



VII. A.

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Planning Commission Staff Report

Project Type: Sign Request

Meeting Date: November 25, 2013

From: Jessica Henry
Project Planner

Location: North side of Baxter Road, west side of Clarkson Road

Applicant: Caplaco Four Inc. and Caparco One Inc.

Description: **Clarkson Square:** A request for three freestanding signs exceeding six (6) feet in height and/or fifty (50) square feet in outline area and for LED accent lighting for the three freestanding signs located within the Clarkson Square Commercial Development (19S410252, 19S410274, 19S411297).

PROPOSAL SUMMARY

Caplaco Four Inc. and Caparco One Inc. have submitted a sign request for the Clarkson Square development. The request is for three freestanding signs; two would replace the two existing freestanding signs along Clarkson Road and the third is a monument sign on Baxter Road. The applicant is also seeking approval for Light Emitting Diode (LED) accent lighting for these freestanding signs. The Planning and Development Services Division has reviewed the request and submits the following report.

LAND USE AND ZONING HISTORY OF SUBJECT SITE

St. Louis County zoned the subject site "NU" Non-Urban District in 1965. On August 5, 1982, St. Louis County approved Ordinance 10712, which zoned the subject site from a "NU" Non-Urban District to a "C-8" Planned Commercial District. St. Louis County Ordinance 10712 was subsequently amended four (4) times by St. Louis County, with the final amendment by the County being Ordinance 13013.

On October 2, 1995, the City amended St. Louis County Ordinance 13013 via City of Chesterfield Ordinance 1100 to allow a specialized school with dormitory and gymnasium (St. Joseph's Institute for the Deaf). Ordinance 1100 also amended building and parking setbacks. On August 19, 1996, the City of Chesterfield City Council approved Ordinance 2020, which in addition to incorporation of all previous amendments, provided for amendment to gross floor area for the development.

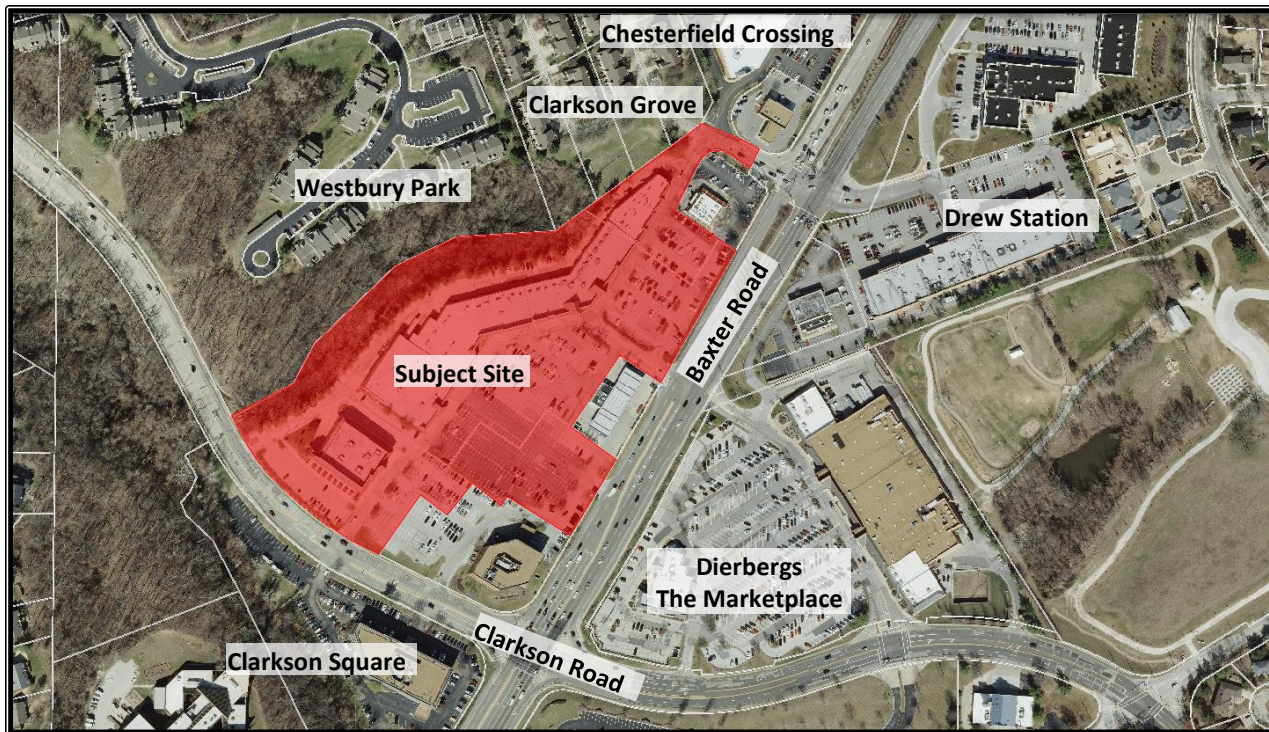
On May 2, 2005, the City of Chesterfield City Council approved Ordinance 2169 which amended Ordinance 2020 to allow the building utilized for the Clarkson Six Ciné to be replaced with a retail building. Additionally, the total square footage permitted for commercial/retail with a maximum of three restaurants was increased from 89,000 square feet to 109,033 square feet in order to accommodate the new retail building.

The existing freestanding signs along Clarkson Road were constructed prior to the City of Chesterfield’s incorporation and as such, no permitting or construction documentation is on file with the Planning and Development Services Division.

Surrounding Land Use and Zoning

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

Direction	Land Use	Zoning
North	Chesterfield Crossing	“C-8” Planned Commercial District
South	Continuing Clarkson Square Development and Lord of Life Lutheran Church	“C-8” Planned Commercial District & “R-6A” Residence District
East	Dierbergs The Marketplace and Drew Station Development	“C-8” Planned Commercial District
West	Westbury Park & Clarkson Grove Residential Subdivisions	“R-3” & “R-6A” Residence District



STAFF ANALYSIS

The request is for Planning Commission approval due to the size of the signs and includes three freestanding signs. Two of the proposed freestanding signs are twenty (20) feet in height and one hundred (100) square feet in outline area. The proposed monument sign is six (6) feet in height and fifty-one (51) square feet in outline area. The two freestanding signs will replace the existing pylon signs located along Clarkson Road and the monument sign will be placed along Baxter Road. The development currently does not have a monument sign along Baxter Road. The location of each of the three signs is as previously approved on plans on file with the Planning and Development Services Division. Photos of the two existing pylon signs are provided in the Applicant’s proposed signage packet.

Regulations pertaining to freestanding business and identification signs are found in Section 1003.168 of the City of Chesterfield City Code. From the Zoning Ordinance:

- *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 1003.168.3(2) Sign Regulations-General.*

- *All permanent freestanding business and identification signs shall have landscaping, which may include, but not be limited to, shrubs, annuals, and other materials, adjacent to the sign base or structural supports. If the outline area and/or a height increase for any permanent freestanding sign is requested, the required landscaping for such a sign will be subject to Planning Commission approval.*

- *The proponent of a sign subject to Planning Commission Approval as set out in subsequent sections shall file with the Department of Planning, in addition to those document requirements specified in Section 1003.168.3(1), a written statement.*

In order to fulfill these requirements, a written statement and landscape plan are attached for review by the Planning Commission. It should be noted that although the applicant is requesting the maximum height and outline area permitted by the City Code, the existing pylon signs that the applicant proposes to replace exceed the twenty (20) foot height limitation currently permitted subject to approval by the Planning Commission as shown in the table below.

	Sign A Dimensions		Sign B Dimensions	
Existing Freestanding Sign	Height: 21’2”	Outline Area: 63ft ²	Height: 22’9”	Outline Area: 99.875ft ²
Proposed Replacement Sign	Height: 20’	Outline Area: 100ft ²	Height: 20’	Outline Area: 100ft ²

Each of the three proposed signs is to be constructed with a brick base that will match the buildings in the development. The signs will be topped with a white cornice trim and the sign faces will be comprised of LED

backlit panels with white acrylic covers. Areas of the sign faces that are not used for tenant signage will be colored to match the darker accent bricks used on the buildings in the development.

Additionally, each of the three proposed signs is to contain two Sloan LEDStripe low glow white border tubing accent lighting features. Regulations pertaining to LED accent lighting used in signage are found in Section 1003.430 of the City of Chesterfield City Code. From the Lighting Ordinance:

- *All accent lighting, including Light-Emitting Diodes or LEDs, and lighting used for signage shall be subject to the approval of the City of Chesterfield.*

The proposed LED bands wrap around the face of the sign at the bottom and just below the “Clarkson Square” heading near the top. This type of LED band is designed to accent the sign and as presented will not create any sky glow or light spillover onto adjacent parcels or developments. In order to provide the Commission with an indication of the light level generated by the band, the applicant provided a letter from their sign consultant and an image of the lit LED band next to an existing LED sign in the development. Those items are attached to this report. As indicated in the photo, the brightness level and light scatter emitted by the LED band appear to be consistent with the channel letter wall-mounted LED sign. These types of bands have been approved by the Planning Commission on previous occasions, including for the Buffalo Wild Wings restaurant that was approved in October 2012.

In addition to the request specific regulations discussed above, the purpose of the sign regulations as stated in Section 1003.168.1. of the City of Chesterfield Zoning Ordinance provides a basis for the review of the submittal.

- *The purpose of the sign regulations is to preserve the public health, convenience, welfare and/or safety within the City of Chesterfield by maintaining the high aesthetic quality of the community while at the same time recognizing the importance of signage in:*
 - a. *Fostering the economic viability of the community, and;*
 - b. *Providing safe and concise directional information designed to facilitate traffic flow.*
- *Signs shall not overload the public's capacity to receive information, or cause visual confusion by interfering with pedestrian or vehicular traffic. Signs shall generally conform to the character of the community and enhance the visual harmony of development.*
 - a. *It is the intent of the sign regulations to encourage excellence in design of signs.*

RECOMMENDATION

After reviewing the sign request for Clarkson Square, Staff does not have any outstanding comments on the request. Staff would support a recommendation for approval of the request upon a finding of consistency of the proposed sign request with the purpose and intent of the sign regulations along with the Planning Commission’s finding that the applicant’s written statement provides adequate justification for the request.

MOTION

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

- 1) “I move to approve (or deny) the sign request for the Clarkson Square Development.”

Clarkson Square
Sign Request

Planning Commission
November 25, 2013

- 2) "I move to approve the sign request for Clarkson Square Development" (Conditions may be added, eliminated, altered or modified)

Respectfully submitted,

Jessica Henry
Project Planner

cc: Aimee Nassif, Planning and Development Services Director

Attachments: Letter from Lighting Designer
Applicant's Written Statement
Proposed Signage Packet
Landscape Plan



October 16, 2013

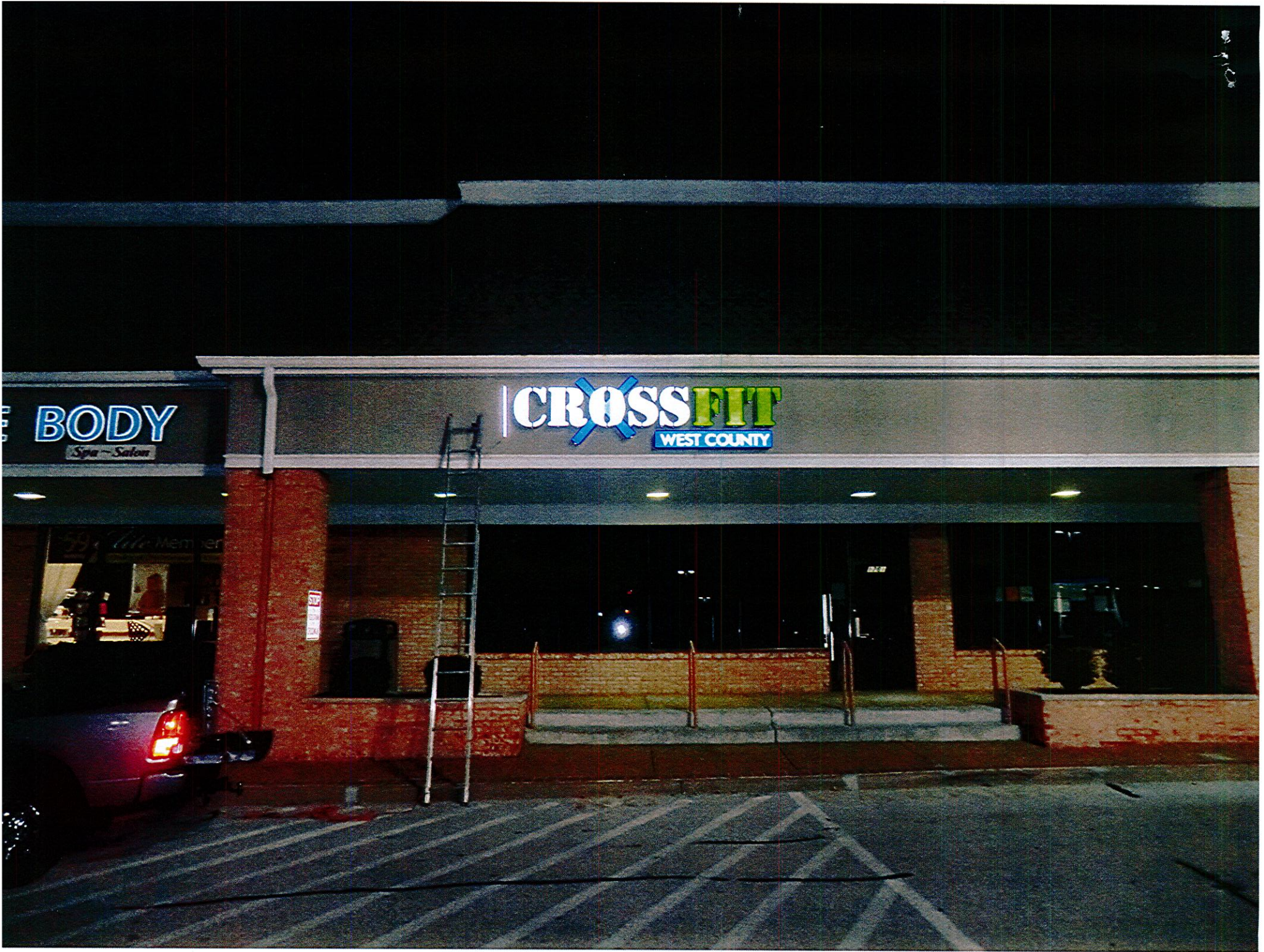
Capitol Land Co.
11850 Studt Ave.
St. Louis, MO 63141
Attn: Dan Capps

Re: Clarkson Square

Regarding the proposed freestanding business sign A and B, and the proposed monument sign C, the light intensity of the low glow LED accent lighting will be similar to that of the light intensity of the tenant panels on each sign. These are two different products so there is no way to match the light intensity exactly, but we have performed a comparison test and they are similar.

Garrett Newhouse – Director of Sales
Ziglin Signs
540 Vossbrink
Washington, MO 63090





BODY

Spa - Salon

CROSSFIT
WEST COUNTY

STOP

1212

NOV 12 2013

Department of Public Services

Section 1003.168.3.(3) Written Statement

This Written Statement is in support of the Application for approval of two (2) freestanding business signs.

(a) The underlying business, directional, or informational purpose of such a sign.

The purpose of the signs is the same as the existing legal, non-conforming freestanding business signs in the same locations. The proposed signs would replace the existing signs. The signs are intended to identify the tenants of a large commercial/retail center of approximately 90,000 square feet and safely direct customers to their locations.

(b) Why such a sign should exceed the maximum height and/or outline area specification for a particular sign in order to accomplish the underlying purpose as stated in item (a) above.

The proposed signs are not materially different in size to the existing signs. The proposed signs would be a better, updated design with updated structure and materials more compatible with the materials used in the center.

(c) What the proponent of such a sign believes the adverse impact may be upon the underlying business, directional, or informational purpose of such a sign if the proponent is compelled to reduce the height and/or outline area of such a sign to within the maximum height and/or outline area specification for any one (1) sign and the factual basis supporting such belief.

The proposed signs would replace existing signs that have been in these locations for years. They have been an important element to attracting and directing customers to the tenants for a long time, and tenants rely upon them to be successful. The center is located in a busy, competitive commercial/retail area along a heavily travelled highway where the size is necessary to accomplish the purpose. Any reduction would be counter to the history of the existing signs and their purpose and would discourage the replacement of outdated legal, non-conforming signs.

(d) The approximate distance the proposed sign will be from other existing or planned structures visible or planned to be visible within a radius of one thousand (1,000) feet from said sign, identifying such structures with sufficient particularity to enable the Planning Commission to determine whether there is a reasonable likelihood of an adverse public health, convenience, welfare and/or safety impact within the one thousand (1,000) foot radius area while maintaining the high aesthetic quality of said area.

The proposed signs would replace existing signs in an existing center. No new buildings are proposed as a part of this development. Please refer to the approved site plan and site improvement plans for this center.

(e) What steps, if any, the proponent has taken to integrate the design with the surrounding environment including, but not limited to, use of colors and materials, size and character of typeface(s), regularity of overall shape, type of illumination, orientation and situation of such a sign in order to minimize the amount of visual clutter, and to avoid the distraction to pedestrians and motorists beyond that necessary to convey the underlying business, information, or directional purpose of said sign.

The proposed signs would replace existing signs that have been in these locations for years. The proposed signs will be a better, updated design with updated structure and materials more compatible with the materials used in the center. For details, please refer to the information submitted with the Application.

(f) If no steps (referred in item (e) above) have been taken, why such steps should not be required of the proponent.

Not applicable.

(g) Any other information, such as length of frontage, special speed limit or topographic considerations, that the proponent deems pertinent to the approval of such a sign request.

The most pertinent facts that support approval of the proposed signs are: (1) the proposed signs would replace existing legal, non-conforming freestanding business signs in the same locations; (2) the existing signs have been in these locations for years; and (3) the proposed signs are a better design and an upgrade over the existing structures and materials and include attractive landscaping at their bases.

8/20/13



CLARKSON SQUARE SIGNAGE

Provided by



540 Vossbrink Dr. • Washington, MO 63090
636.390.8455 • 636.390.8456 fax
garrettn@ziglinsigns.com



Monument Sign C

Pylon Sign B

Pylon Sign A



Customer: Capital Land Company
 Job / Est. #: 12248
 Contact: Dan Capps
 Salesperson: Garrett Newhouse

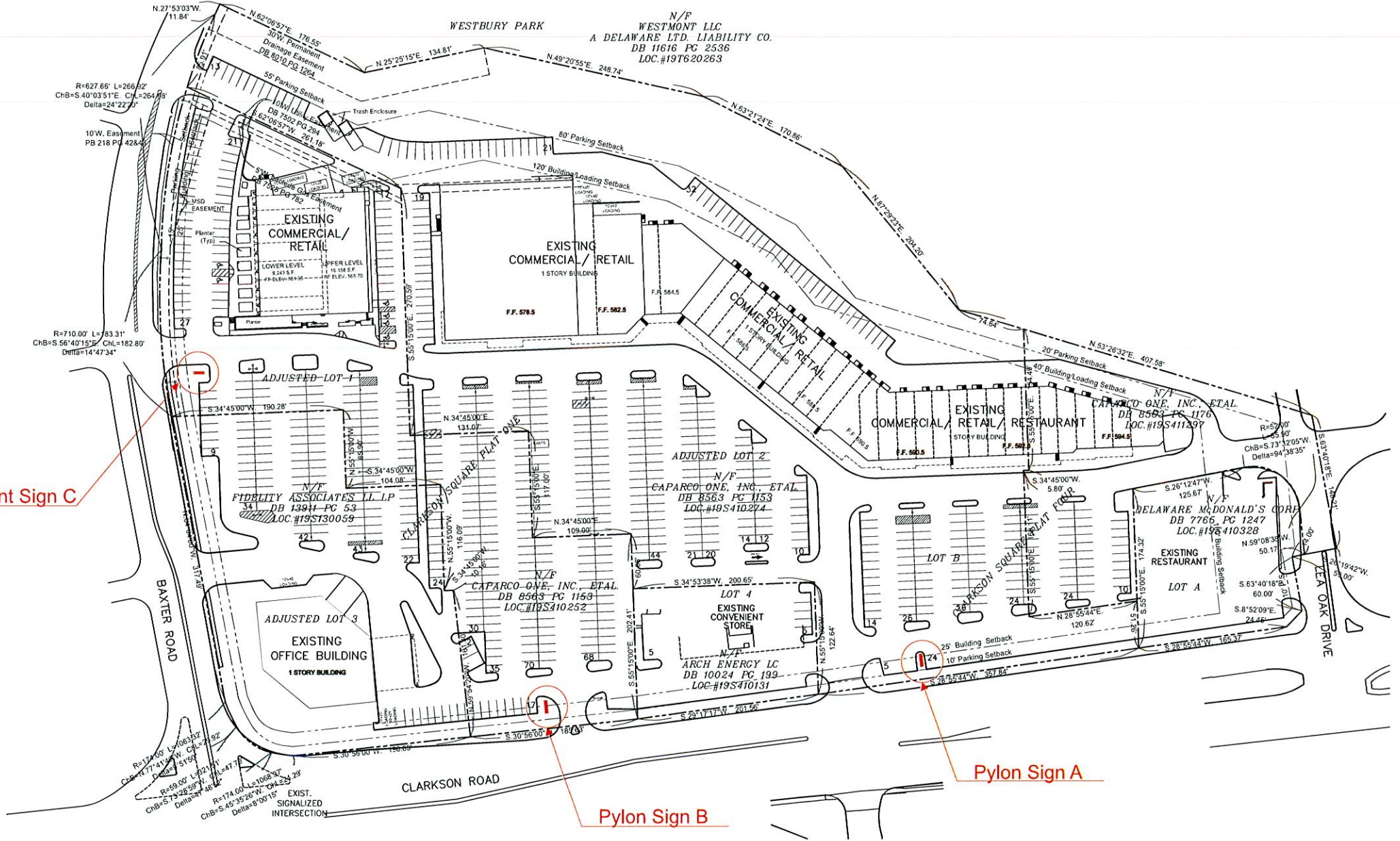
Project: Clarkson Square
 Drawn by: CMB
 File #: 20160
 Date: 4/16/13

Signature: _____
 Date of Approval: _____
 Signed approval of all drawings is required before production begins

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Rev 1: _____
 Rev 2: _____
 Rev 3: _____
 Rev 4: _____
 Drawing #: _____





Existing Pylon Sign A

Overall Height - 21'-2"

Overall Square Footage - 63



Customer: Capital Land Company
 Job / Est. #: 12248
 Contact: Dan Capps
 Salesperson: Garrett Newhouse

Project: Clarkson Square
 Drawn by: CMB
 File #: 20160
 Date: 7/16/13

Signature: _____

Date of Approval: _____

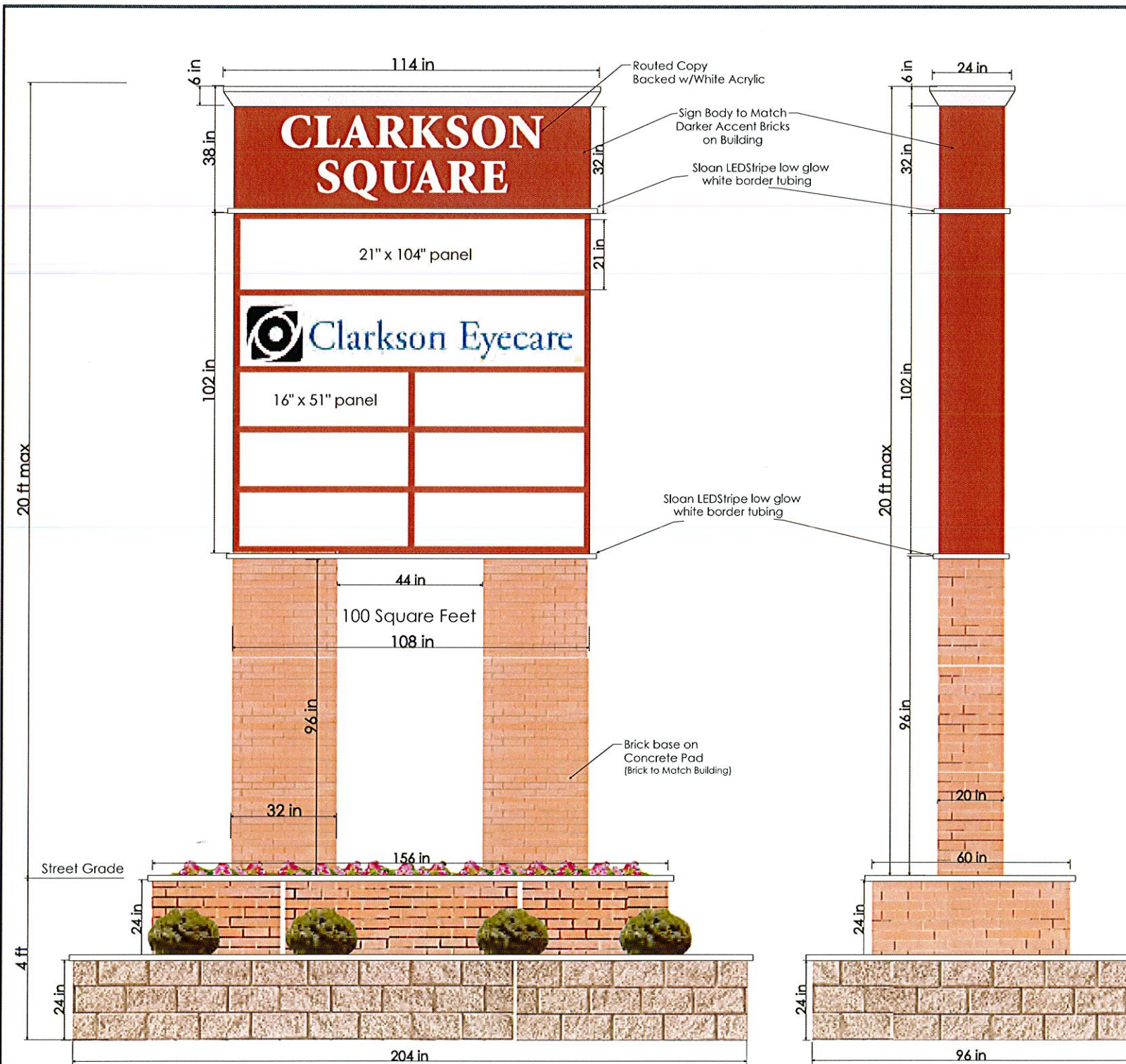
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Rev 1: _____
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 Rev 4: _____
 Drawing #: _____



Proposed Freestanding Business Sign A



Overall Height - 20'
Overall Square Footage - 100

Final Landscape Plan Yet To Be Determined



636.390.8455 540 Vossanna Dr. www.ziglin.com
 636.390.8456 FAX Washington, MO 63090 sales@ziglin.com

Customer: Capital Land Company
 Job / Est. #: 12248
 Contact: Dan Capps
 Salesperson: Garrett Newhouse

Project: Clarkson Square
 Drawn by: CMB
 File#: 20160
 Date: 7/16/13

Signature: _____
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Rev 1: _____
 Rev 2: _____
 Rev 3: _____
 Rev 4: _____
 Drawing #: _____



Existing Pylon Sign B

Overall Height - 22'-9"

Overall Square Footage - 99.875



Customer: Capital Land Company
 Job / Est. #: 12248
 Contact: Dan Capps
 Salesperson: Garrett Newhouse

Project: Clarkson Square
 Drawn by: CMB
 File#: 20160
 Date: 7/16/13

Signature: _____
 Date of Approval: _____
Signed approval of all drawings is required before production begins

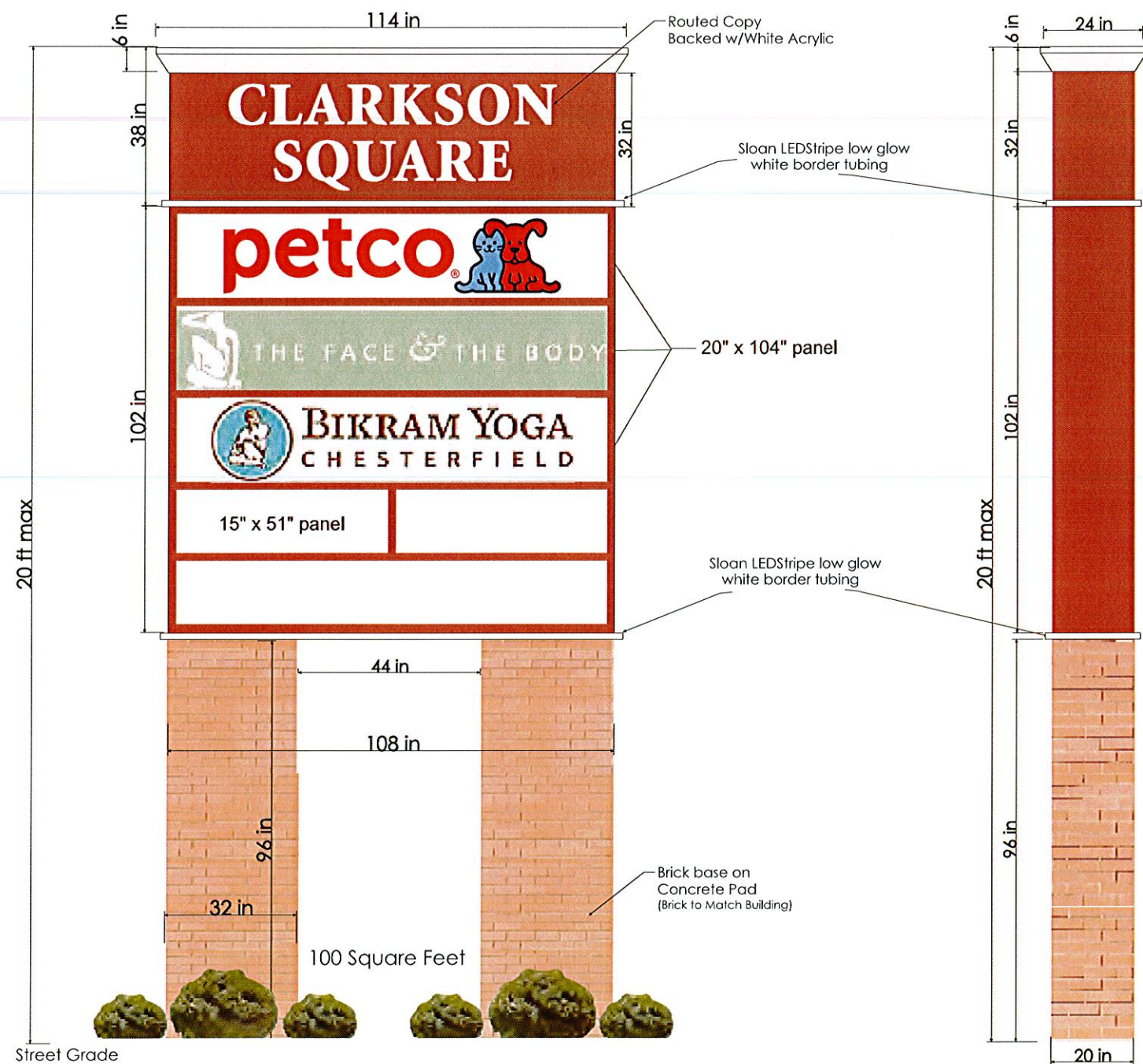


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Rev 1: _____
 Rev 2: _____
 Rev 3: _____
 Rev 4: _____
 Drawing #: _____

Proposed Freestanding Business Sign B



Overall Height - 20'
Overall Square Footage - 100

Street Grade
 Final Landscape Plan Yet To Be Determined

ZIGLIN SIGNS
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 636.390.8456 FAX
 5402 Visasbrink Dr.
 Washington, MO 63090
 www.ziglinsigns.com
 sales@ziglinsigns.com

Customer: Capital Land Company
 Job / Est. #: 12248
 Contact: Dan Capps
 Salesperson: Garrett Newhouse

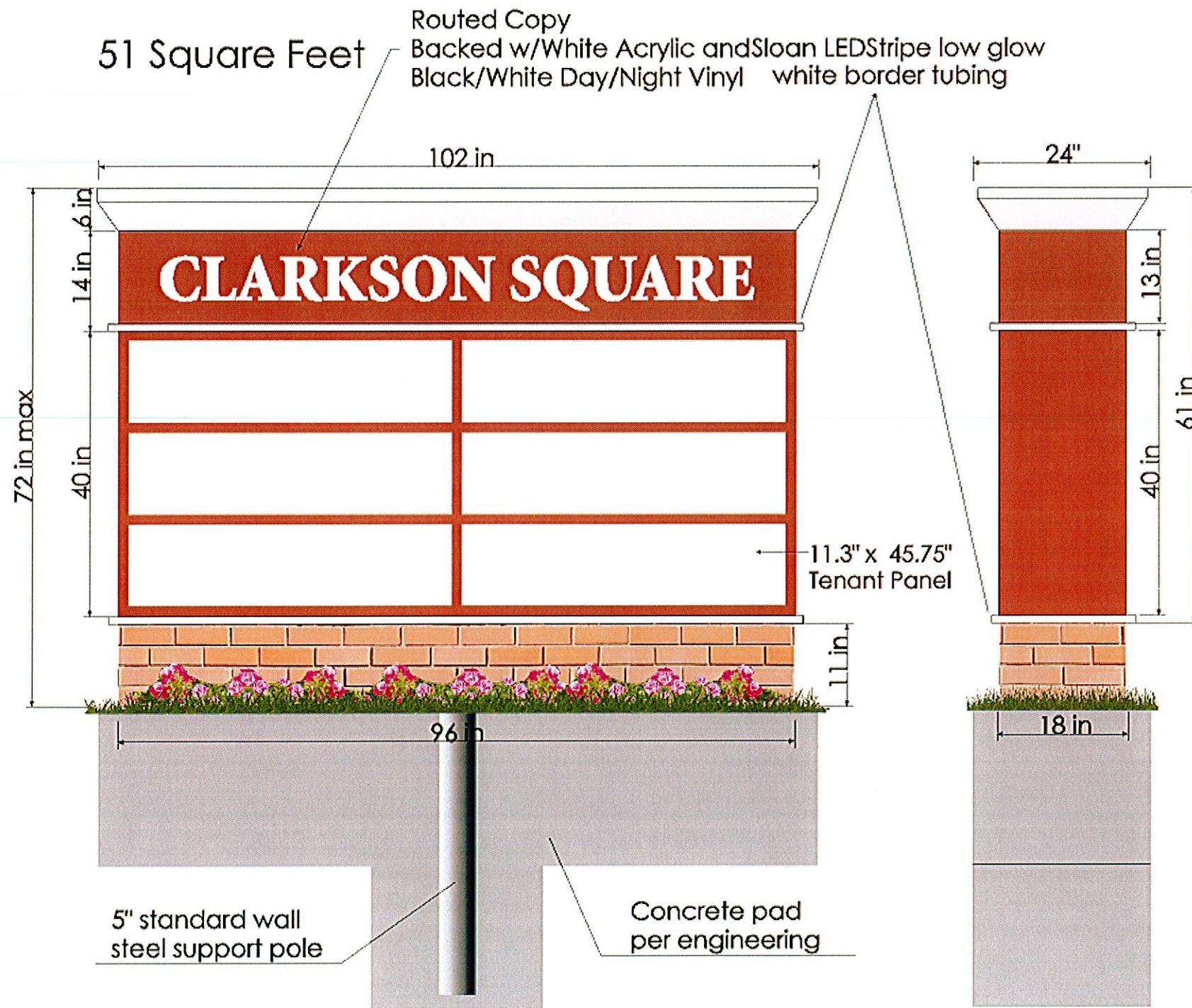
Project: Clarkson Square
 Drawn by: CMB
 File#: 20160
 Date: 7/16/13

Signature: _____
 Date of Approval: _____
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UL
 TASC
 MSA
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Rev 1: _____
 Rev 2: _____
 Rev 3: _____
 Rev 4: _____
 Drawing #: _____

Proposed Monument Sign C



Final Landscape Plan Yet To Be Determined



686.390.8456
636.390.8466 FAX

640 Vassb'ink Dr.
Washington, MO 63090

www.ziglinsigns.com
sales@ziglinsigns.com

Customer: Capital Land Company

Job / Est. #: 12248

Contact: Dan Capps

Salesperson: Garrett Newhouse

Project: Clarkson Square

Drawn by: CMB

File #: 20160

Date: 7/16/13

Signature: _____

Date of Approval: _____

Signed approval of all drawings is required before production begins



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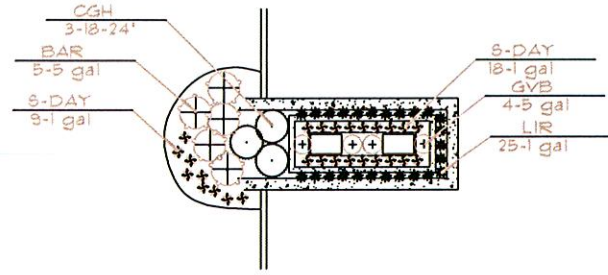
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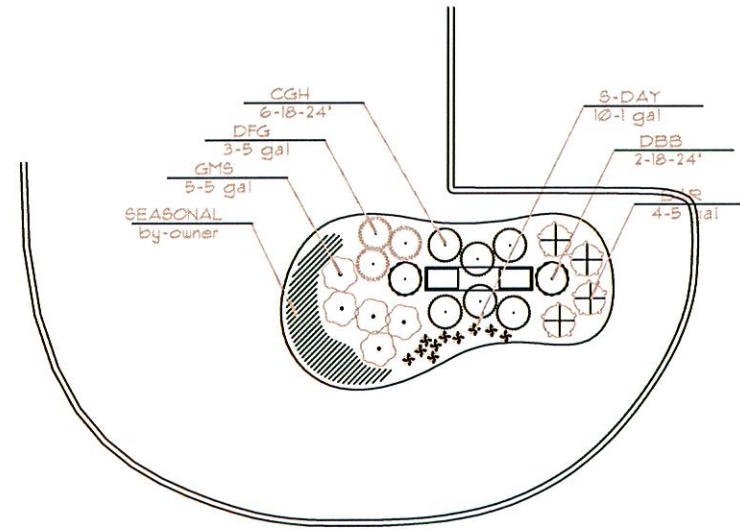
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Rev 4: _____

Drawing #: _____



Proposed Monument Sign A



Proposed Freestanding Business Sign B

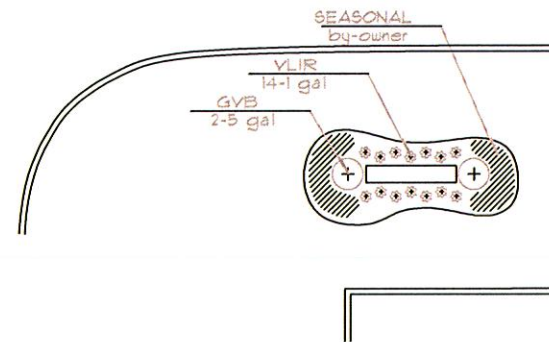
PLANT-SCHEDULE

SHRUBS	COMMON NAME / BOTANICAL NAME	CONT.	MATURITY	EVERGREEN	QTY	A	B	C
BAR	Concord Barberry / <i>Berberis thunbergii</i> 'Concord'	5 gal	30-42'	Deciduous	9	5	4	-
GVB	Green Velvet Boxwood / <i>Buxus</i> 'Green Velvet'	5 gal	36-42'	Evergreen	6	4	-	2
DBB	Dwarf Burning Bush / <i>Euconymus alatus</i> 'Compactus'	18-24'	48-60'	Deciduous	2	-	2	-
6-DAY	Stella de Oro Daylily / <i>Hemerocallis</i> x 'Stella de Oro'	1 gal	12-18'	Deciduous	31	21	10	-
CGH	China Girl Holly / <i>Ilex meserveae</i> 'China Girl'	18-24'	48-60'	Evergreen	9	3	6	-
LIR	Liriope / <i>Liriope muscari</i>	1 gal	12-15'	Deciduous	25	25	-	-
VLIR	Var. Liriope / <i>Liriope muscari</i> 'Variegata'	1 gal	12-15'	Deciduous	14	-	-	14
DFG	Dwarf Fountain Grass / <i>Pennisetum alopecuroides</i> 'Hameln'	5 gal	18-24'	Deciduous	3	-	3	-
GMS	Goldmound Spirea / <i>Spiraea bumalda</i> 'Goldmound'	5 gal	24-30'	Deciduous	5	-	5	-

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City of Chesterfield

NOV 08 2013

Department of Public Services



Proposed Monument Sign C

Drawn by: CIA
Scale: 1"=10'
Date: 9-27-13
Revised:

**BAXTER FARMS
and NURSERIES**
3411 CREVE COEUR MILL ROAD
ST. LOUIS, MISSOURI 63146
314/542-9400

Landscape Planting Plan For:
**Clarkson Square
Sign Plantings**
Prepared For: Capital Land Company

Drawing Number:
L-1
of one