



**VII. A.**


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Phone: 636-537-4000 • Fax 636-537-4798 • www.chesterfield.mo.us

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## Planning Commission Staff Report

**Meeting Date:** November 14, 2018

**From:** Cassie Harashe, Planner 

**Location:** 101 Chesterfield Valley Drive

**Description:** **Burgundy Arrow (Amended Sign Package):** Amended Sign Package for a 6.07 acre tract of land zoned “PC” Planned Commercial District located at the southwest corner of the intersection of Chesterfield Airport Road and Public Works Drive.

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### **PROPOSAL SUMMARY**

The request is to amend the Sign Package for the corner tenant space within an existing 15,127 square foot building located on the southern portion of the 6.07 acre Burgundy Arrow development. The subject site is zoned “PC” Planned Commercial District and is governed under the terms and conditions of City of Chesterfield Ordinance 2893. The proposed request is to allow up to two wall signs on an architectural element in the southwestern corner of the building.

### **HISTORY OF SUBJECT SITE**

The Burgundy Arrow development was created by City of Chesterfield Ordinance number 1745 in May of 2001. In January of 2004, Ordinance 1745 was repealed and replaced with Ordinance 2059 which increased the maximum permitted square footage and reduced the required setbacks. A Site Development Plan, Landscape Plan, and Architectural Elevations were approved by the Planning Commission in May of 2004. Subsequently, a Sign Package was approved by the Planning Commission in 2005. A zoning map amendment to change the zoning to “PC” Planned Commercial District was approved by Ordinance 2893 in 2016. The tenant space highlighted in Figure 1 is located behind an architectural element.



Figure 1: Aerial Photo of Subject Site

### **SUBMITTAL OVERVIEW**

Warren Sign has submitted an amended sign package to allow for up to two signs, each a maximum of 35 square feet, to be located on an architectural feature above tenant space 112. No other changes to the existing sign package are requested.

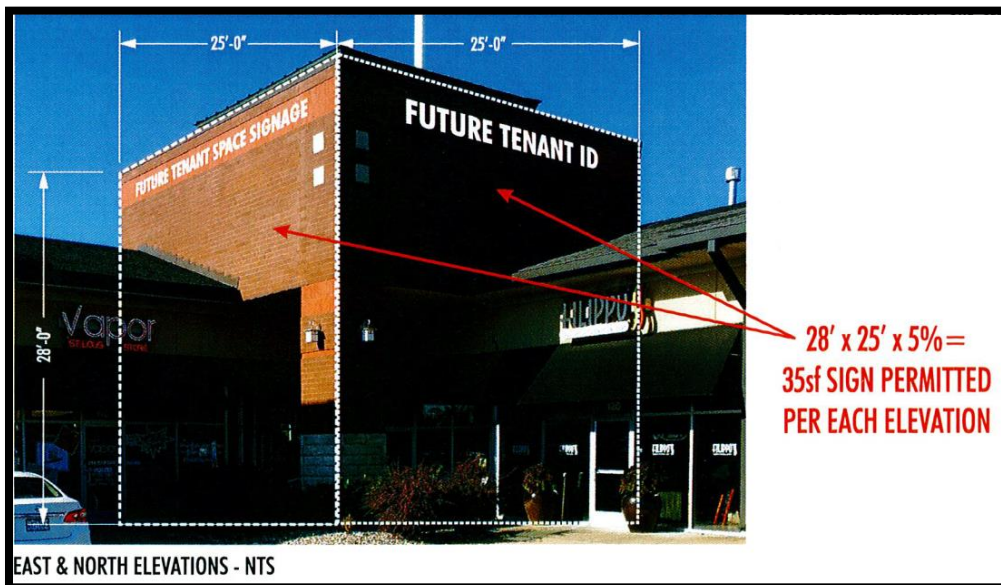


Figure 2: Proposed Sign Locations

### **STAFF ANALYSIS**

The existing Sign Package allows for each tenant with a grade level public entry to have a wall sign. It also states that signs may not exceed 5% of their wall area, limits the height of copy to 30" and limits the length to 80% of the length of the storefront. The Unified Development Code states in Section 31-04-05.F.3.a.(1) that each business occupying a tenant space shall have no more than one attached business sign on any two walls of a building that are exterior wall of the particular building or tenant space. The Unified Development Code also states in Section 31-04-05.F.1.a that signage should be affixed to the face of the building. Therefore it would need to be located on the sign band as indicated in Figure 3. The recessed nature of the tenant space and column from the architectural element reduces the visibility of the sign location as permitted by the Unified Development Code.



*Figure 3: Front Elevation of Tenant Space*

Under the current sign package and Unified Development Code regulations, this tenant space would be permitted one 33.6 square foot sign. The applicant is requesting the maximum size of each sign be 35 square feet. This was calculated by determining 5% of façade of the architectural element as if it was an endcap of the building and the recessed nature was flush. At its tallest and widest, this architectural element is 28 feet tall and 25 feet wide. This totals 700 square feet; 5% of this is 35 square feet (Figure 4). The table below compares the sizes of these signs to other signs within the development. The proposed signage is larger than the most adjacent signage, but would be smaller than the signs currently installed on the three endcap spaces in the development. These spaces are currently occupied by Bar Louie at the north end of the of the northern building, St. Louis Realty at the north end of the southern building, and Oishi Steakhouse and Sushi Bar at the east end of the southern building.



Figure 4: Proposed Countable Wall Area

Tenant	Sign 1 (front)	Allowed	Sign 2 (Side)	Allowed
Vapor St. Louis	19.25 sq ft	19.8 sq ft	NA	NA
Filippos	17.5 sq ft	26.1 sq ft	NA	NA
US Bank	15.7 sq ft	26.4 sq ft	NA	NA
Oishi	48 sq ft	78.3 sq ft	48 sq ft	78.3 sq ft
St. Louis Realty	36.8 sq ft	43.7 sq ft	36.8 sq ft	44.4 sq ft
Bar Louie	58.25 sq ft	125 sq ft	65.33 sq ft	75 sq ft

**STAFF RECOMMENDATION**

Staff has reviewed the requested Amended Sign Package for Burgundy Arrow and found that it meets the requirements to be presented to the Planning Commission for review, and Staff recommends action. Please note, any additional 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:

“I move to approve (or deny) the Amended Sign Package for Burgundy Arrow.”

“I move to approve the Amended Sign Package for Burgundy Arrow .....” (Conditions may be added, eliminated, altered or modified)

Attachments

1. Narrative Statement
2. Signage Exhibit
3. Tenant Space Delineation (Aerial & Floor Plan)
4. Existing Condition Photos
5. Existing Sign Package



October 10, 2018

City of Chesterfield  
Planning and Development  
690 Chesterfield Parkway West  
Chesterfield, MO, 63017  
Attn: Andrew Stanislav

**RE: Chesterfield Valley Square: Tenant Space located at 112 Chesterfield Valley Drive**

The following letter is to request an amendment to the existing sign plan at Chesterfield Valley Square. Specifically the amendment would be for tenant space 112 Chesterfield Valley Drive, located in the southwest corner of the plaza.

The building elevations and signage locations that are recommended for use for space 112 (as shown in drawing JK100718, dated 10/10/18) will best maintain consistency within the plaza and fulfill the sign criteria. The amendment we are seeking shall apply to any and all future tenants so long as they adhere to the sizes and locations that are ultimately approved by the city.

As a comparison, please note that the other locations in the plaza with the taller brick facades such as Bar Louie, St. Louis Realty and Oishi Steak House all have signage placed in such a manner.

In space 112, the EFIS walls are tucked back and obscured by a column, making this lower sign band not an option for this or any tenant.

Using an overall length of the tenant wall areas of 25' with an overall height of the corner space of 28' the allowable sign area is 35 square feet (25' x 28" x 5% = 35 sq. feet allowed).

In the sign design, you will note that the letter heights are within the allowed for heights for single line signs, however, should this or any other tenant considering the corner location (#112) desire to have two lines of copy, this will be allowed as long as it does not exceed the 5% of sign area and the allowable letter heights as detailed in the existing sign plan.

The signage construction requirements as detailed within the Chesterfield Valley Square Sign Criteria have all been met or exceeded for these signs.

All other of the existing Comprehensive Sign Package shall remain in effect.

In closing, all tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of the lease/sale. And, all signage within the development shall be in conformance with the Comprehensive Sign Package. And, finally, any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

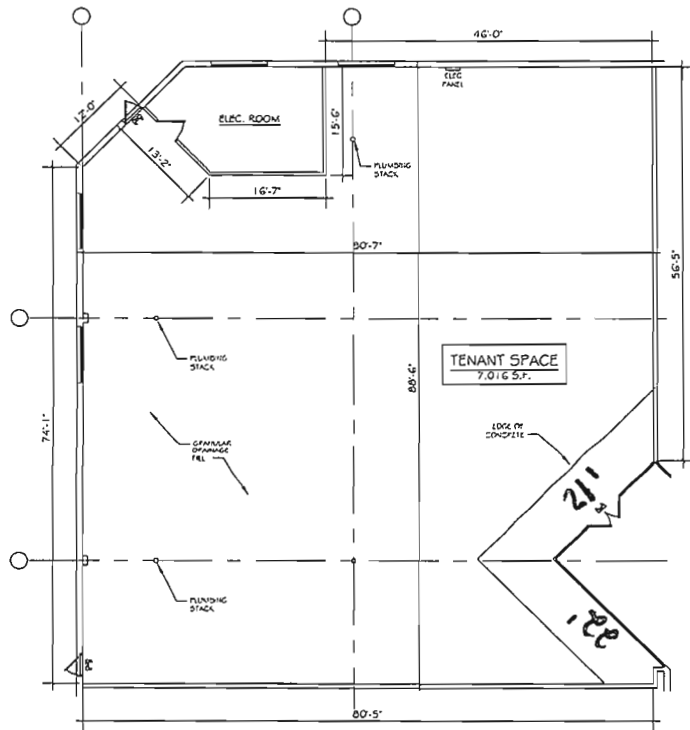
Sincerely,

  
Jon Krone  
Warren Sign

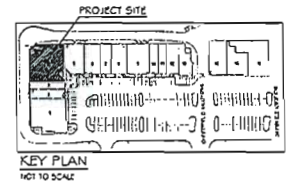
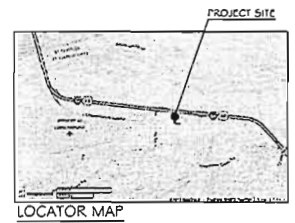


112 Chesterfield Valley Dr. Tenant Space

RECEIVED  
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City of Chesterfield  
Department of Public Services



1 FLOOR PLAN  
A1  
SCALE: 1/8" = 1'-0"  
NORTH



Existing Conditions for:  
112 Chesterfield Valley  
Square  
Chesterfield, MO 63005

David Ferguson  
Architect  
100 Bernard College St, Leola, MO 63130 314.721.2737

Project Number: \_\_\_\_\_  
Issued For:  Review  Pricing  2-20-18  
 Permit  \_\_\_\_\_  
 Bidding  \_\_\_\_\_  
 Construction  \_\_\_\_\_

Sheet Number:  
**A1**



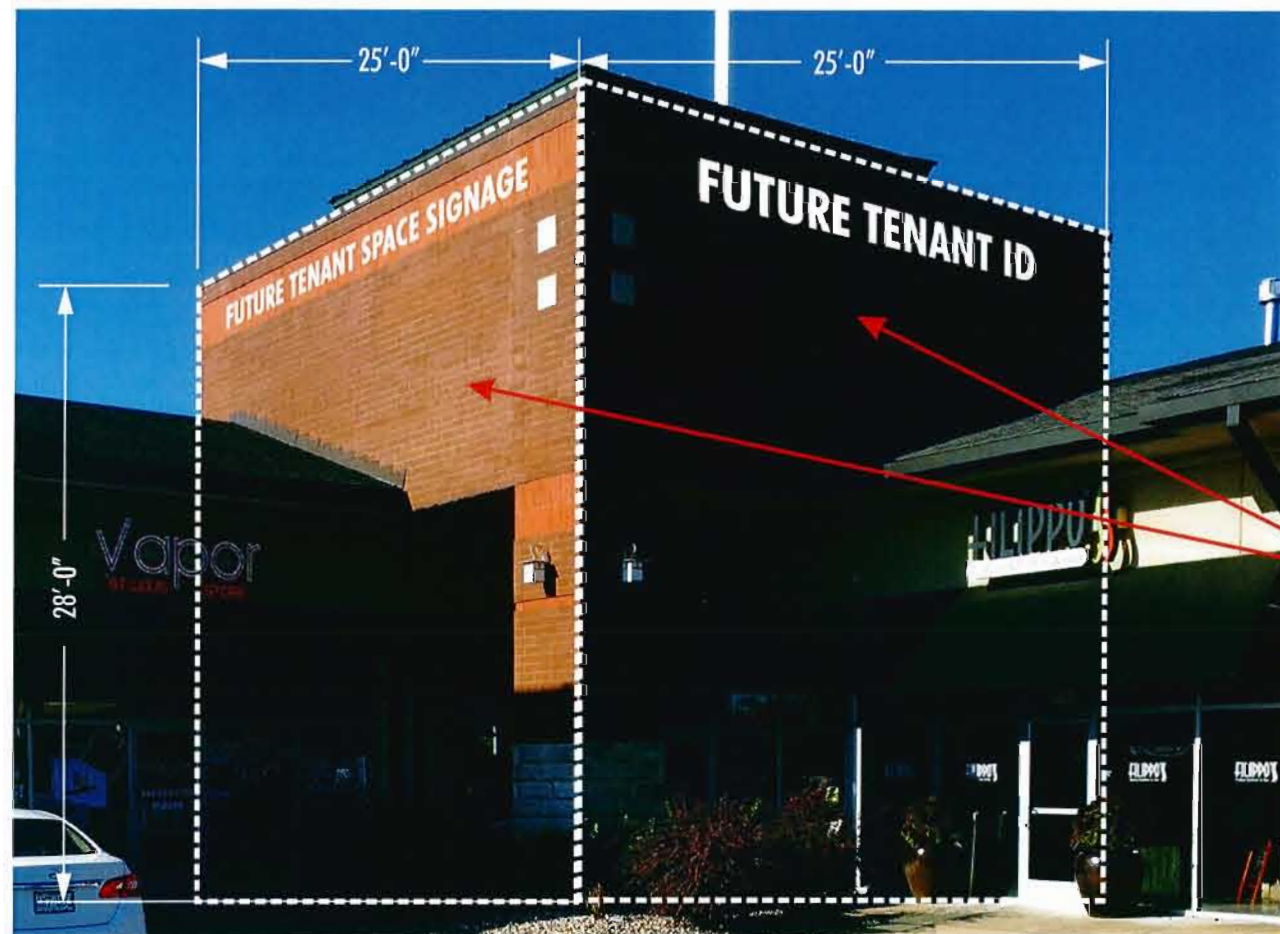
BECAUSE YOU WOULDN'T LET JUST ANYONE SIGN YOUR NAME™



NORTH ELEVATION SIGN: 1/2" = 1'-0" (2.09' x 16' = 33.44sf)



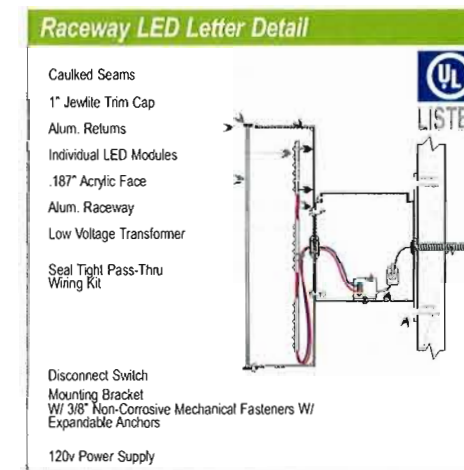
EAST ELEVATION SIGN: 1/2" = 1'-0" (1.5' x 20' = 30sf)



EAST & NORTH ELEVATIONS - NTS

FABRICATE AND INSTALL ONE SET EACH: INTERNALLY ILLUMINATED CHANNEL LETTERS AND MODULES. ALUMINUM RETURNS PAINTED TENANT CHOICE PER. 3/16" THICK ACRYLIC FACES, LETTER FACES AND LOGO MODULES SHALL BE ALLOWED TO HAVE TRANSLUCENT VINYL OVERLAYS PER TENANT STYLE AND COLOR CHOICE. ILLUMINATION SHALL BE BY LED MODULES POWERED BY LOW VOLTAGE POWER SUPPLIES SET IN RACEWAYS PAINTED TO MATCH BRICK BAND (FIELD MATCH COLOR). SIGNS SHALL MOUNTED FLUSH TO EACH CORRESPONDING ELEVATION USING NON-CORROSIVE MASONRY ANCHORS AS REQ'D. SIGNS BUILT PER UL SPECIFICATIONS AND SHALL BEAR UL LABELS. A 120V PRIMARY ELECTRICAL CIRCUIT TO SIGN AREA SHALL BE PROVIDED BY OTHERS. SIGN CONTRACTOR SHALL MAKE FINAL CONNECTIONS AT TIME OF INSTALLATION.

28' x 25' x 5% =  
35sf SIGN PERMITTED  
PER EACH ELEVATION



**WARREN  
SIGN**

2955 Arnold Tenbrook Road, St. Louis, MO 63101  
P: 636.282.1300 F: 636.282.3388  
warrensign.com

CLIENT  
LIPTON GROUP

PROJECT  
SIGN PLAN

LOCATION  
112 CHESTERFIELD VALLEY DR.  
CHESTERFIELD, MO 63005

DATE  
10/10/18

SAVED AS  
112 CHESTERFIELD VALLEY WALL SIGN PLAN

DRAWING NO.  
JK 100718

REVISED  
~

DESIGNED BY  
Keith Hemen | UADP  
UNION AFFILIATED DESIGN PROFESSIONAL

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April 12, 2005

Ms. Sue Winter  
Warren Sign Company  
2955 Arnold Tenbrook Road  
Chesterfield, MO 63010

RE: **Chesterfield Valley Square Sign Permit** – Planning Commission approval

Dear Ms. Winter,

On April 11, 2005, the Planning Commission approved the Sign Package for the above referenced project with the following conditions.

- There will be two monument signs as presented by the petitioner. One at the corner of Chesterfield Airport Road and Public Works Drive. The other at the Southern entry of the site on Public Works Drive.
- The monument signs will be no greater than fifty (50) square feet and no higher than six (6) feet.
- The Golf Discount signs will be reduced to seventy-five (75) square feet on the North/Chesterfield Airport Road elevation. The sign on the East/Public Works Drive elevation will be reduced to one hundred twenty-five (125) square feet.
- The remainder of the wall signs will be five (5) percent of the wall area on which it is attached.

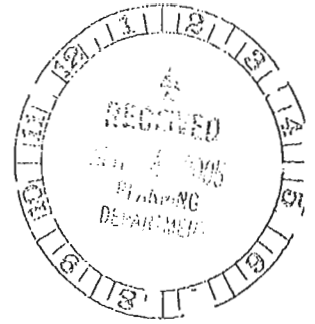
The vote was 8 in favor and 1 opposed.

Please submit to the Department of Planning two (2) copies of the plans reflecting these modifications to be placed in the file for future zoning approvals. Please contact me directly with any additional contacts 636.537.4743.

Sincerely,

Nickolas B Hoover  
Project Planner

Cc: Teresa J. Price, Director of Planning  
Tom Pupillo, Zoning Enforcement Officer



## **Chesterfield Valley Square** **SIGN CRITERIA**

Establishing certain basic guidelines, which must be followed by both the Lessee and the sign company, serves a two-fold purpose. First, it meets standards of good design and workmanship. Secondly, it helps to assure a pleasing and attractive shopping center—a goal desired by the Lessor, the Lessee, and the community.

### **A. General Requirements**

1. The sign company or the Lessee must submit to Lessor for written approval three copies of detailed drawings showing the size, layout, design, and color of the proposed sign.
2. The Lessee's sign company shall obtain all public permits for signs.
3. All signs shall be constructed and installed at Lessee's expense.
4. Lessee shall be responsible for the fulfillment of all requirements of governmental authorities and all signage shall be subject to receipt by Lessee of the approval of all applicable governmental authorities, which Lessee shall obtain at Lessee's expense.

### **B. Design Requirements – Tenant Signs**

1. Each tenant having a grade level public entry is entitled to a wall sign

2. No signs perpendicular to the face of a building or structure shall be permitted.
3. Stores that are on a building corner or that have more than one street elevation will be entitled to a second wall sign. This sign must not be any larger than the sign on the storefront and be less than 5% of the wall area (not to exceed 300 square feet).
4. No signs shall exceed a maximum brightness of 200 foot Lamberts.
5. Flashing, blinking, moving, flickering, animated, or audible signs will not be permitted.
6. Paper signs and/or stickers utilized as signs, as well as signs of a temporary character or purpose will not be permitted.
7. No interior lighted cabinet signs will be permitted.

**C. Construction Requirements – Tenant Signs**

1. All letters shall be fabricated using full-welded construction, with aluminum returns and backs. Each letter shall provide a weep hole for sufficient drainage.
2. Location of all openings for conduit sleeves and supports in building walls shall be indicated on drawings submitted to the lessor. Sign Company shall install it in accordance with the approved drawings.
3. Sign Company shall repair any damage to and any work caused by its work; including but not limited to sealing and caulking all penetrations of sign band on building.
4. Lessee shall be fully responsible for the operations of Lessee's sign company. All sign installation will be coordinated with the Lessor prior to initiation of any work by the Lessee and/or its subcontractors.



5. No exposed conduit, tubing, crossovers, or wiring raceways will be permitted on the sign band. Raceways are the preferred mounting structure on brick surfaces. All wall penetrations on brick surfaces must be in mortar joints.
6. All conductors, transformers, cabinets, and other equipment must be concealed.
7. All sign bolts, fastenings, and clips shall be non-corrosive.
8. No sign company's labels or identification will be permitted on the exposed surface of signs, except those required by local ordinances which shall be in an inconspicuous location.
9. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel. Angle clips attached to letter sides will not be permitted.
10. The size, design, color, materials, specific location, content, type of construction, method of mounting and illumination of each sign, as well as Lessee's storefront design, shall be subject to the approval of the Lessor's architect. Lessee shall submit complete, detailed drawings, in triplicate, containing all of the above information for each sign to Lessor's architect or Lessor for review and approval.
11. When approved, one (1) copy of the sign drawing will be returned to Lessee.
12. Said approval must be in writing and received by Lessee before fabrication or installation of any signs or storefronts. Signs, storefronts, or their components, which are installed without first receiving said approval, shall be ordered promptly removed from the leased premises at the expense of the Lessee.
13. Any module, logo or other variation in conjunction with individual illuminated letters – type signage, will be reviewed on an individual basis.
14. Any deviations from these sign criteria are strictly subject to prior written approval by the Lessor or its authorized representatives. The Lessor must approve all signs.
15. No sign shall exceed a maximum brightness of 200' lamberts.

**D. Size Requirements – Tenant Signs**

1. The square foot area of a wall sign may not exceed more than 5% of the square footage of the wall area on which it is attached per ordinance 1003.168C.
2. The maximum letter height on the EIFS sign band is 30” if the sign is in one line. Maximum letter height is 24” if the sign copy is stacked.
3. The sign may not span more than 80% in length of the storefront.
4. Signs that are not located on the EIFS sign bands (primarily larger tenants) may have taller letters if appropriately sized for the wall on which they are attached. These signs must be approved by the landlord and not exceed 5% of the wall area.

**E. Shopping Center Identification Signs**

1. A total of three shopping center identification signs will be installed. These signs can accommodate a limited number of tenant names. The tenants that are identified on these signs are determined at the sole discretion of the lessor.
2. One primary pylon identification sign will be located on Chesterfield Airport Road. This sign is illustrated on Warren Sign drawing #BB021004.
3. One entry monument sign (illustrated on Warren Sign drawing #BB020904) will be located at each of two (2) shopping center entrances on the East side of the shopping center on Public Works drive.

