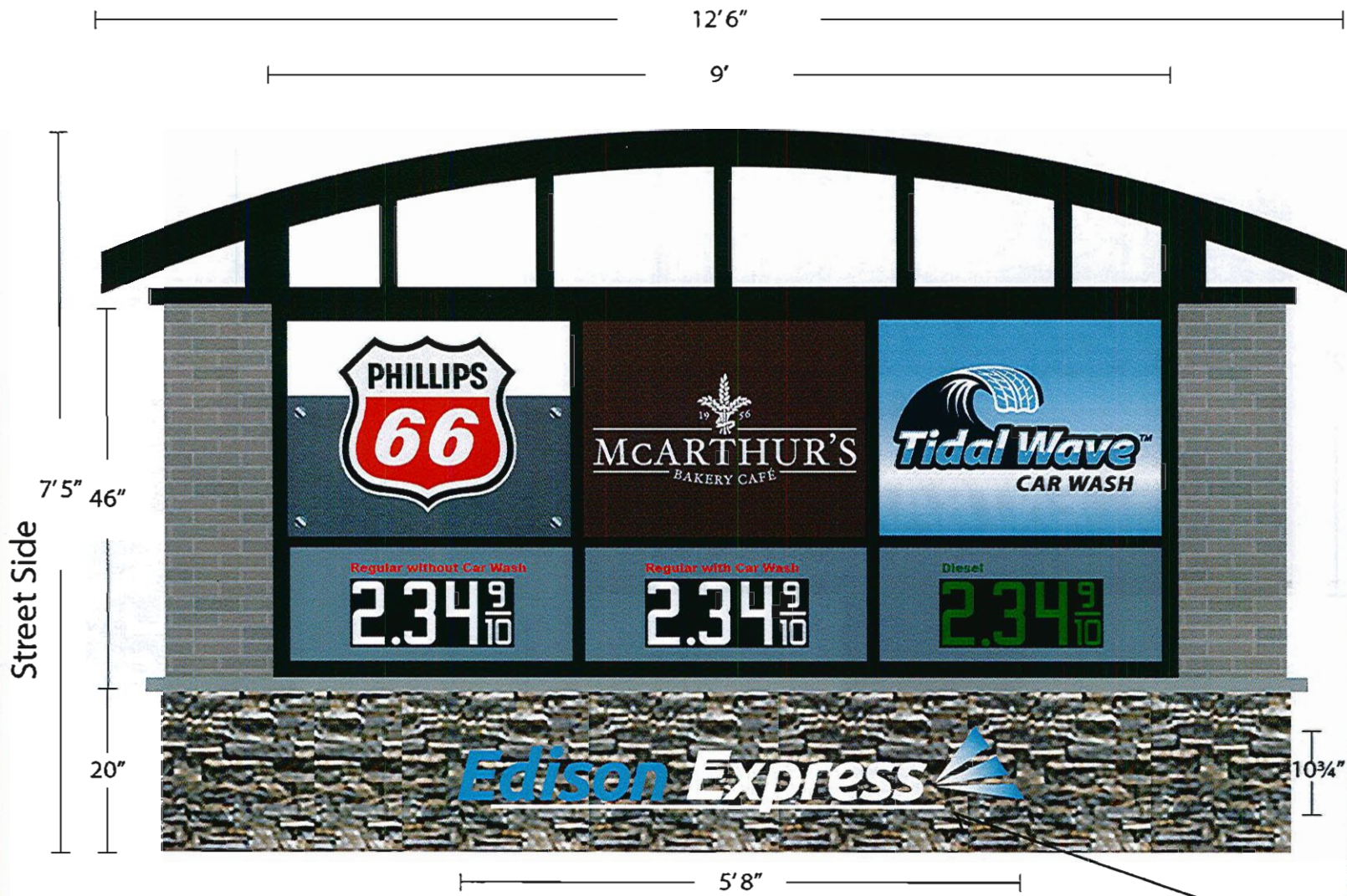


Monarch Center Sign Package

BILL YOUNT SIGNS and Electric

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Street Side

7'5" 46"

20"

12'6"

9'

5'8"

10 3/4"

**Two-sided
Illuminated
Monument Tenant Sign**

- Extruded aluminum roof construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- LED Gas price signs
- Non-illuminated flat cut acrylic letters
- Brick & Stone base
- UL Listed with lockable disconnect switch

Qty (1)

Non-illuminated

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- Extruded Aluminum construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

Site Map #4



*Two-sided
Illuminated
Entrance Directional*

Qty (2)

Monarch Center Sign Package



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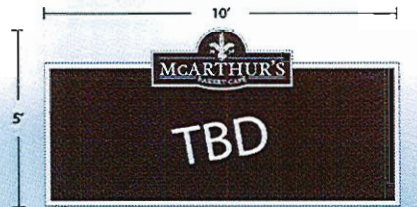
Monarch Center Sign Package

Site Map #5 & #13 & #15



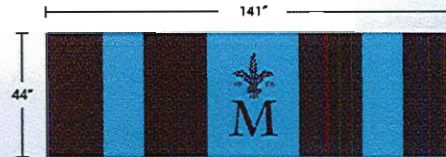
- Aluminum channel construction
- LED internal illumination
- Acrylic face with vinyl graphics
- UL Listed with lockable disconnect switch

Site Map #5



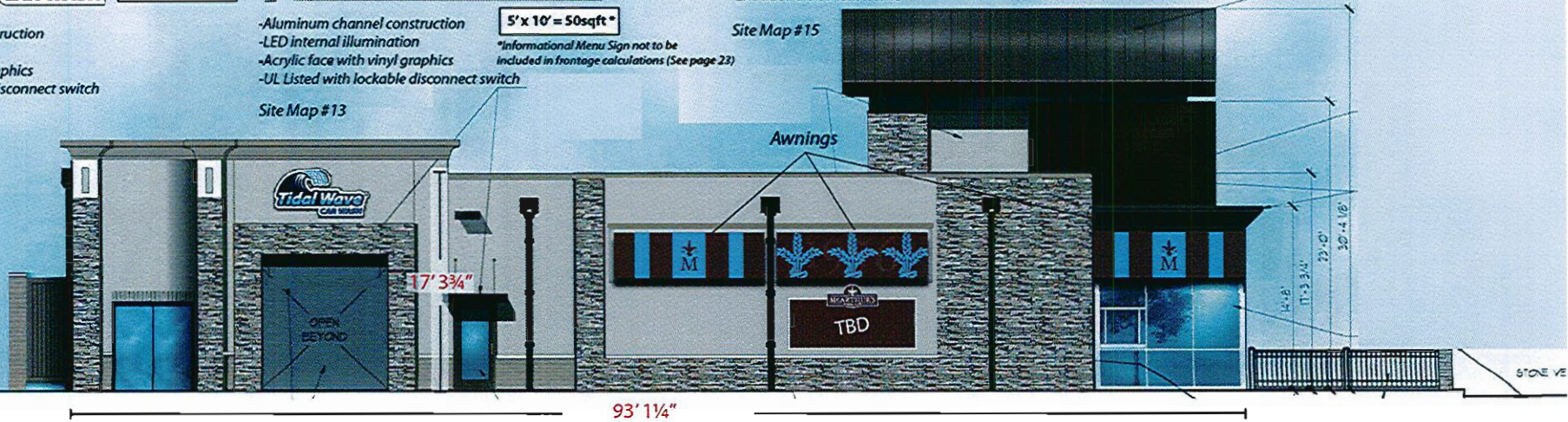
- Aluminum channel construction
- LED internal illumination
- Acrylic face with vinyl graphics
- UL Listed with lockable disconnect switch

Site Map #13



- Printed graphics on vinyl/fabric
- Extruded aluminum frame

Site Map #15



One-sided
Illuminated
Wall Sign

$17' 3\frac{3}{4}'' \text{ h} \times 93' 1\frac{1}{4}'' = 1610.63 \text{ sqft}$

Frontage = 1610.63 sqft

5% = 80.5 sqft

All Signs = 31.3 = 2%

NORTH ELEVATION

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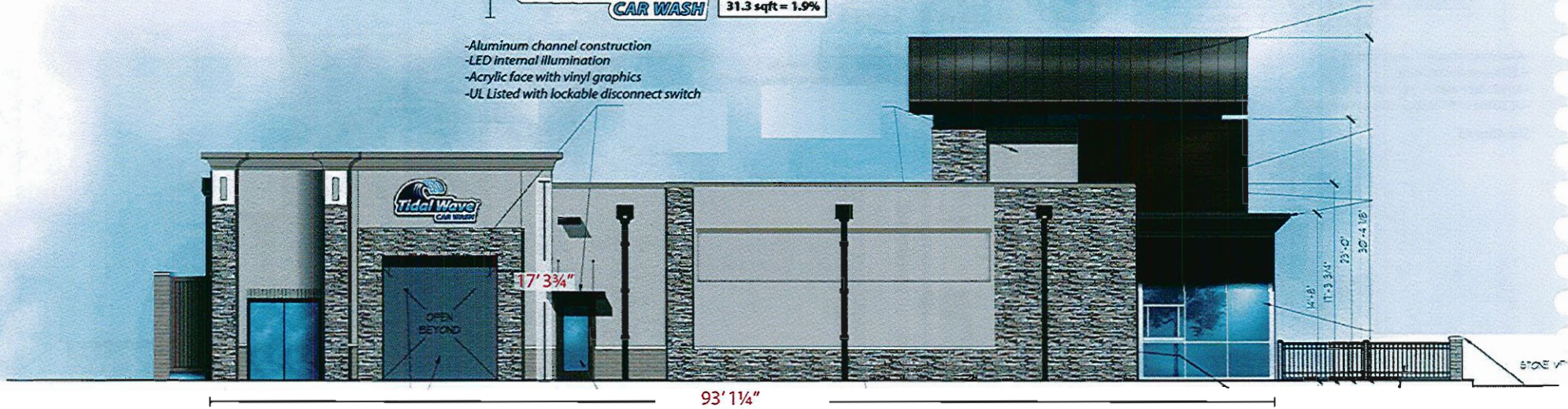
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Monarch Center Sign Package

Site Map #5



- Aluminum channel construction
- LED internal illumination
- Acrylic face with vinyl graphics
- UL Listed with lockable disconnect switch



*One-sided
Illuminated
Wall Sign*

$17' 3/4" \text{ h} \times 93' 1/4" = 1610.63\text{sqft}$

Frontage = 1610.63 sqft

5% = 80.5 sqft

Sign = **31.3 sqft = 1.9%**

NORTH ELEVATION

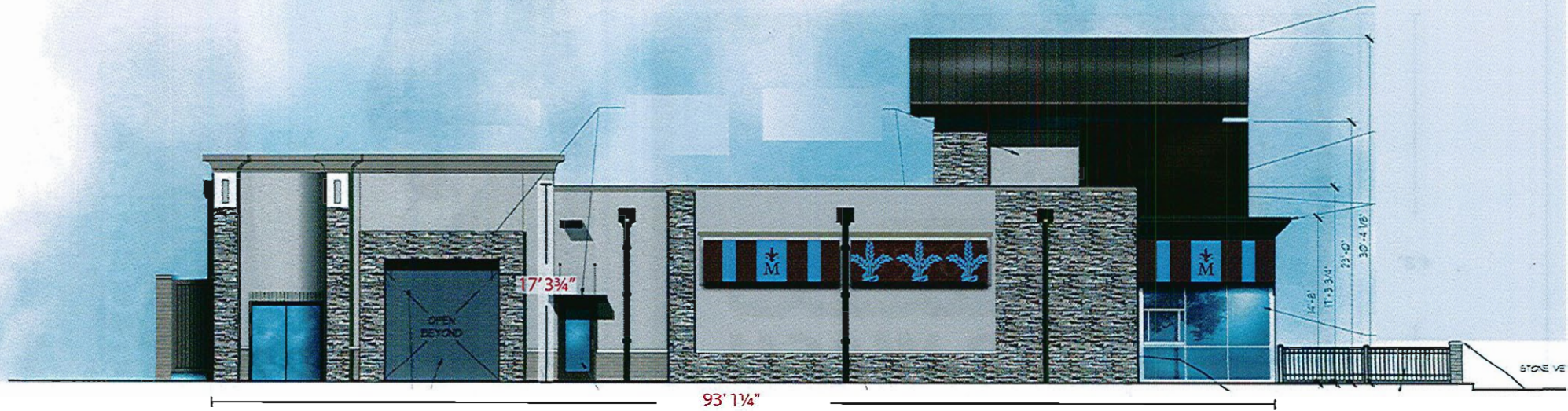
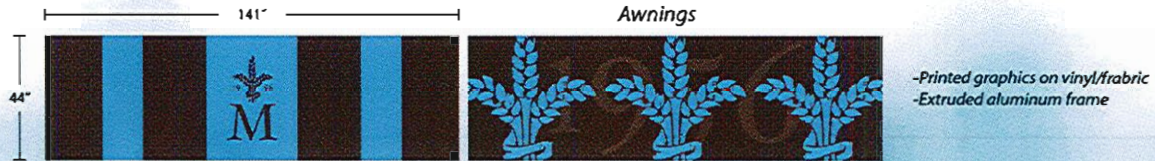
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Monarch Center Sign Package

Site Map #15



$17' 3\frac{3}{4}'' \text{ h} \times 93' 1\frac{1}{4}'' = 1610.63 \text{ sqft}$

Frontage = 1610.63 sqft

5% = 80.5 sqft

NORTH ELEVATION

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- Extruded Aluminum construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

Site Map #6



Two-sided
Illuminated
Small Monument

Monarch Center Sign Package



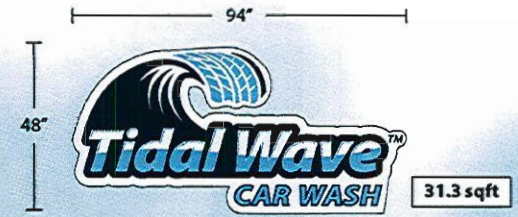
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Monarch Center Sign Package

Site Map #7

- Aluminum channel construction
- LED internal illumination
- Acrylic face with vinyl graphics
- UL Listed with lockable disconnect switch



1" INSULATED, TINTED GLASS IN ALUMINUM FRAME
STONE VENEER

STONE FENCE PIER WITH CAST STONE CAP
METAL FENCE - BLACK

17' 3/4" h x 86' 8 1/2" w = 1501.2 sqft

86' 8 1/2"

Frontage = 1501.2 sqft
5% = 75.06 sqft
Sign = **31.3 sqft = 2%**

*One-sided
Illuminated
Wall Sign*

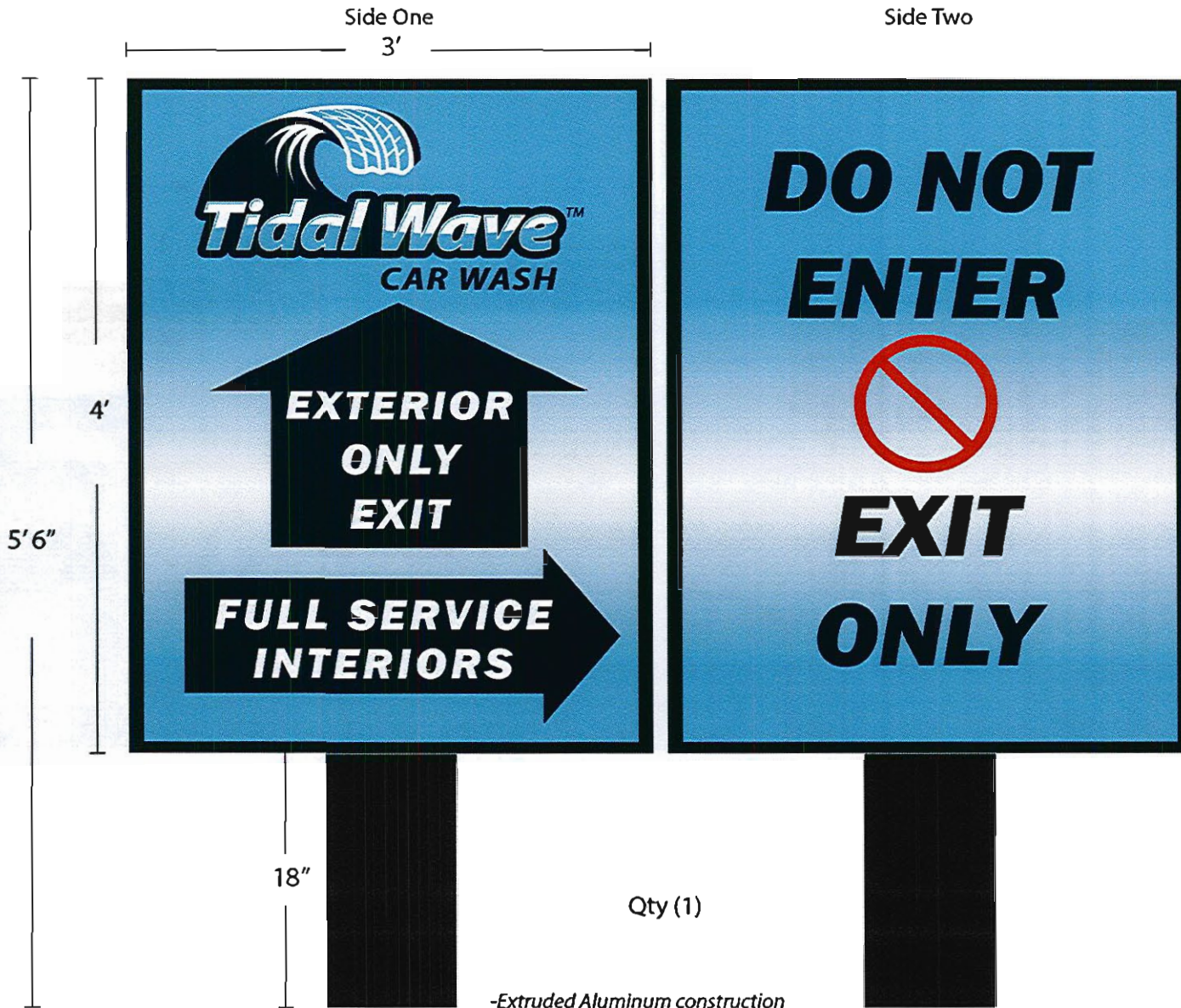


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SOUTH ELEVATION

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Site Map #8



Qty (1)

*Two-sided
Illuminated
Directional Sign*

- Extruded Aluminum construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

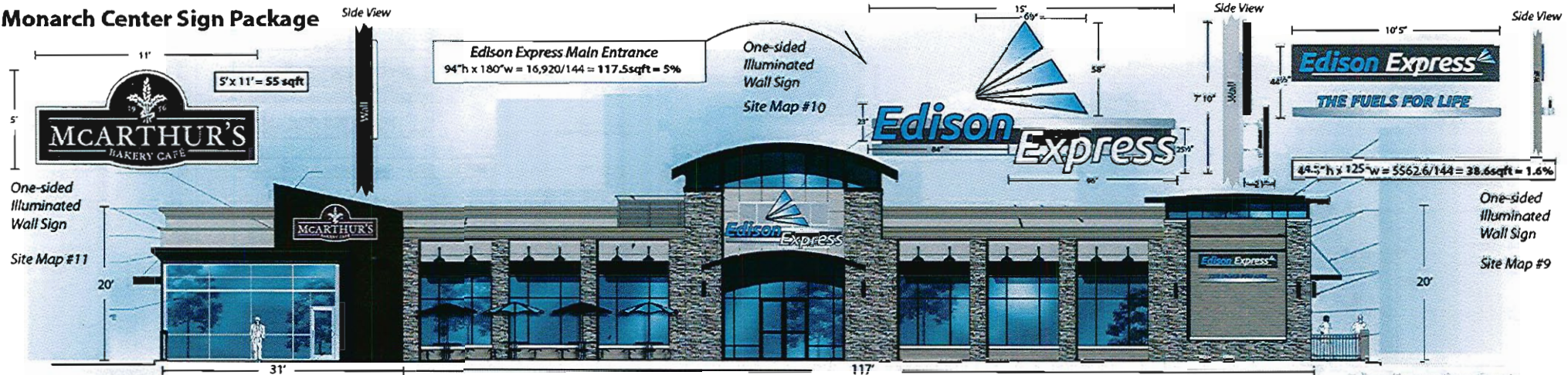
Monarch Center Sign Package



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Monarch Center Sign Package



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 www.BullYountSigns.com

McArthur's Bakery Store Frontage
 20' x 31' = 620 sqft
 5% = 31sqft
 Sign = 55 sqft = 8.9%

Total Frontage = 2960 sqft
 5% = 148
Total Area of ALL Signs = 211.1 sqft = 7.1%

- Extruded Aluminum construction
- LED Internal Illumination
- Internally Illuminated channel letters
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

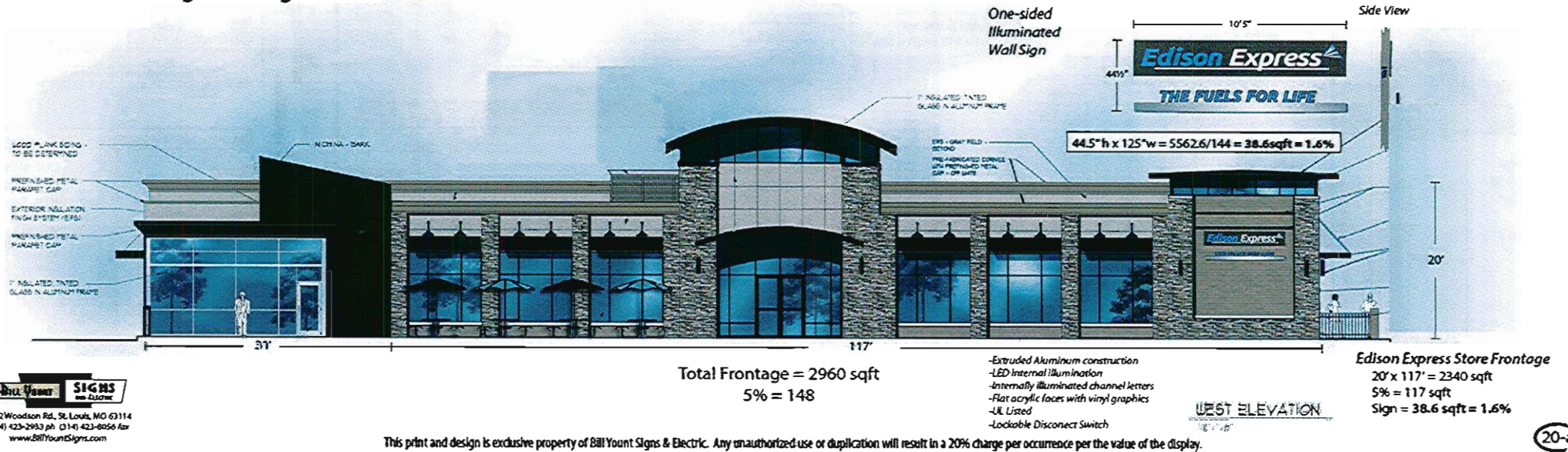
WEST ELEVATION

Edison Express Store Frontage
 20' x 117' = 2340 sqft
 5% = 117 sqft
 Both Signs = 156.1 sqft = 6.6%

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Monarch Center Sign Package

Site Map #9

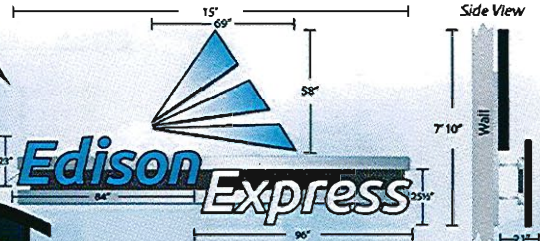


Monarch Center Sign Package

Site Map #10

Edison Express Main Entrance
 94" h x 180" w = 16,920/144 = 117.5sqft = 5%

One-sided
 Illuminated
 Wall Sign



Total Frontage = 2960 sqft
 5% = 148 sqft

- Extruded Aluminum construction
- LED Internal Illumination
- Internally illuminated channel letters
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

WEST ELEVATION

Edison Express Store Frontage
 20' x 117' = 2340 sqft
 5% = 117 sqft
 Sign = 117.5sqft = 5%

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 and Electric
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20-b

Monarch Center Sign Package

Site Map #11

Side View

5' x 11' = 55 sqft = 8.9%

One-sided
Illuminated
Wall Sign

INSULATED TYPED
GLASS WINDOW FRAME



McArthur's Bakery Store Frontage

20' x 31' = 620 sqft
5% = 31 sqft
Sign = 55 sqft = 8.9%

Total Frontage = 2960 sqft
5% = 148 sqft

- Extruded Aluminum construction
- LED Internal Illumination
- Internally Illuminated channel letters
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

WEST ELEVATION

1/8" = 1' - 0"



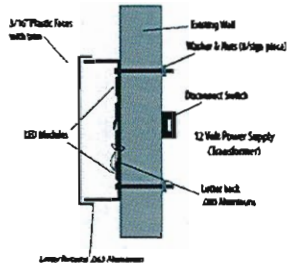
2002 Woodson Rd., St. Louis, MO 63114
(314) 423-2993 ph (314) 423-8050 fax
www.BillYoungSigns.com

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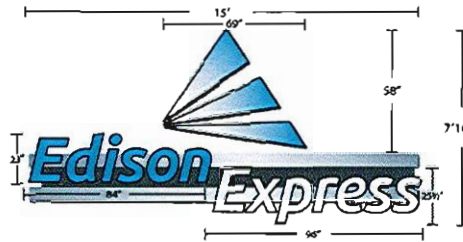
Monarch Center Sign Package



Flush Mounted LED Cabinet Sign

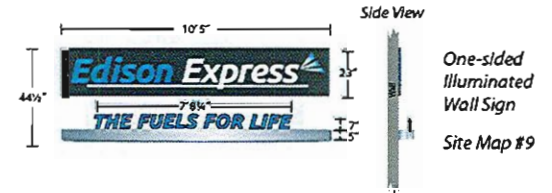
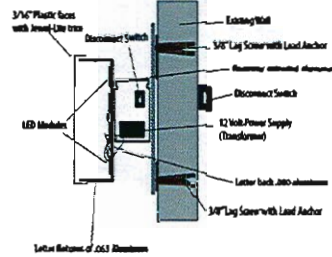


One-sided Illuminated Wall Sign
Site Map #11



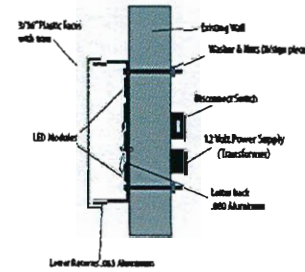
One-sided Illuminated Wall Sign
Site Map #10

Raceway Mounted LED Channel Letters

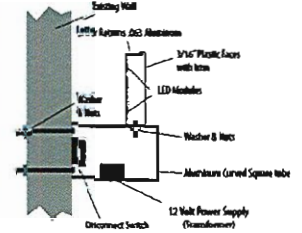


One-sided Illuminated Wall Sign
Site Map #9

Flush Mounted LED Channel Letters
(on non-illuminated aluminum post)

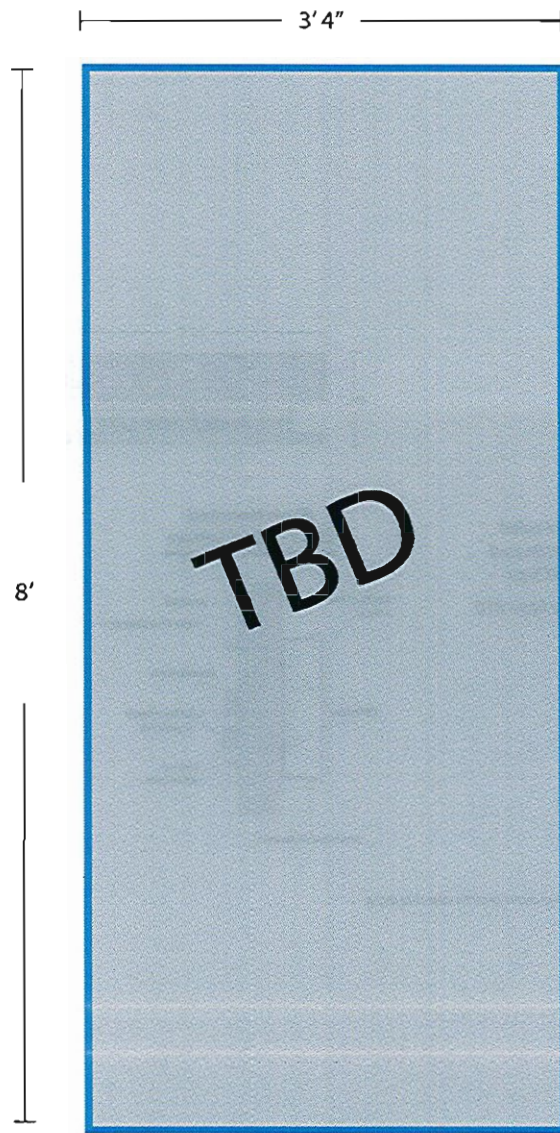


Free Standing LED Channel Letters

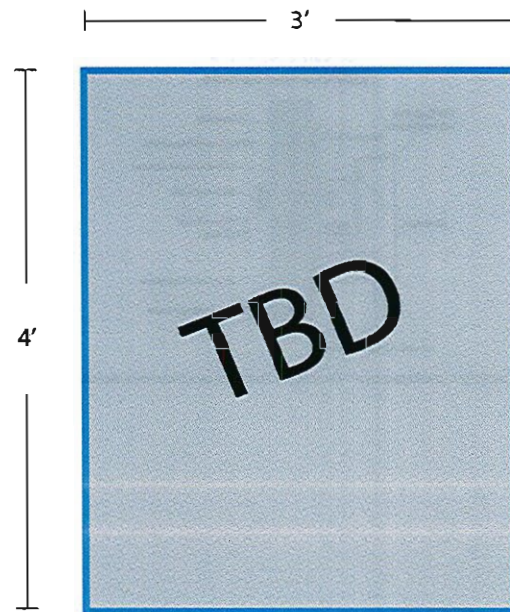


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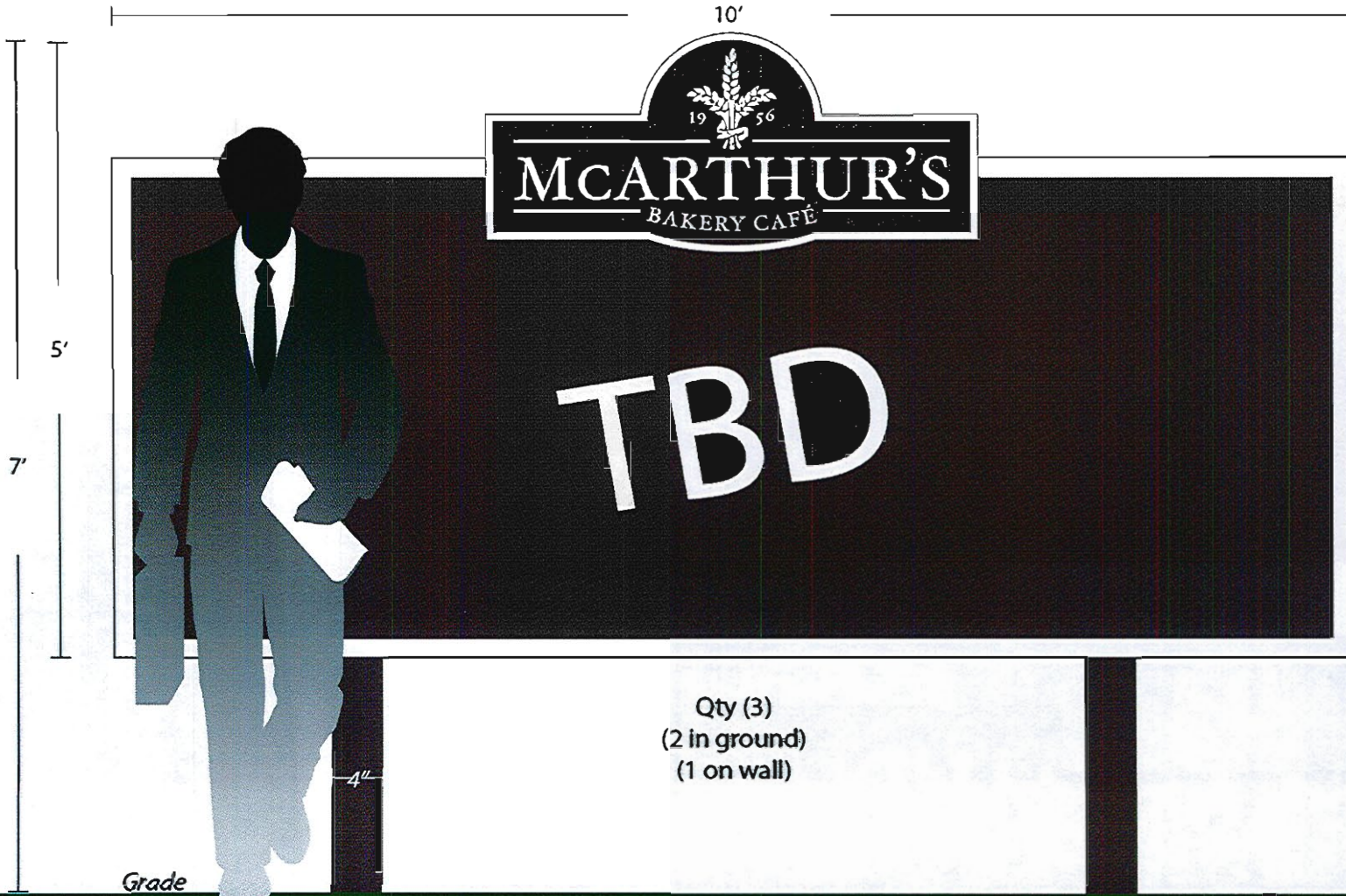
One-sided
Illuminated
Menu Board Qty (2)



Two-sided
Non-Illuminated
Menu Board Qty (1)

Monarch Center Sign Package





Qty (3)
 (2 in ground)
 (1 on wall)

One-sided
 Illuminated
 Menu Board (3)

Concrete

4'

Monarch Center Sign Package

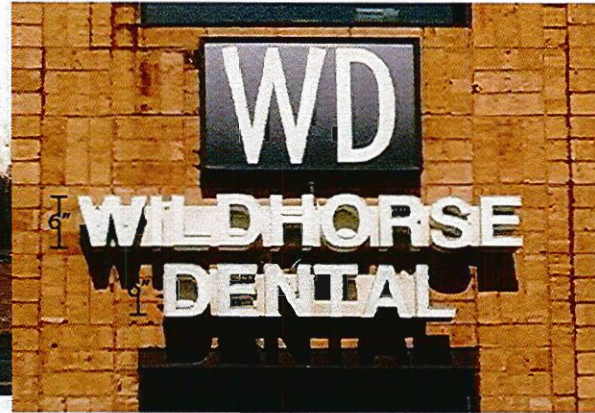


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Existing

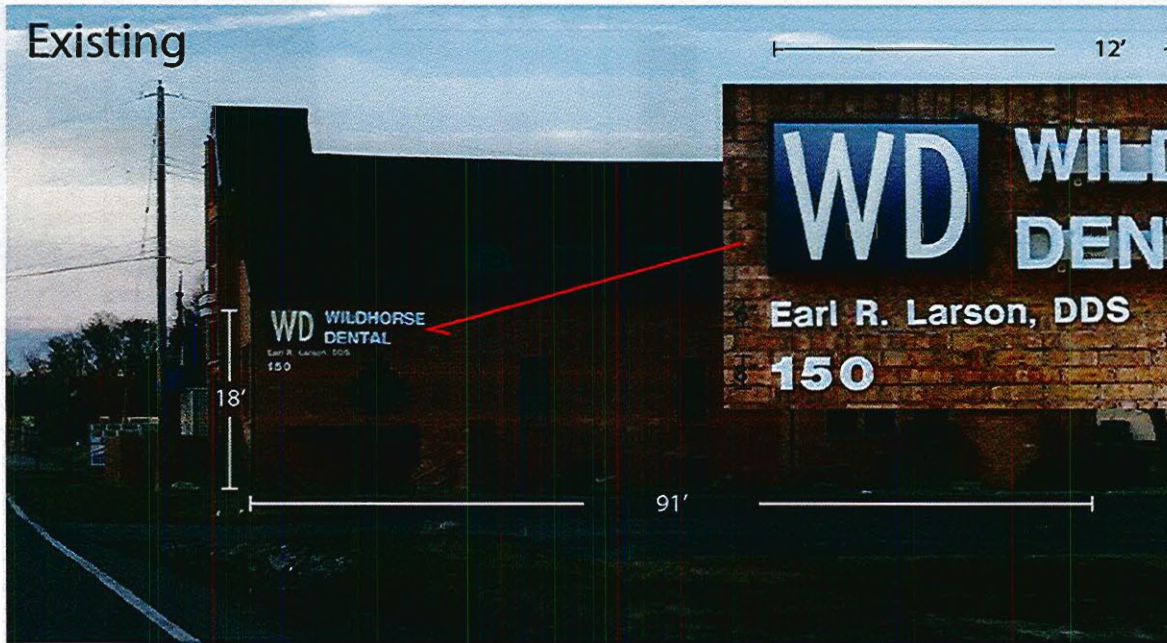


55"

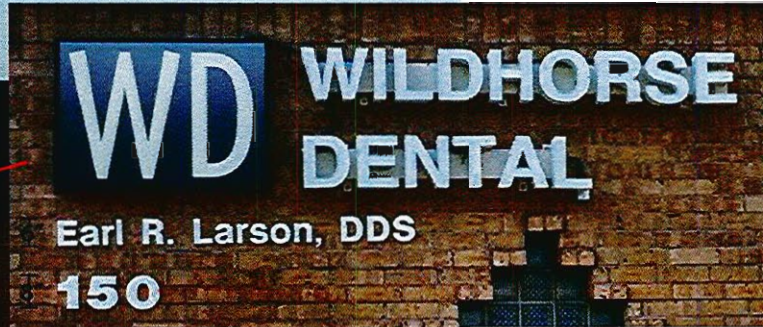


35"

Existing



12'



3'
5'

18'

91'

One-sided
Illuminated
Wall Signs

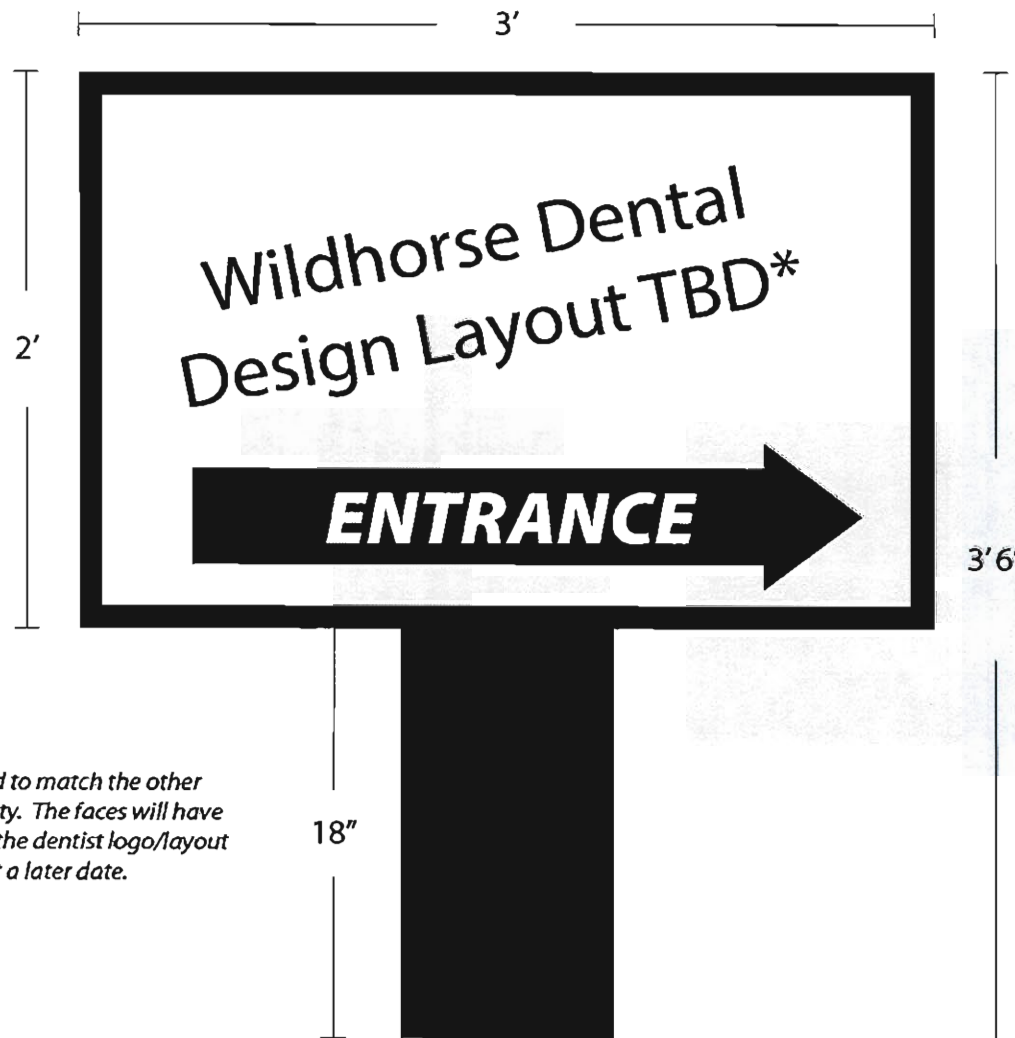
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- Extruded Aluminum construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

Site Map # 16



**This sign will be constructed to match the other directional signs on the property. The faces will have the same entrance arrow, but the dentist logo/layout will be determined at a later date.*

Qty (2)

**Two-sided
Illuminated
Entrance Directional**

Monarch Center Sign Package



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118"

Site Map #17

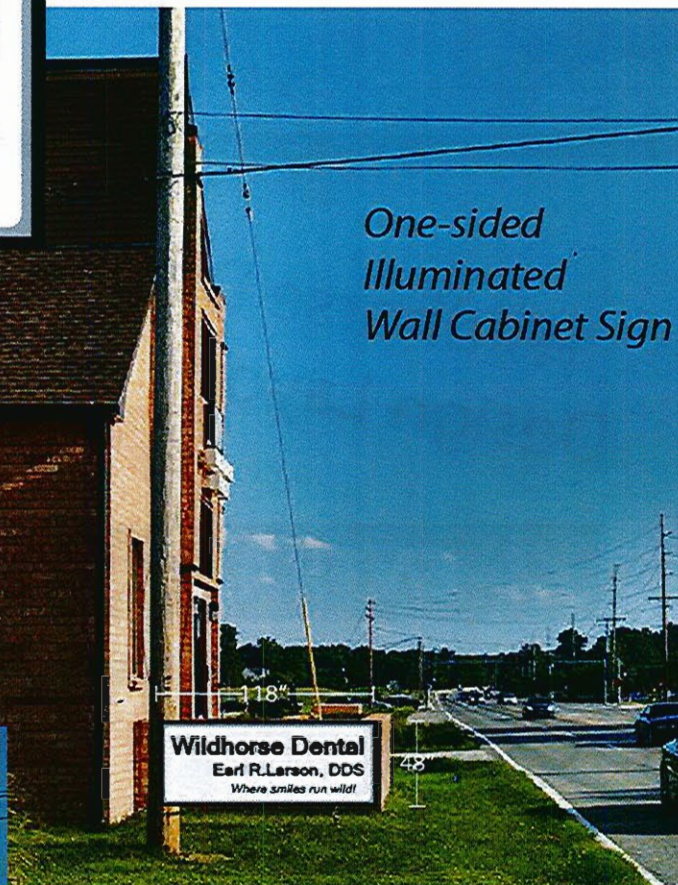
Wildhorse Dental

Earl R. Larson, DDS

Where smiles run wild!

48" x 118" = 5,664/144 = 39.3 sqft

*One-sided
Illuminated
Wall Cabinet Sign*

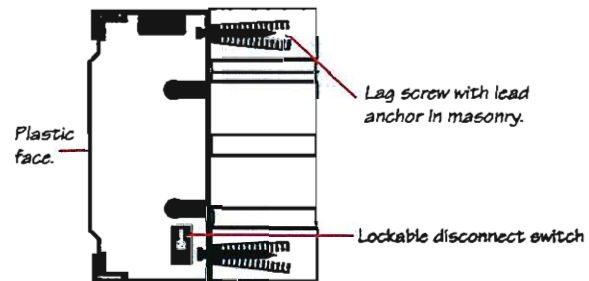


Proposed



Existing

Qty (1)



Extruded Aluminum Frame.

Monarch Center Sign Package

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Qty (3)

*Internally Illuminated
Contour Cabinet Sign for
Gas Canopies*

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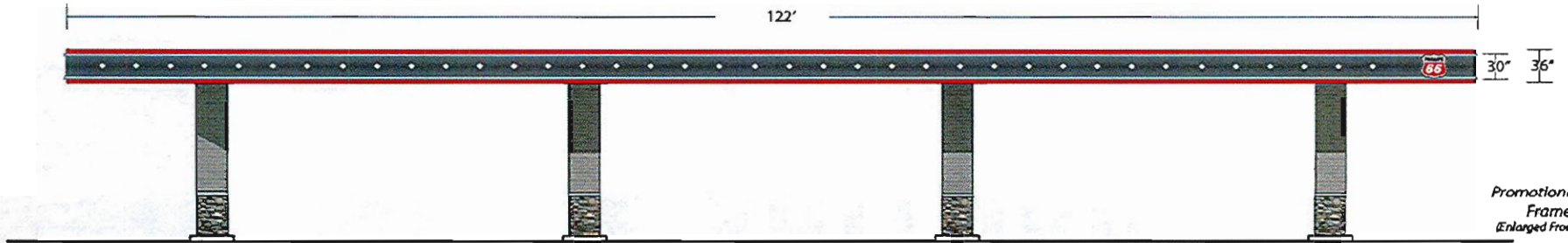
Monarch Center Sign Package



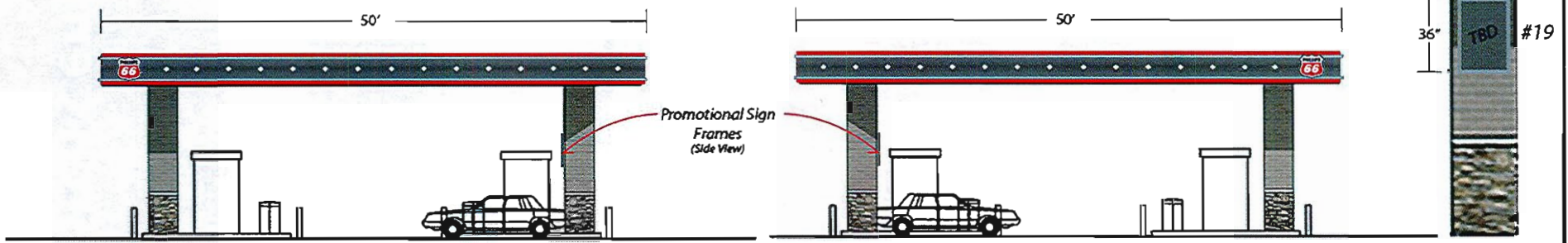
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Site Map #18 & #19



West Elevation



South Elevation

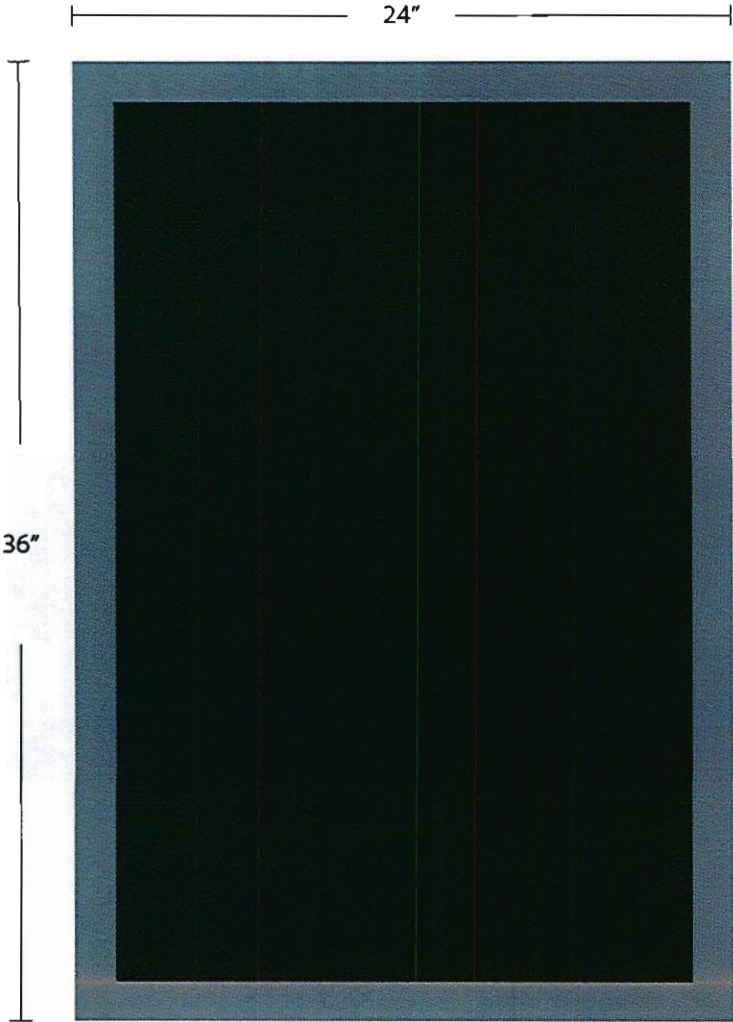
North Elevation



Edison Express
158 Long Road
Chesterfield, MO 63005



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Qty (4)

*One-sided
 Non-Illuminated
 Product Promotion Frames (4)*

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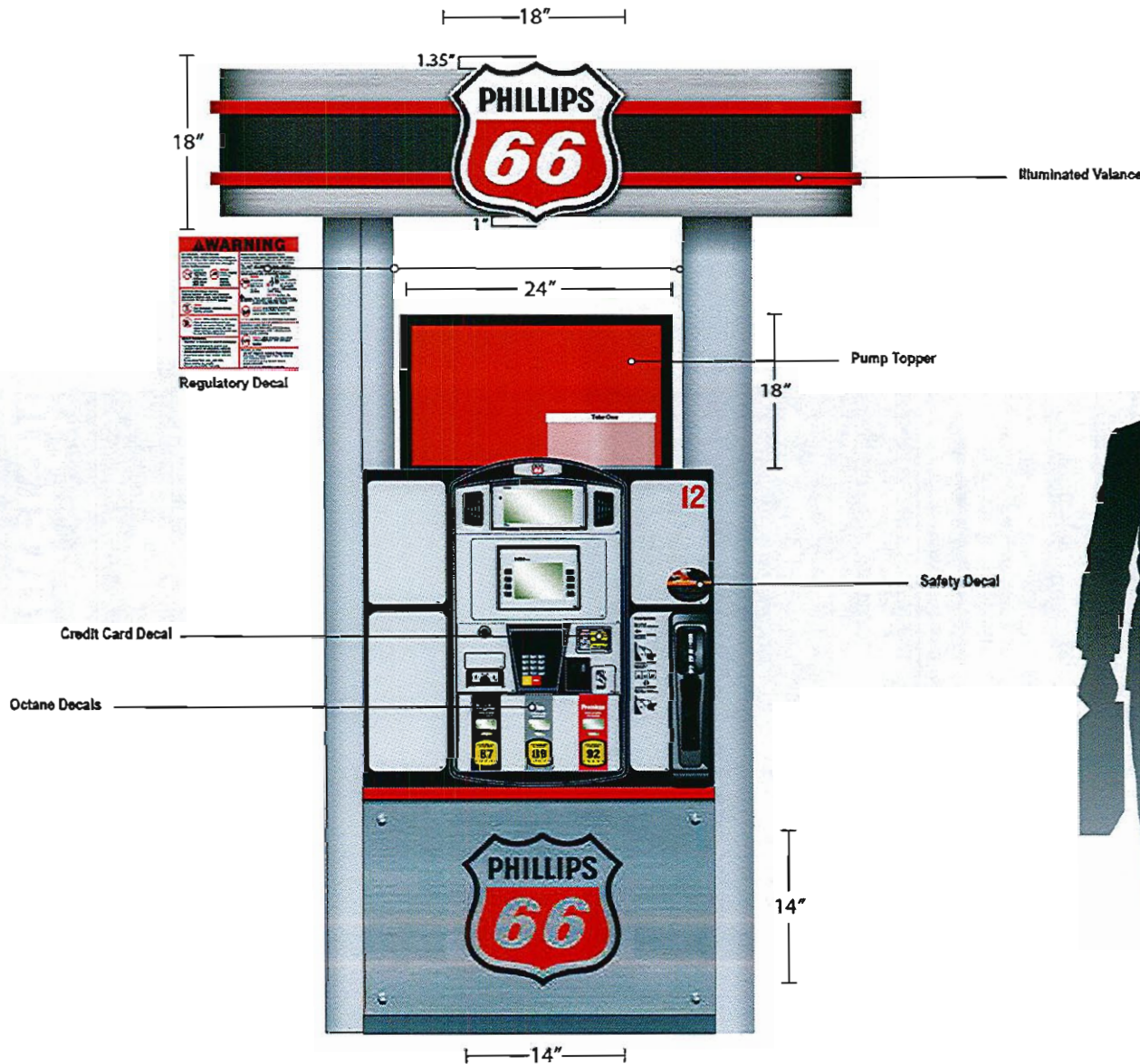
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Site Map #20



Gas Pump Signage for 8 Pumps (two-sided)

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**Multiple locations are shown on Temporary Sign Site Plans, but only a total 3 temp signs will be displayed at any one time.*

Site Map #21



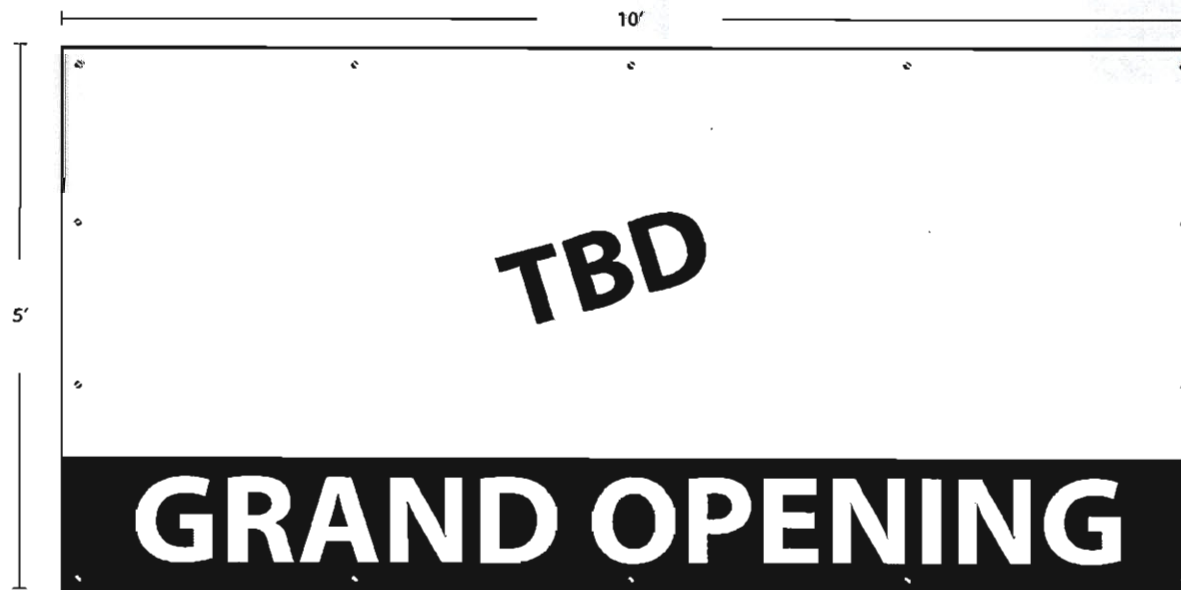
Up to 50sqft



Monarch Center Sign Package

SAMPLE

Qty (3)*



Vinyl Banner

SAMPLE



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10'

5'



Qty (2)

One-sided
 Non-Illuminated
 Dibond Panels (2)

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Monarch Center Sign Package

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 and Electric

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