



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:	November 13, 2017
From:	Mike Knight, Project Planner
Location:	North side of North Outer 40 Road and east of Boone's Crossing.
Description:	<u>Topgolf (16851 N Outer 40) Sign Package:</u> A request for a Sign Package to establish sign criteria for the Summit – Topgolf Development, Lot B for a 14.75 acre tract of land zoned “PC” Planned Commercial District located north of North Outer 40 Road and east of Boone's Crossing.

PROPOSAL SUMMARY

National Retail Properties, LP has submitted a request for a Comprehensive Sign Package for their parcel, which is 14.75 acres in size. In accordance with the Unified Development Code (UDC), if approved, the proposed Sign Package would serve as the site specific sign regulations for the property.

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.” This request consist of three (3) signs located on the Topgolf property: one business identification sign attached to the northern exterior elevation, one address numeral sign attached to the northern exterior elevation and one free standing monument sign. The area that is beyond a typical sign permit application that requires Planning Commission approval would be that the monument sign is above 6 feet in height and 50 square feet in the total outline area. Section 31-04-05 of the UDC states that the maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet in outline area and/or twenty (20) feet in height above the average existing finished grade elevation at the base of the sign subject to Planning Commission approval.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

The subject site depicted in Figure 1 below was zoned a new “PC” Planned Commercial District by changing the boundaries of two (2) existing “PC” Planned Commercial Districts for a 22.2 acre tract of land located north of North Outer 40 Road and east of Boone's Crossing. On May 8th, 2017 Planning Commission approved a Site Development Section Plan, Landscape Plan, Lighting Plan, Architectural Elevations, and Architect's Statement of Design for a 14.75 acre tract of land zoned within the same

“PC” Planned Commercial District for Lot B (Topgolf) of the 22.2 acre Summit – Topgolf subdivision. This subdivision is governed by City of Chesterfield ordinance 2932.

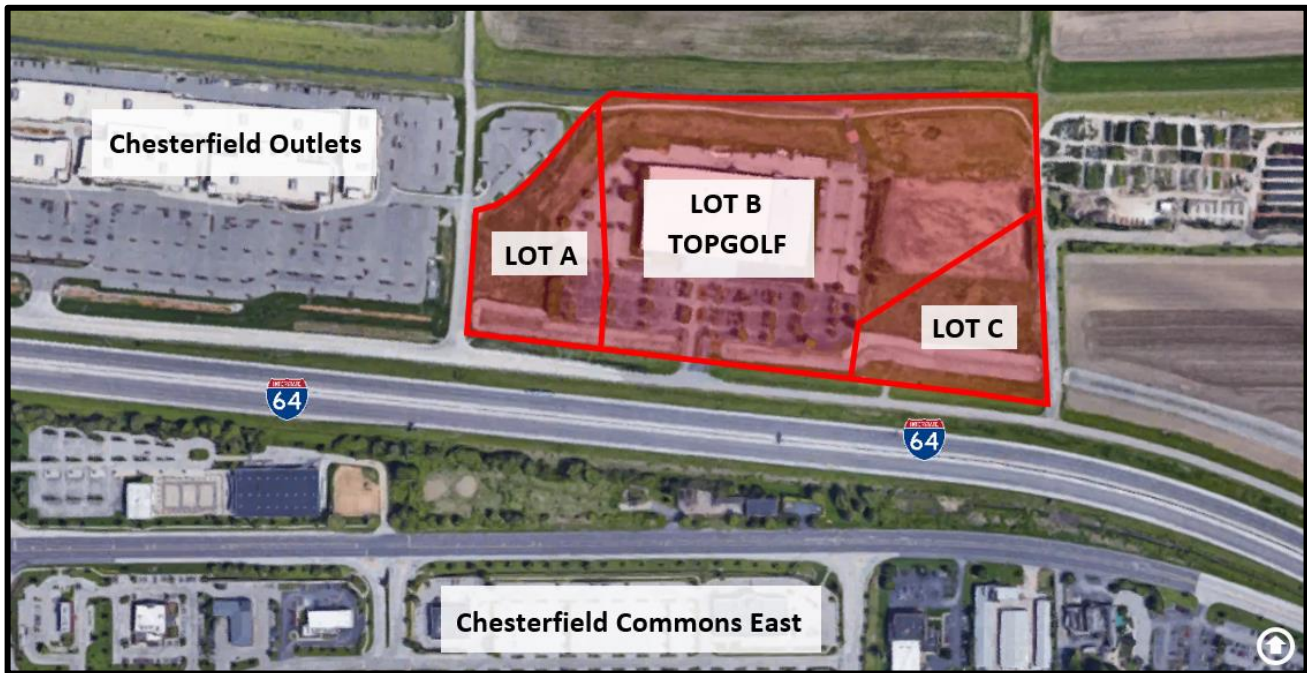


Figure 1: Subject Site Aerial

SUBMITTAL OVERVIEW

The Sign Package addresses three (3) signs. One (1) business identification wall sign attached to the northern exterior elevation (Identification Sign), one (1) address numeral sign attached to the northern exterior elevation (Address Sign) and one (1) free standing monument sign (Monument Sign).

The City of Chesterfield’s UDC permits a business one (1) attached business (**Identification Wall Sign**) sign on any two (2) walls of a building that are exterior walls of the particular building or tenant space. In addition to identifying a particular business, such signs may be used for the name and logo of the building or development project. The outline area of each sign shall not exceed five percent (5%) of the wall area of the business on which said sign is attached. No business sign shall exceed three hundred (300) square feet in outline area.

The (Identification Sign) proposed is positioned on the northern exterior elevation. The requested sign meets all size requirements within the UDC.

The (**Monument Sign**) is referenced as a freestanding information sign within the UDC. The UDC states the maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet in outline area and/or twenty (20) feet in height subject to Planning Commission approval. The proposed freestanding monument has an outline area of 41.08 square feet supported by a frame that is 88.27 square feet. The sign is 10’ 6” in height.

The (**Address Sign**) also attached to the northern exterior elevation fully conforms to the UDC.

STAFF ANALYSIS

Sign Location: Identification, Address, Monument



Figure 2: Sign Location

1. Business and Identification Signs: Wall

The Identification sign will be 93.8 square feet and will read “TOPGOLF” in blue vinyl colored lettering. It will be internally illuminated with LED modules mounted inside the letter back.



Figure 3: Identification Sign Location



Figure 4: Identification Sign Rendering

Within the UDC each business occupying a tenant space or being the sole occupant of a freestanding building shall have no more than one (1) attached business sign on any two (2) walls of a building that are exterior walls of the particular building or tenant space. In addition to identifying a particular

business, such signs may be used for the name and logo of the building or development project. As previously stated, the outline area of each sign shall not exceed five percent (5%) of the wall area of the business on which said sign is attached. No business sign shall exceed three hundred (300) square feet in outline area.

The applicant is requesting one (1) wall sign from the allowable two (2). This sign is 93.8 square feet which is under the maximum square footage of 5% of the total elevation wall area and under 300 square feet maximum. The request within this submittal is for the sign be visually in front of the building above the main entrance. The rounded or curved nature of the building provides multiple planes within the front of the building. This sign is positioned flush among an architectural element serving as an entrance overhang. The nature of this building being curved with multiple planes of different depths along the northern exterior above the entrance forces the signage to cross multiple planes for visibility. Sign crossing multiple exterior planes have been approved within comprehensive sign packages of the neighboring Taubman site and also St. Luke's Hospital site.

2. Informational Signs: Address Numerals

The Address Sign will be 15.43 square feet and will list the address to the property in black lettering. It will be internally illuminated with LED modules mounted inside of the number and the letter back.

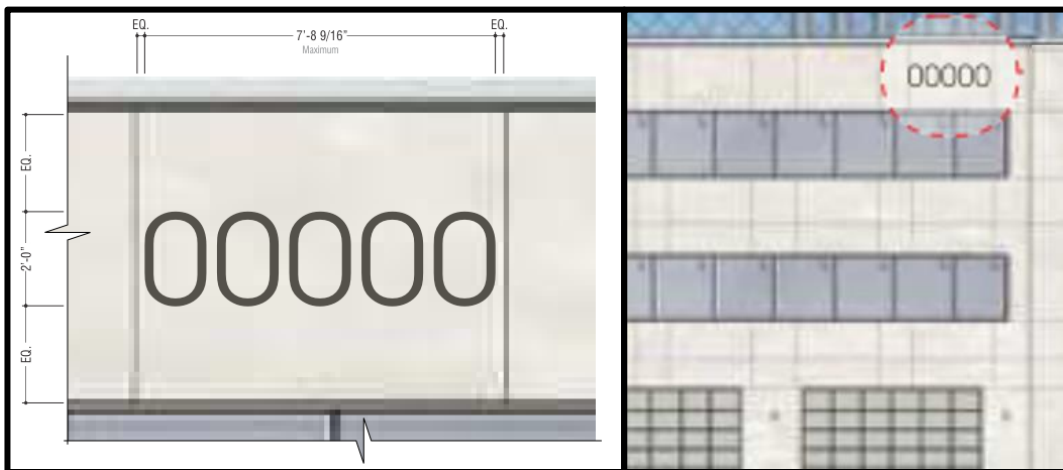


Figure 5: Address Numerals Location

The UDC states that Informational signs shall not exceed sixteen (16) square feet in outline area per facing. The proposed informational sign conforms to the UDC.

3. Business and Identification Signs: Freestanding

The Monument Sign will be located at the primary entrance to the property along North Outer 40 Road. The proposed freestanding monument is 10' 6" in height and has an outline area of 41.08 square feet supported by a frame that is 88.27 square feet. The shield and lettering will be attached to a black support cabinet. Both the lettering and the cabinet will be internally lit with LED modules. The Monument Sign will be landscaped accordance with the requirements of the Unified Development

Code. This includes three (3) plantings of in which the species and schedule can be seen in the figure below. The lighting will not cause any offsite glare. Each of the sign elements, the building letters and numbers, and the sign monument will be constructed of various thickness aluminum, acrylics, polycarbonates, vinyl graphics, and paint finishes.

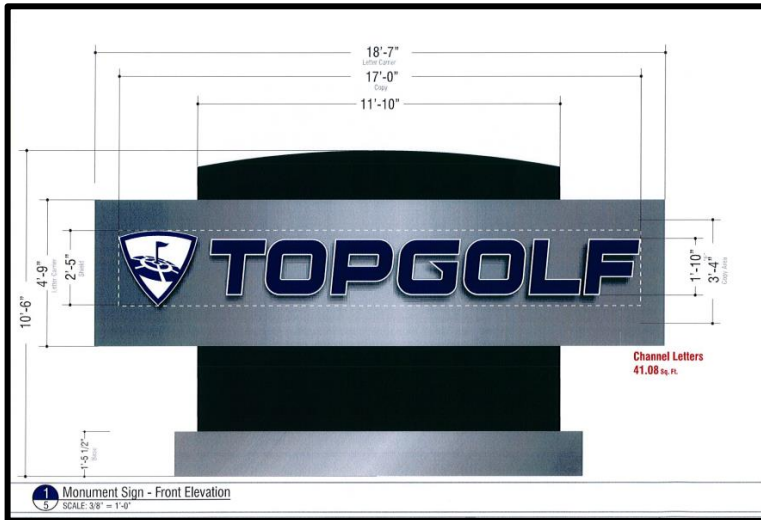


Figure 6: Freestanding sign

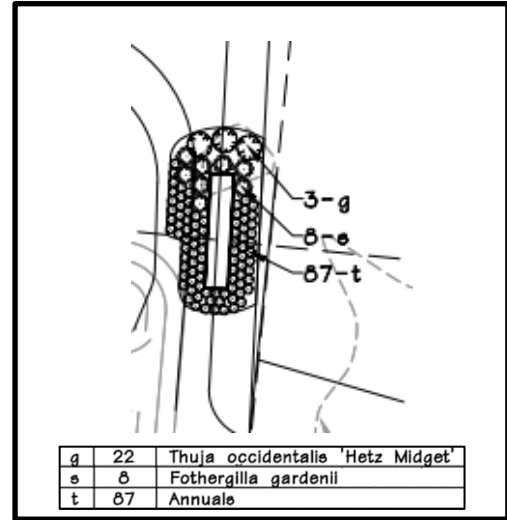


Figure 7: Freestanding Landscaping

A freestanding business sign shall not 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 total outline area per face shall not exceed fifty (50) square feet or twenty-five one hundredths (0.25) square foot of signage per linear foot of street frontage up to one hundred (100) feet of street frontage and one-tenth (0.1) square foot of signage per linear foot of street frontage thereafter, whichever is less.

The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet in outline area and/or twenty (20) feet in height above the average existing finished grade elevation at the base of the sign or elevation of the adjacent street, whichever is higher, with no height restriction for the bottom of the sign face subject to Planning Commission approval as outlined in Section 31-04-05

The freestanding business sign is located within the front structure setbacks of the subdivision, but is permitted according to the governing ordinance 2932.

Adjacent Developments: Recent Freestanding Sign Approvals

This request is similar to previous request of neighboring sites. Below is a depiction of neighboring sites and the associated approved monument signs in recent history via Planning Commission approval. As previously stated, the proposed freestanding sign is 10' 6" in height with an outline area of 41.08 square feet.



Figure 8: Recent Approvals on Adjacent Developments

<p>A1, A2, A3. Taubman Outlets Approved: 2013 Height: 8' 5" Outline Area: 209 SF</p>	<p>B. Hardees Iceplex Approved: 2008 Height: 20' Outline Area: 96 SF</p>	<p>C. Chesterfield Valley Nursery Approved: 2017 Height: 11' Outline Area: 65.7 SF</p>

COMPREHENSIVE PLAN

In addition to the areas within the code above, there are two specific Plan Policies that have been adopted as part of the Comprehensive Plan which are relevant to this request.

Plan Policy 3.4 Signage Considerations: *Signage along the I-64/US 40 corridor and State Highways should be evaluated in terms of height, size and location while recognizing individual uses' need for identity and visibility.*

The monument sign does have high visibility from the eastbound lanes of I-64/US 40, and is consistent in size and height of other signage along the corridor.

The Comprehensive Sign Package only relates to the portion of the property where Topgolf will operate. All tenants, businesses, and owners within the property shall receive a copy of the Comprehensive Sign package at the time of sale/lease. All signage within the property shall be in conformance with the Comprehensive Sign Package. Any signage not specifically identified in the Comprehensive Sign Package shall conform to Chapter 30 Section 04-05 of the Unified Development Code.

STAFF RECOMMENDATION

Staff has reviewed the Sign Package request and found that it meets the requirements to be presented to the Planning Commission for review, and staff recommends action. Please note, any amendments

to the provisions of the approved Sign Package would require 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 Topgolf (16851 N Outer 40).
- 2) "I move to approve the Sign Package for Topgolf (16851 N Outer 40) ..." (Conditions may be added, eliminated, altered or modified).

Respectfully Submitted,



Joseph Knight
Project Planner

Attachments: Proposed Sign Package



Topgolf
Comprehensive Sign Package
Narrative Statement

This is a request for a Comprehensive Sign Package governing a portion of the site of the former Hardees Iceplex (the “Property”). “Topgolf,” the world’s premier golf entertainment facility, will operate on the Property. At Topgolf, players of all ages and skill levels engage in friendly competition by playing golf games in a state-of-the-art, climate controlled facility. Players hit microchipped balls to targets placed at different locations on an outfield, and shots are scored based on distance and accuracy. In addition to its golf games, Topgolf includes a full food and beverage menu and event spaces. Topgolf has been named one of the fastest growing private companies in America and one of the top places to work by local publications in Dallas, Austin, San Antonio, and Chicago. There are currently 33 Topgolf locations in 16 states and the United Kingdom. New locations are currently being built in Canada, Mexico and Australia. The Chesterfield location will be the first Topgolf location in the St. Louis Area and the State of Missouri.

Topgolf’s brand is synonymous with high-end, quality entertainment. An important component of that brand is the architectural theme that is a constant among Topgolf’s facilities. The sign package calls for signage that compliments the facility’s architectural themes, ensuring the same high-end, state of the art design, quality and character as every other Topgolf facility. This uniformity lets local and out-of-town visitors know that the Chesterfield Topgolf will provide the same high-end, quality entertainment as every other Topgolf facility before they even enter the facility.

Each of the signs included in the sign package is necessary to identify and promote Topgolf. There will be three signs located on the property: one business identification sign attached to the northern exterior elevation (“Identification Sign”), one address numeral sign attached to the northern exterior elevation (“Address Sign”) and one free standing monument sign (“Monument Sign”). The signage requested in this application would not otherwise be permitted by a strict application of the City’s Sign Code. The Identification Sign will be 93.84 square feet and will read “TOPGOLF” in Blue Vinyl colored lettering. It will be internally illuminated with LED modules mounted inside of the letter back. The Address Sign will be 10.83 square feet and will list the address to the Property in black lettering. It will be internally illuminated with LED modules mounted inside of the number and letter back. The Monument Sign will be located at the primary entrance to the Property along North Outer 40 Drive. It will be 41.08 square feet and will read “TOPGOLF” with the Topgolf logo across a brushed aluminum shield in Blue Vinyl colored lettering. The shield and lettering will be attached to a black support cabinet. Both the lettering and the cabinet will be internally illuminated with LED modules. The Monument Sign will be landscaped in accordance with the requirements of the Unified Development Code. The lighting will not cause any offsite glare. Each of the sign elements, the building letters and numbers, and the sign monument will be constructed of various thickness aluminum, acrylics, polycarbonates, vinyl graphics, and paint finishes.

The materials submitted in connection with this Comprehensive Sign Package only relate to Lot B of the Property, which is where Topgolf will operate. Lots A and C will comply with the Unified Development Code until such time as the owner of Lots A and C pursues development of those lots and seeks to amend this Comprehensive Sign Package. All tenants, businesses, and owners within the Property shall receive a copy of the Comprehensive Sign Package at the time of lease/sale.



TOPGOLF

Chesterfield, MO



Exterior Sign Exhibit

Created By: **CIMANETWORK**
signage & environmental branding

RECEIVED
NOV 07 2017
City of Chesterfield
Department of Public Services

Symbols Key

	Description	By Cima	By G.C.
J 120	120 Volt Junction Box		X
J 277	277 Volt Junction Box		N/A
T	Neon Transformer	N/A	
W	Whip - 1/2" Greenfield Leave 6'-0" Length available		X
P	LED Power Supply	X	
B	Wood Block		X
S	Additional Structure Req'd.		X
A	Special Condition Applies		X
⊠	Access Panel - Field Cut		X
⊠	Access Panel - Field Cut, <i>see notes</i>		X
--	Blocking Req'd.		X
🔥	Additional Information Req'd.		X

Notes

- Cima Network drawings are based on architectural drawings:
Architect:
Job #:
Date:
- All electrical work is to conform to NEC standards.
- All U.L. listing labels are to be placed as required by local and national code requirements.
- G.C. is responsible to adequately secure all blocking in a manner that will support the weight of the signage & associated loads shown in this document.
- Access doors are to be cut by G.C. to a minimum of 24" x 24" in size. Adjustments may be made based on field conditions and the approval of Top Golf & Cima Network.
- G.C., Top Golf and the architect are responsible to supply updates drawings as they are released.
- If there are any drawing inconsistencies or questions concerning clarification on electrical or blocking locations please contact:

Mark Lockett @ Cima Network
210A Progress Dr.
Montgomeryville, PA 18936
267.308.0575
mlockett@cimanetwork.com

Sign Information Overview

	Sign Schedule	Qty Req'd.	Sheet #	Voltage	Electrical Load (Amps)	Blocking Req'd.	Estimated Weight (lbs)	Signage Area (Sq. Ft.)	Special Instructions
1	"TOPGOLF" Channel Letters	1	4	120	8	Yes	321	93.84	G.C. to provide blocking
2	Address Numerals	1	4	120	-	Yes	46	Max15.43	G.C. to provide blocking
3	Shield & "TOPGOLF" Channel Letters	1	4	120	6.6	Freestanding	-	41.08	

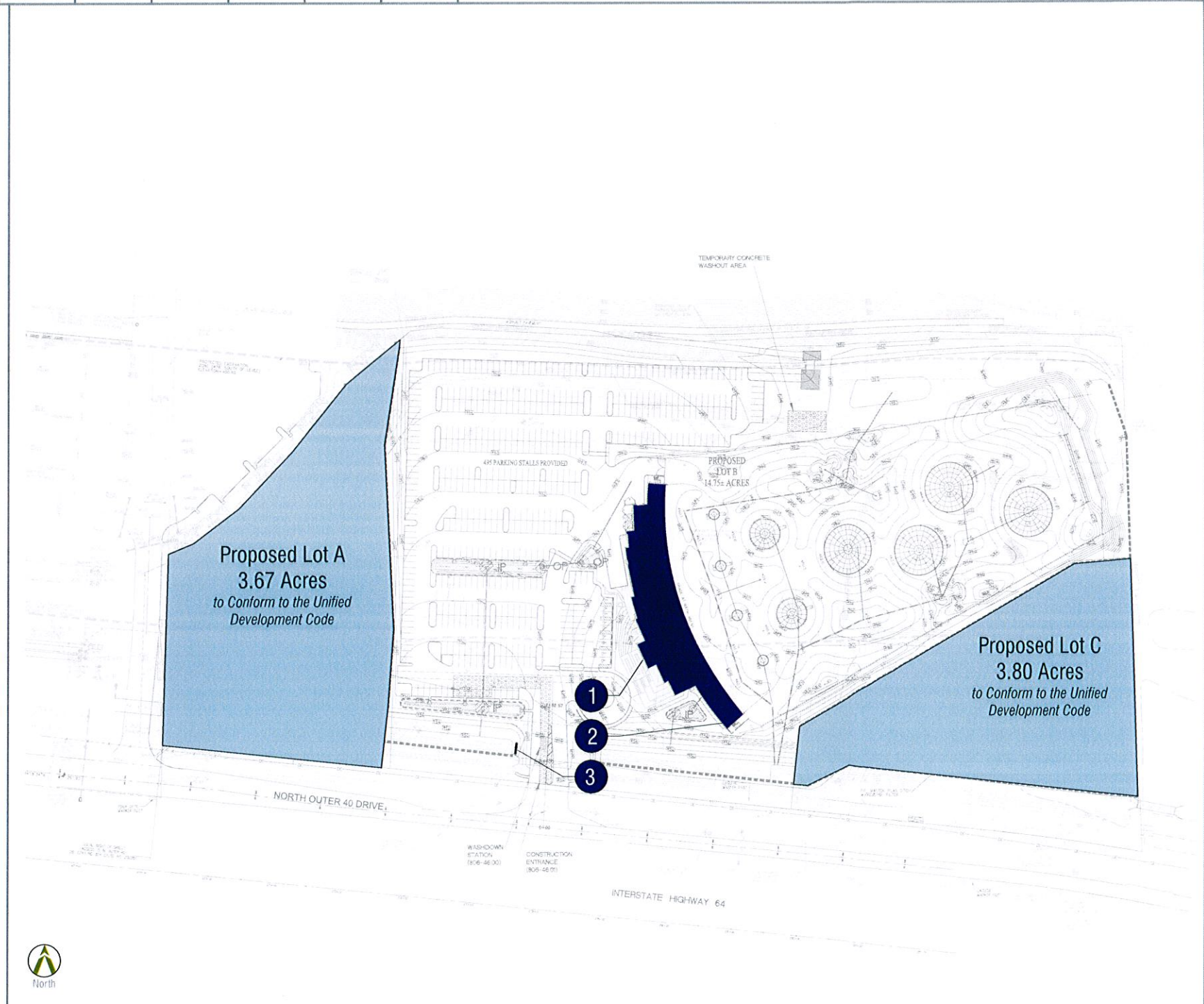
1 "TOPGOLF" Channel Letters

TOPGOLF

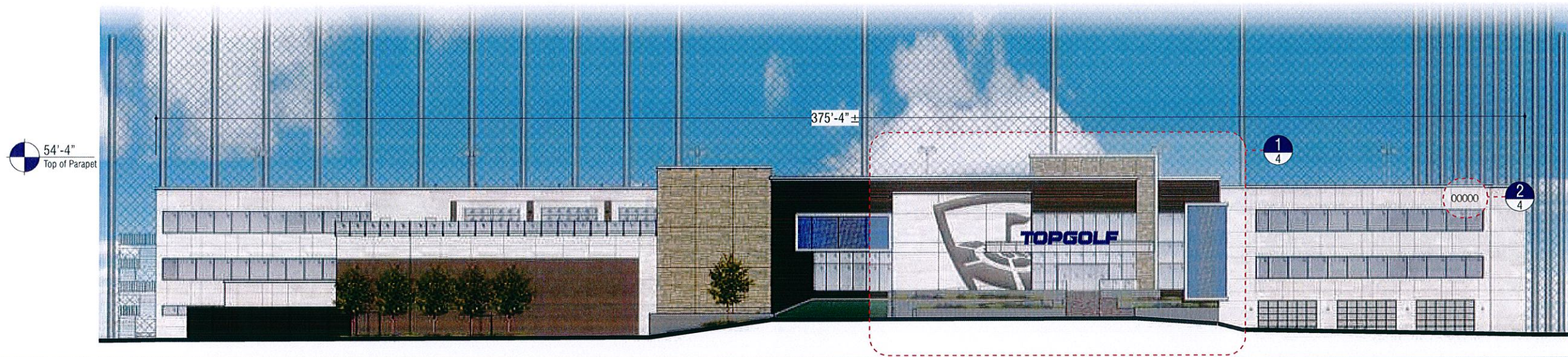
2 Address Numerals Dimensional Letters

00000

3 "TOPGOLF" Monument Signage



1 Site Plan
2 Not to Scale



1 Exterior Elevation - North
3 SCALE: 1/32" = 1'-0"

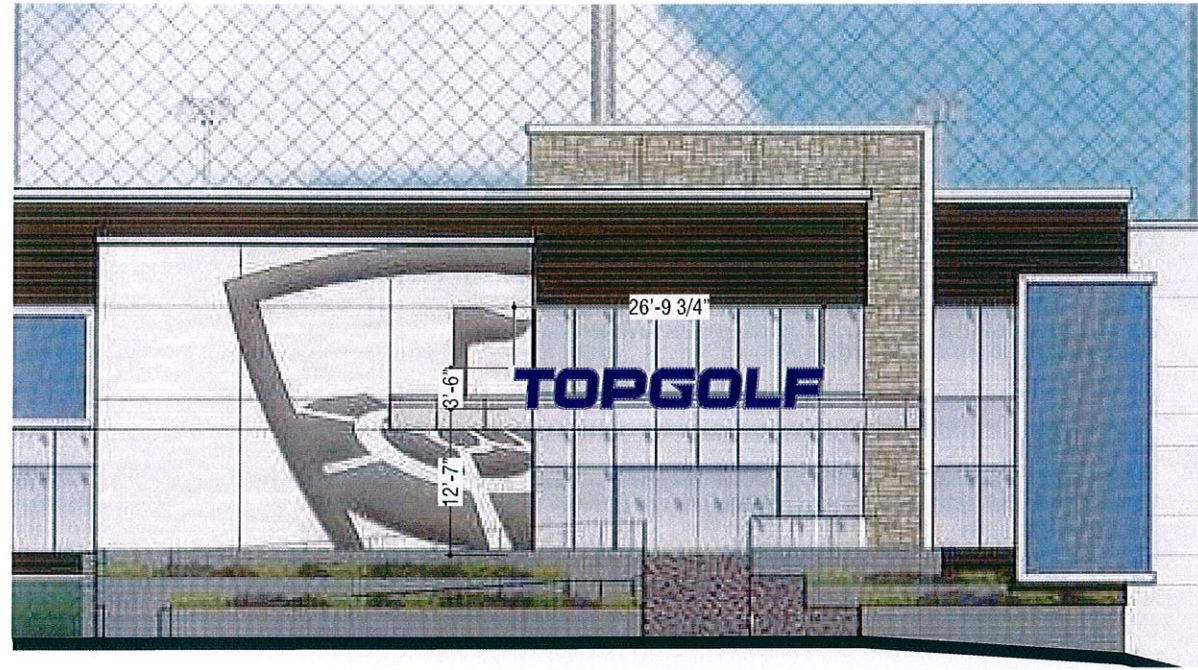


2 Exterior Elevation - West
3 SCALE: 1/32" = 1'-0"



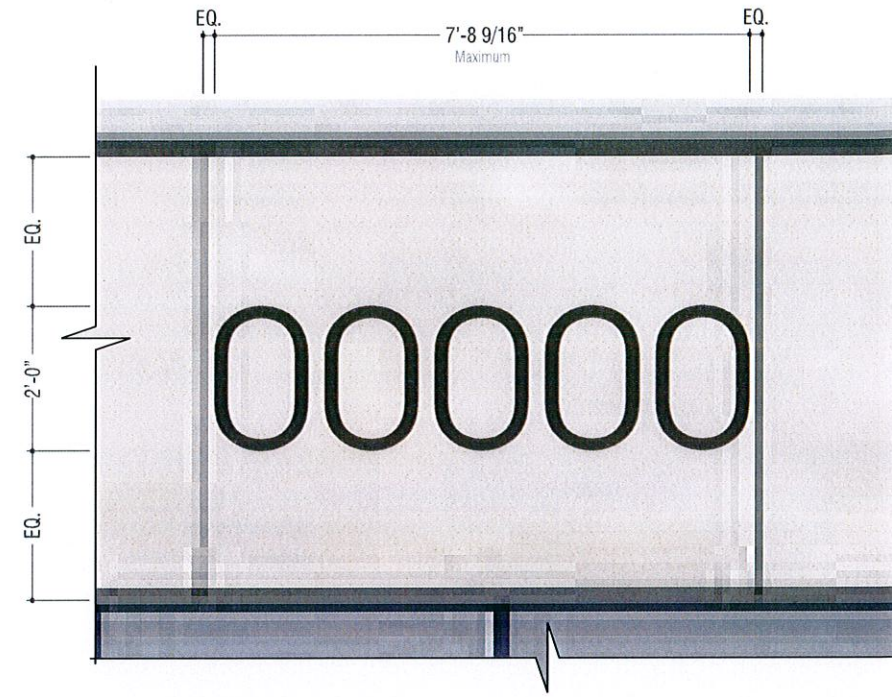
3 Exterior Elevation - East
3 SCALE: 1/32" = 1'-0"

1 "TOPGOLF"
Channel Letters

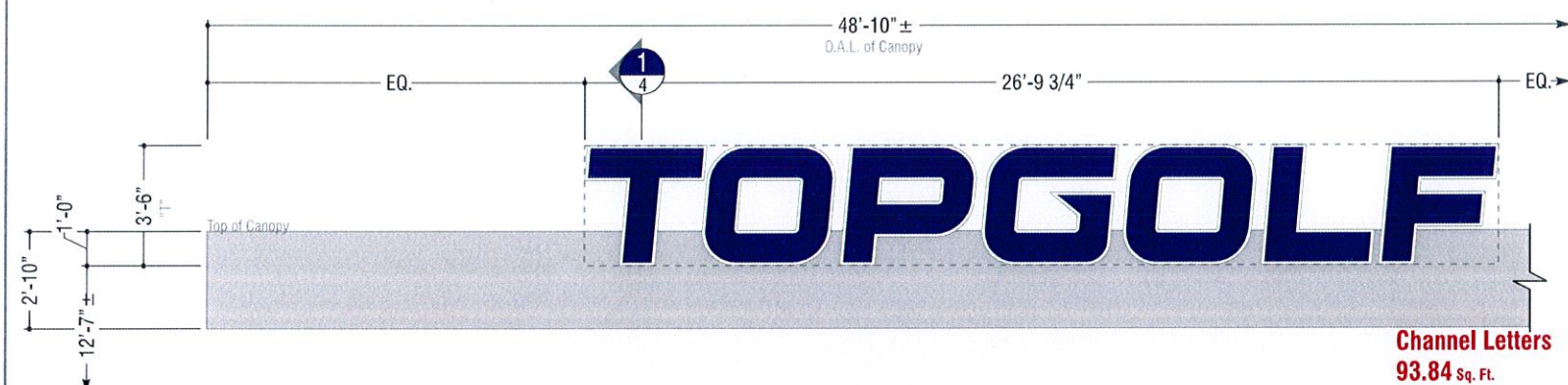


1 Exterior Elevation - North (Partial @ Canopy)
SCALE: 1/16" = 1'-0"

2 Address Numerals
Dimensional Letters



2 Exterior Elevation - West Partial
SCALE: 3/8" = 1'-0"



Channel Letters
93.84 sq. Ft.

Arlon 2114 Blue Vinyl
Translucent Vinyl

MP 41-342 Brushed Alum
Satin Finish

Signage Details

- ① Face-lit channel letters internally illuminated w/ LEDs & mounted flush to face of canopy.
- ② Returns finished to match **MP 41-342 Brushed Aluminum** w/ satin finish.
- ③ Backs are visible and are to be finished **MP 41-342 Brushed Aluminum** w/ satin finish.
- ④ White acrylic face w/ first surface **Arlon 2114 Blue** vinyl & trim caps finished to match **MP 41-342 Brushed Aluminum** w/ satin finish.
- ⑤ Gussets on back of letters to be finished **MP 41-342 Brushed Aluminum** w/ satin finish.
- ⑥ Fabricated raceway mounted to top of standing seam room finished **MP 41-342 Brushed Aluminum** w/ satin finish.

Sign Specifications

Electrical
Volts: 120
Total Amps: 7.7
Total Circuits Req'd: (1) 20A 120V

Area
Area of Signage: 93.84 sq.ft.

Weight
Approximate Total Weight: 321

1 Channel Letters - Elevation

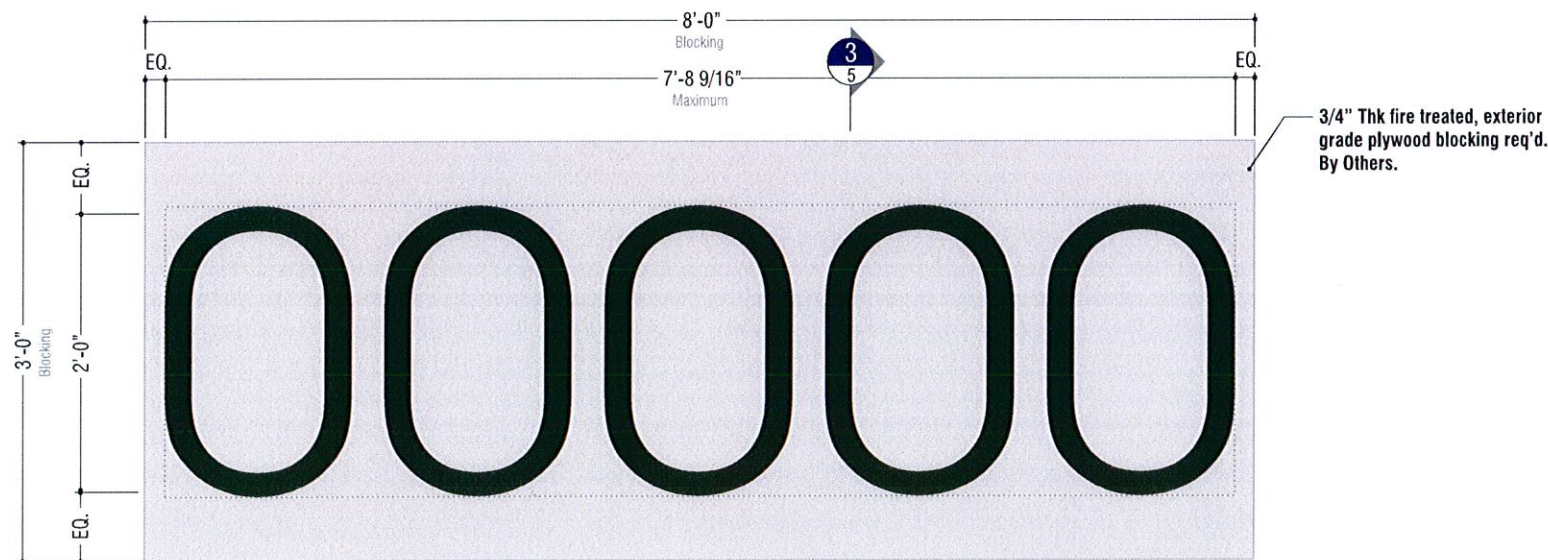
SCALE: 3/16" = 1'-0"

Sign Installer Notes:

- Use water proof sealant to seal any/all penetrations through existing canopy w/ clear silicone appropriate E.F.I.S. or site conditions.

General Contractor Notes:

- Provide necessary blocking as noted in details.



Dimensional Numeral
Maximum 15.43 sq. Ft.

Signage Details

- ① Non-illuminated dimensional address numbers.
- ② Faces & returns to be finished to match SW 7048 Urbane Bronze w/ satin finish.
- ③ Numerals to be flush mounted to facade of building.

Sign Specifications

Area
Area of Signage: Maximum 15.43 sq.ft.

Weight
Approximate Total Weight: 17

SW 7048 Urbane Bronze
Satin Finish

2 Address Numerals - Elevation

SCALE: 3/4" = 1'-0"

CIMANETWORK
signage & environmental branding

210A Progress Drive
Montgomeryville, PA 18936
office: 267.308.0575
fax: 267.308.0577
www.cimanetwork.com

This is an original, unpublished drawing created by Cima Network, Inc. It is submitted for your exclusive review, in connection with a project being proposed by Cima Network, Inc. It is not to be shown to anyone outside your organization, nor is to be used, reproduced, copied or exhibited in any fashion without the expressed written consent of Cima Network, Inc.



Chesterfield, MO

DWG #	1	Revised per comments	BE
DATE	10/19/17		
DRAWN BY	BE		
REVISIONS	1	Revised per comments	BE
	2		
	3		
	4		
	5		
	6		

FINAL APPROVAL	
AUTHORIZED SIGNATURE	

REVISION	SHEET
2	5

3 "TOPGOLF"
Monument Sign Option

Signage Details

- ① Support cabinet w/ satin finish to match **PMS Black**.
- ② Letter carrier cabinet w/ satin finish to match **MP 41-342 Brushed Aluminum**.
- ③ Base w/ satin finish to match **MP 41-342 Brushed Aluminum**.
- ④ Face-lit channel letters & logo cabinet internally illuminated w/ LEDs & mounted flush to *letter carrier* & returns w/ satin finish to match **MP 41-342 Brushed Aluminum**.
- ⑤ White acrylic face w/ first surface **Arlon 2114 Blue** vinyl & trim caps satin finished to match *returns*.

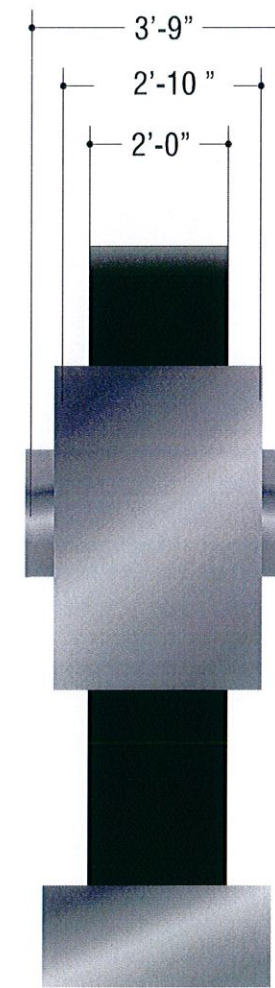
Sign Specifications

Electrical
Volts: **120**
Total Amps: **6.6**
Total Circuits Req'd: **(1) 20A 120V**

Area
Area of Signage: **41.08 sq.ft.**



Channel Letters
41.08 sq. Ft.



- Arlon 2114 Blue Vinyl
Translucent Vinyl
- MP 41-342 Brushed Alum
Satin Finish
- PMS Black
Satin Finish

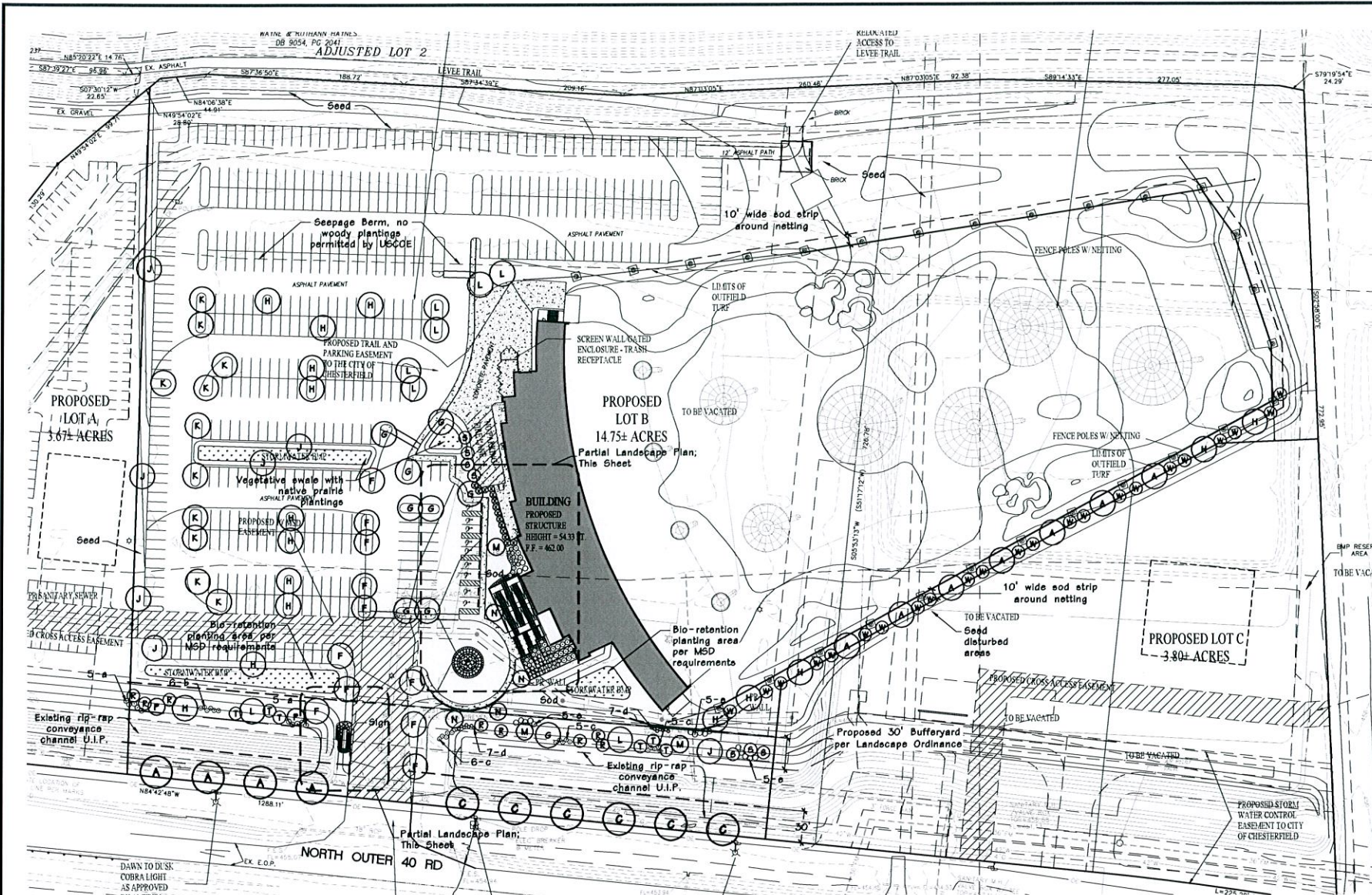
1 Monument Sign - Front Elevation
SCALE: 3/8" = 1'-0"

2 Monument Sign - Side Elevation
SCALE: 3/8" = 1'-0"

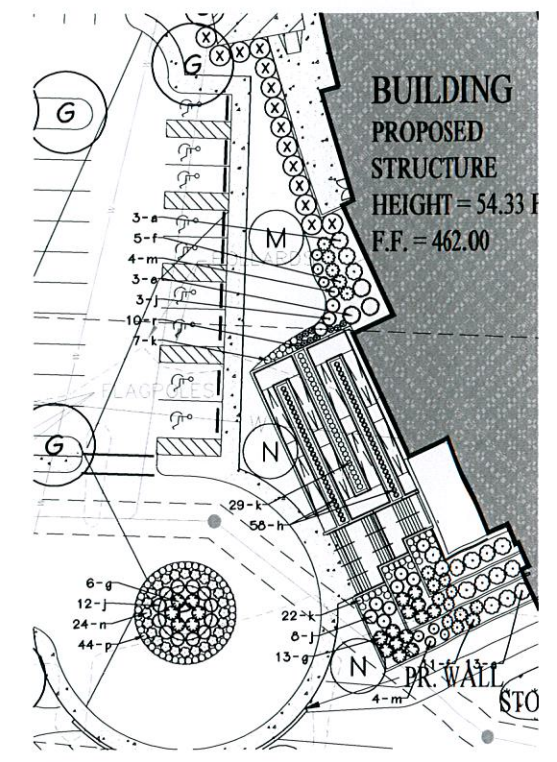
REVISIONS	DESCRIPTION	DATE	BY
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2			
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FINAL APPROVAL	AUTHORIZED SIGNATURE
X	

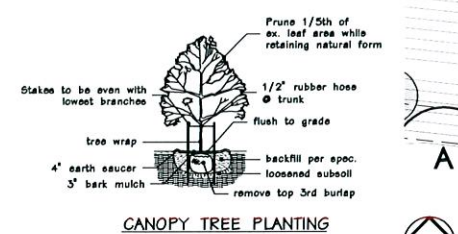
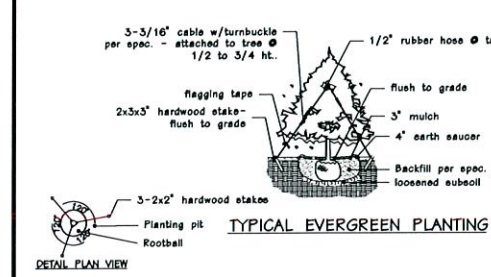
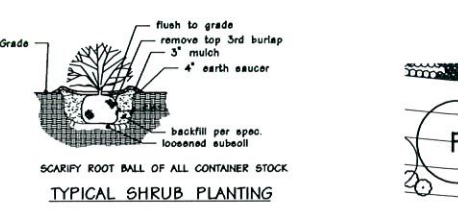
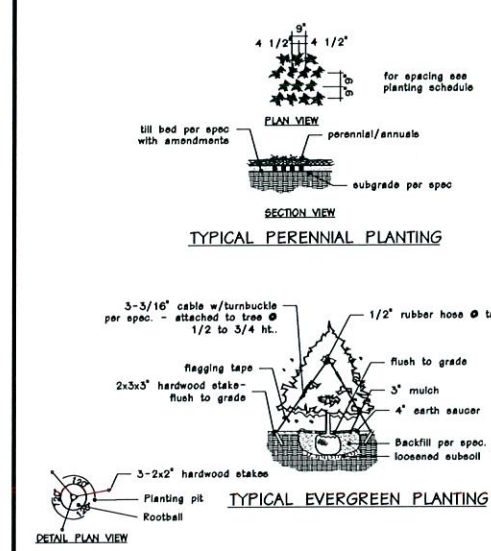
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2	6



LANDSCAPE PLAN
SCALE 1"=50'



PARTIAL LANDSCAPE PLAN
SCALE 1"=20'



PARTIAL LANDSCAPE PLAN
SCALE 1"=20'

PLANTING SCHEDULE							
SYMBOL	QUANTITY	COMMON NAME	SCIENTIFIC NAME	SIZE	SIZE CLASS TYPE	GROWTH RATE	MATURE SIZE
A	11	Carpinus betula	European Hornbeam	2.5' cal	Medium; Canopy	Slow / Medium	35'-40'
C	6	Quercus acutifolia	Sawtooth Oak	2.5' cal	Large; Canopy	Medium	45'+
F	11	Zelkova serrata 'Green Vase'	Green Vase Zelkova	2.5' cal	Large; Canopy	Fast	45'+
G	9	Gleditsia tricanthos 'Shademaster'	Shademaster Honeylocust	2.5' cal	Large; Canopy	Fast	45'+
H	16	Acer x Freemanii 'Armstrong'	Armstrong Maple	2.5' cal	Large; Canopy	Fast	45'+
J	7	Taxodium distichum 'Mickelson'	Shawnee Brave Bald Cypress	2.5' cal	Large; Canopy	Medium	45'+
K	11	Quercus rubra	Red Oak	2.5' cal	Large; Canopy	Medium / Fast	45'+
L	6	Quercus bicolor	Swamp White Oak	2.5' cal	Large; Canopy	Medium	45'+
M	3	Cornus florida f. rubra	Pink Flowering Dogwood	2.5' cal	Small; Ornamental	Slow / Medium	15-25'
N	4	Amelanchier grandiflora 'Autumn Brilliance'	Autumn Brilliance Serviceberry	2.5' cal	Medium; Ornamental	Slow / Medium	25-30'
P	3	Cercis canadensis var. texensis 'Oklahoma'	Texas Redbud	2.5' cal	Medium; Ornamental	Fast	25-30'
R	6	Picea glauca	White Spruce	6'h.	Medium; Evergreen	Medium / Fast	30-40'
S	7	Picea abies	Norway Spruce	6'h.	Med / Large; Evergreen	Medium / Fast	40-60'
T	6	Pinus strobus	White Pine	6'h.	Large; Evergreen	Fast	45'+
W	23	Thuja 'Green Giant'	Green Giant Arborvitae	6'h.	Large; Evergreen	Fast	40-60'
X	14	Juniperus chinensis 'Keteleeri'	Keteleeri Juniper	6'h.	Small; Evergreen	Fast	15-20'
SHRUBS / PERENNIALS / ANNUALS							
a	26	Ilex glabra	Inkberry	3 gal.			
b	6	Syringa meyeri 'Palibin'	Korean Lilac	3 gal.			
c	16	Spiraea japonica 'Anthony Waterer'	Anthony Waterer Spirea	3 gal.			
d	14	Juniperus x pfitzeriana 'Sea Green'	Sea Green Juniper	3 gal.			
e	16	Viburnum x rhytidophyllum	Leatherleaf Viburnum	3 gal.			
f	21	Clethra alnifolia 'Hummingbird'	Hummingbird Clethra	3 gal.			
g	22	Thuja occidentalis 'Hetz Midget'	Hetz Midget Arborvitae	3 gal.			
h	56	Thuja occidentalis 'Tiny Tim'	Tiny Tim Arborvitae	1 gal.			
j	23	Spiraea nipponica 'Snowmound'	Snowmound Spirea	3 gal.			
k	56	Pennisetum alopecuroides 'Hameln'	Hameln Fountain Grass	1 gal.			
m	6	Caryopteris x clandonensis 'Longwood Blue'	Longwood Blue Bluebeard	1 gal.			
n	24	Leucanthemum x superbum 'Switzerland'	Switzerland Shasta Daisy	2 qt.			
p	44	Pennisetum alopecuroides 'Little Bunny'	Little Bunny Fountain Grass	2 qt.			
r	10	Calamagrostis x acutiflora 'Karl Foerster'	Karl Foerster Feather Reed Grass	1 gal.			
s	6	Fothergilla gardenii	Dwarf Fothergilla	3 gal.			
t	67	Annuals	To be selected	1 qt.		10' spacing	

NOTE:
All new landscape shall be irrigated with an automatic underground sprinkler system per the City of Chesterfield Unified Code Section 04-02.

STATE OF MISSOURI
Jerald Saunders #1147
LA-2
Professional Engineer
MO License # LA-00000000
Consultants:

TOP GOLF
Chesterfield, Missouri

Revisions:

Date	Description	No.
3/1/17	City Comments	1
3/8/17	City Comments	2
4/2/17	City Comments	3
5/9/17	City Comments	4
5/10/17	Mylar	
10/19/17	City Comments	5

Drawn: LH
Checked: JB
loomisAssociates
Landscape Architects/Planners
100 S. Main Street, Suite 100
St. Louis, MO 63102
Phone: 314.433.1000
Fax: 314.433.1001
www.loomisassociates.com
Missouri State Certificate of Authority # LAC 00000118

Sheet Title: **Section Landscape Plan**
Sheet No: **L-1**
Date: **01/10/17**
Job #: **976.001**