

Planning Commission Staff Report

Project Type:	Amended Sign Package
Meeting Date:	November 9, 2020
From:	Chris Dietz, Planner
Location:	6 McBride and Son Center Dr.
Description:	<u>McBride & Son Center, Lot 3 (Medical Building) Sign Package:</u> A request to amend a sign package for a medial office building on a 1.69-acre tract of land located southwest of the intersection of Boone’s Crossing and Interstate 64 (17U610106).

PROPOSAL SUMMARY

Dr. William Goldstein has submitted a request to amend an existing sign package for a medical office building located within the McBride and Son Center subdivision.

The purpose of a sign package is to provide comprehensive and complementary signage. 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 Unified Development Code in Section 405.04.050 defines a series of permitted signs in which Staff can approve for a development within the City if the proposed signs meet the standard signage requirements.



Figure 1: Subject Site

In the event a development would like to seek flexibility from standard signage requirements as stated above, they may submit a request for a sign package in accordance to Section 405.04.050. This amended sign package would replace the existing sign package and establish new criteria for Lot 3 of the McBride and Son Center subdivision, including wall signage along each elevation of the building and freestanding signage on the site.

HISTORY OF SUBJECT SITE

- 1985 – St. Louis County Ordinance 12,192 rezoned the site from “NU” – Non-Urban District to “C-8” – Planned Commercial District.
- 2001 – A Site Development Section Plan was approved for the development of a medical office building for Lot 3 of the subdivision (#6 McBride & Son Corporate Center).
- 2001 – A sign package including two (2) wall signs (north and south elevations) and a freestanding monument sign along I-64 were approved for Lot 3.
- 2008 – The Site Development Section Plan was amended twice: Once to add a tenant entrance on the west elevation and again to show the location of a proposed second freestanding sign.
- 2009 – Sign permit applications were approved for both the second freestanding sign and wall sign over a tenant space (west elevation) for the site.

SUBMITTAL OVERVIEW

The applicant is requesting to amend the existing sign package to establish new signage criteria for Lot 3 of the McBride and Son Center subdivision. This sign package would allow for a total of seven (7) signs: five (5) wall signs on the building and two (2) freestanding signs of varying dimensions on site, both of which exist today. All signage not specifically listed in the sign package shall comply with the sign provisions of the Unified Development Code. The amended sign package can be broken down into two (2) areas: Wall Signage and Freestanding Signage as described below.

Wall Signage

The amended sign package proposes two (2) wall signs on the north elevation, which when combined would not exceed 5% of that elevation’s façade. The south, east and west facades of the building would each be allowed one (1) sign. All facades will have a maximum signage area not to exceed 5% of the façade area. A table summary of the requested sign package is detailed below:

Location	Signage
North Elevation	2 Wall Sign boxes, when combined not to exceed 5% of building face area (212 sq. ft.)
South Elevation	1 Wall sign, not to exceed 5% of elevation area (212 sq. ft.)
East Elevation	1 Wall sign, not to exceed 5% of elevation area (131.62 sq. ft.)
West Elevation	1 Wall sign, not to exceed 5% of elevation area (131.62 sq. ft.)

Table 1: Wall Signage

The images below provide the proposed quantity and criteria of each elevation:



Figure 2: North Elevation

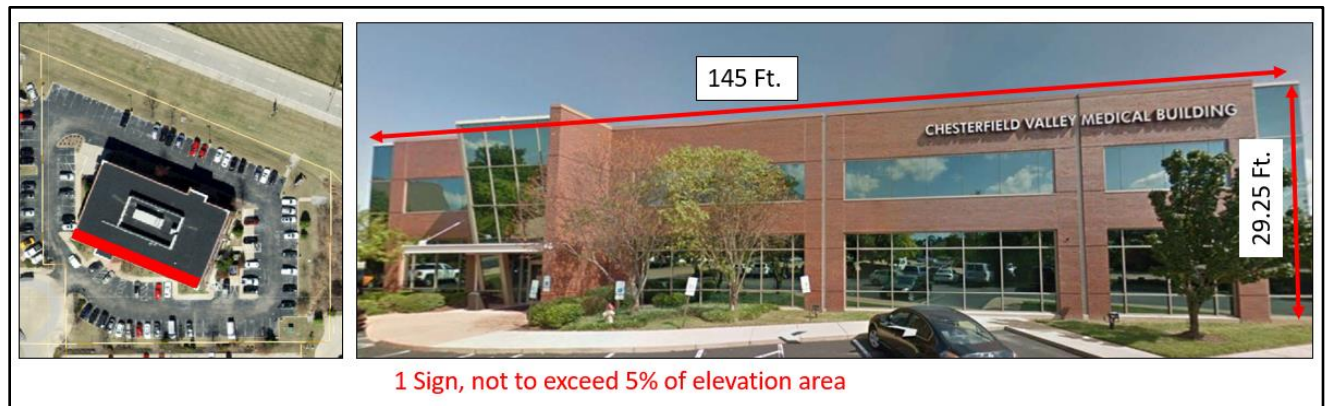


Figure 3: South Elevation



Figure 4: East Elevation



Figure 5: West Elevation

Freestanding Signage

In addition to wall signage, the sign package would also establish requirements for freestanding monument signage. The proposed amended sign package would retain the allowance for two (2) freestanding signs on this lot, with one totaling 7’4” in height and the other totaling 6’0”. Both signs would be allowed a maximum of 50 square feet with only one (1) such sign allowed along each roadway.

Location	Height	Maximum Area
I-64 Frontage	7’4”	50 Sq. Ft.
Boone’s Crossing Frontage	6’0”	50 Sq. Ft.

Table 2: Freestanding Signage

Figure 6 below specifies the location and criteria for each freestanding sign included in the amended sign package:

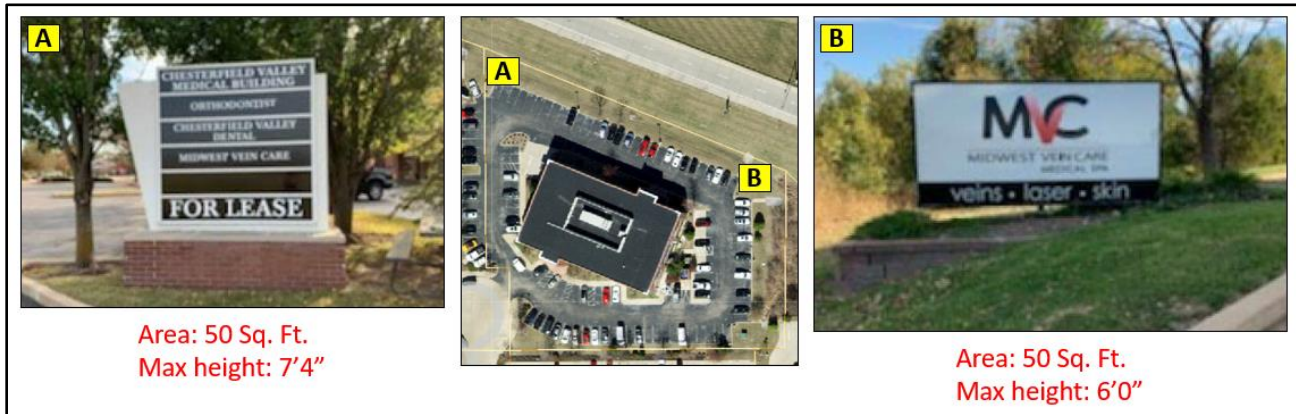


Figure 6: Freestanding Signs

STAFF ANALYSIS

Section 405-01-050 of the Unified Development Code states that consideration of flexibility in sign criteria is based on a number of review factors, including, but not limited to, the physical impact of the proposed comprehensive sign package, the quality of the proposed comprehensive sign package, and mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts. This site has an existing sign package that was approved in 2001 for a freestanding sign along I-64 and two wall signs on each of the north and south

elevations of the building. The proposed amended sign package would replace the current criteria of the existing sign package. Both wall and freestanding signage identified in this request are discussed in detail below.

Wall Signage (Staff Input)

UDC Sign Regulations allow one (1) wall sign on any two (2) walls of a building. In addition to this wall signage, the UDC allows individual tenants with both exterior public access to that tenant space to be allowed one (1) sign on the exterior wall of that tenant space. The UDC further states that wall signs shall have a maximum of five percent (5%) of the building’s facade area, not to exceed 300 square feet.

The proposed amended sign package would allow one (1) wall sign on each of the south, east and west building façade and two (2) signs anywhere on the north façade facing I-64, with a total signage area not to exceed 5% of each elevation’s façade area.

Freestanding Signage (Staff Input)

Code states that each developed lot is allowed one (1) freestanding sign facing each roadway on which the lot has frontage, with a maximum height not to exceed six (6) feet in height above the average existing finished grade at the base of the sign, or the elevation of the adjacent street, whichever is higher.

The site currently has two (2) freestanding signs, located in the northwest corner of the lot along I-64, and the other located in the northeast corner, along Boone’s Crossing. These signs’ dimensions would be incorporated into the proposed sign package criteria. The location of any freestanding signage would need to comply with the location shown on the approved Site Development Section Plan. In addition, the UDC states that all freestanding signage must be adequately landscaped. The sign along I-64 currently lacks landscaping, and the applicant has stated in the project narrative that this issue will be resolved.

NARRATIVE STATEMENT

The applicant provided the required narrative statement in conjunction with the sign package. Within the narrative, the applicant states that all signage within the development shall be in conformance with the comprehensive sign package. It states that all tenants, businesses, and owners within the development shall receive a copy of the comprehensive sign package from the owner at the time of lease/sale, and any signage not specifically identified within the comprehensive sign package shall conform to the Unified Development Code.

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 to amend the sign package for McBride and Son Center, Lot 3 (Medical Building).

MOTION

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

- 1) "I move to approve (or deny) the Amended Sign Package for McBride & Son Center, Lot 3 (Medical Building), as presented."
- 2) "I move to approve the Amended Sign Package for McBride & Son Center, Lot 3 (Medical Building) with the following conditions..." (Conditions may be added, eliminated, altered or modified)

Attachments: Amended Sign Package Packet

Sign Package Narrative – Chesterfield Professional Medical Building

This sign package request is for the building located at 6 McBride & Son Center Drive; Chesterfield, MO 63017 known as the Chesterfield Valley Professional Building. The building currently has an entrance on each side of the building with 2 sides being lobby entrances, and 2 sides being tenant specific entrances. There currently is a sign on each side matching and/or reflecting the respective entrance. It is relevant to note that the building sign on the East side of the building was originally a patient entrance and met compliance at the time but has been changed to an employee entrance over the years it has been there. There are also 2 monument signs on the Northwest corner (sized 115" x 108") and Northeast corner (sized 68" x 120") of the building. Each monument sign will be adequately landscaped.

We are requesting a change to the sign regulations for this parcel that would allow for one additional building sign on the North facing side of the building; with the total sign block amount not to exceed 5% of the area of the North side of the building. We are further requesting that the sign block be allowed to be placed in the optimal and logical position centered on the building and not directly next to the current sign. Attached to this application is the rendering of the sign as proposed and the preferred location on the face of the building.

The North face of the building is 4,241.25 sq. ft. 5% of the building face is 212.06 sq. ft. The current sign is 44.17 sq. ft. and the proposed additional sign is 82.75 sq. ft. That puts the total at 126.92 sq. ft. or just under 3% of the building space.

Please note that:

- 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 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.

The attached rendering shows the location, size, and height of the proposed sign. The sign is made of aluminum and black in color. The lettering (and/or sign face) is composed of acrylic and is white and red complimenting the existing brick facade.

The Illumination of the sign conforms to Section 04-03 of the Unified Development Code and will be illuminated at night by LEDs behind the acrylic letters. The aluminum channels housing the LEDs will prevent any light leakage in any direction. The sign lighting is also UL listed.



West Side



South Side



North Side



East Side

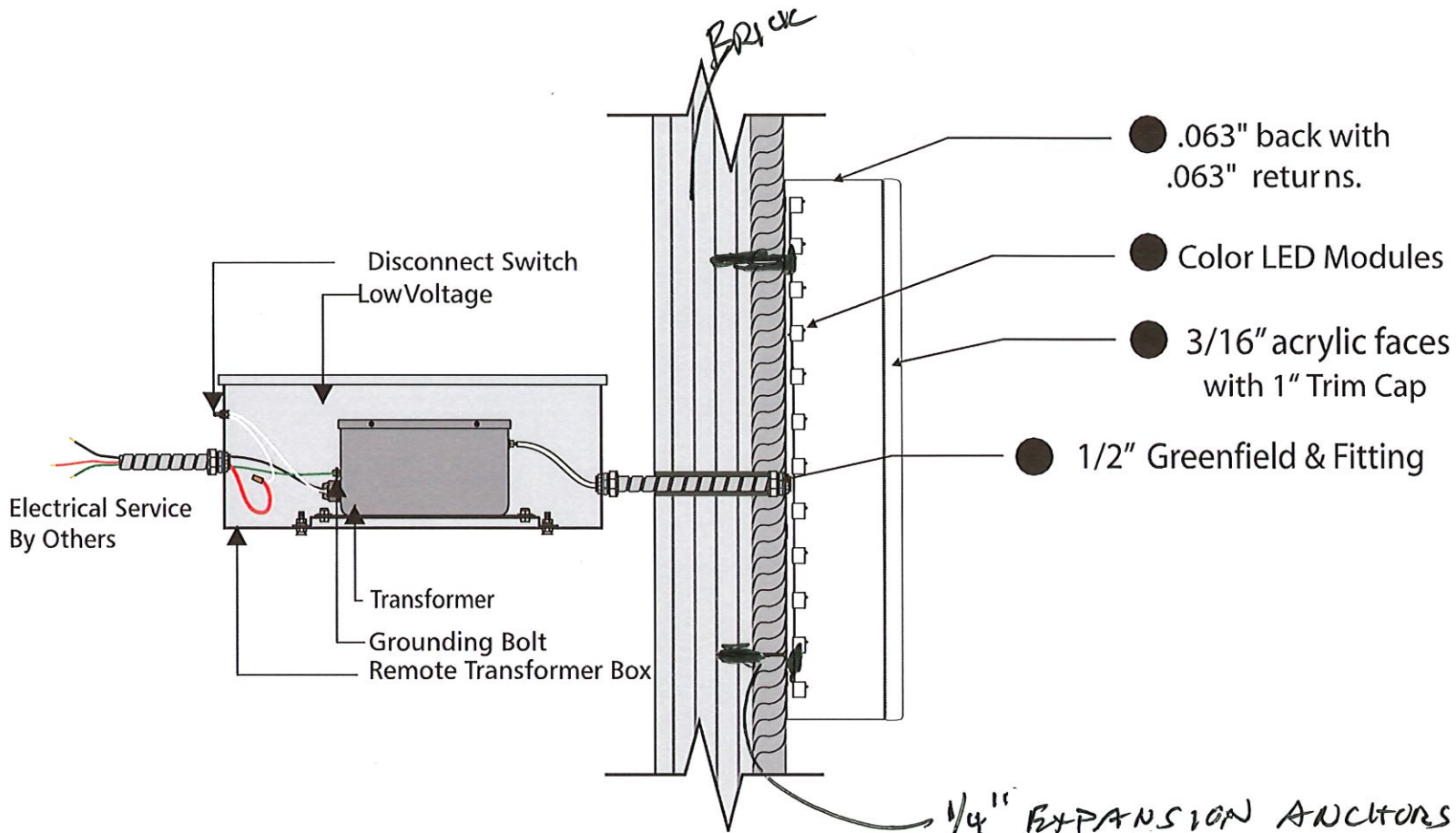


NW Monument Sign



NE Monument Sign

Typical Flush Mount Channel Letters with LED's



● Section View
Not To Scale

DALE-SIGN
Dale Sign Service
 13652 MANCHESTER ROAD
 ST. LOUIS, MO 63131
 314-966-2620
 www.dalesigns.com

RECEIVED
 City of Chesterfield
 Oct 21 2020
 Department of Public Services

1 - SET FLUSH MOUNT LED ILLUMINATED CHANNEL LETTERS



SALESMAN
Dennis Caldwell

DATE
9-28-2020

CLIENT
MVC Medical Spa

PROJECT
Channel Lettering Raceway

LOCATION
6 McBride & Sons Center Drive Suite 201

SCALE
No Scale



Signage allowed = 212.07 SQFT
 Existing Sign Size is 1.46'x30.25' = 44.17SQFT
 MVC Sign = 36"x331" = 11,916÷144=82.75
 Total SQFT = 126.92

CHANNEL LETTERS
 3/16 WHITE ACRYLIC FACES
 1" BLACK TRIM
 5" DEEP BLACK ALUM. RETURNS
 LED ILLUMINATION
 UL LISTED
 LOGO - V-RED FADE PRINTED

OWNER APPROVAL _____ LANDLORD APPROVAL _____



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13652 Manchester Rd.
 Saint Louis, MO 63131
314-966-2620

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