



**VII.A.**

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December 3, 2008

Planning Commission  
City of Chesterfield  
690 Chesterfield Parkway West  
Chesterfield, MO 63017

The Planning Commission agenda for **December 8, 2008** will include the following item for your consideration:

**Towne Centre:** Amended Sign Package for an 18.34 acre tract of land, zoned “PC” Planned Commercial District located on the west side of Long Road, south of Edison Road.

Dear Planning Commission:

Adler Custom Signworks, on behalf of GHH Investments LLC, has revised their original request for an amended Sign Package for the above referenced project. The Department of Planning and Public Works has reviewed this request and submits the following report.

**BACKGROUND**

1. On September 23, 1998, the City of Chesterfield approved Ordinance 1454 which rezoned the property to “PC” Planned Commercial District.
2. On April 12, 1999, the Planning Commission approved the Site Development Concept Plan for the site.
3. On August 25, 2003, the Planning Commission approved an Amended Site Development Concept Plan for changes to the lot lines.
4. On September 8, 2003, the Planning Commission approved an amendment to the Sign Package for the design of the monument sign.
5. On January 12, 2004, the Planning Commission approved Amended Architectural Elevations for awnings over individual storefront entrances.
6. On November 24, 2008, a second Amended Sign Package went to Planning Commission and the motion to approve failed.

**SUBMITTAL INFORMATION**

1. The request is for an amendment to the existing sign package for the one monument sign which is located along the Long Road frontage of the site. The sign would replace the existing monument sign at that location. The second monument sign along Edison Road would remain.
2. The sign will be landscaped at the base with low lying perennials, annuals and bushes.
3. The following table shows the differences between the proposed monument sign from the November 24, 2008 meeting and the December 8, 2008 proposal.

	11/24/2008 Proposal	12/8/2008 Proposal
Height of Sign	20 feet	16 feet
Height of Sign Base	8 feet	4.5 feet
Square Footage of Sign	108 square feet	103 square feet

**DEPARTMENTAL INPUT**

The submittal was reviewed and is in compliance with all City of Chesterfield ordinances. The Department of Planning & Pubic Works requests action on the Amended Sign Package.

Respectfully submitted,



Mara M. Perry, AICP  
Senior Planner

Cc: City Administrator  
City Attorney  
Department of Planning & Public Works

Attachments:  
Letter from Petitioner  
Amended Sign Package



adler custom signworks

November 26, 2008

## ADLER CUSTOM SIGNWORKS

PROJECT: Towne Centre  
Chesterfield, Missouri

REQUEST: Sign Package Amendment  
Long Road • Entry Monument  
Original Date: May 07, 1999

OVERVIEW: Request is made of the City of Chesterfield to consider an amendment to the current sign package for the retail center known as Towne Centre of Chesterfield, Missouri. This amendment request would address a change-out of the existing entry monument located at the Long Road entrance. This request is based upon the need for street exposure for the twenty-plus retail establishments at the center. As noted, "Towne Centre" is competing with other centers in the area such as "Chesterfield Commons". This center and others like it feature multiple listings of their tenants.

As requested, this structure replaces the existing monument on Long Road. A photo of the existing sign is enclosed. The entry monument at the Edison Road entrance will remain.

SUBMITTED BY:

Gary M. Cowles  
Adler Custom Signworks

GMC:skm  
Enclosure



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st. louis, mo 63045  
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ORIGINAL  
1999

## ARCHITECTURAL GUIDELINES

**CHIODINI ASSOCIATES**  
ARCHITECTURE/INTERIOR DESIGN/GRAPHICS

MASTER

PROJECT: **TOWN CENTRE**  
Chesterfield Business Park  
Chesterfield, MO

### A. ARCHITECTURAL DESCRIPTION

The architectural style is best described as "Classic village" in which a variety of building facades and massing create the atmosphere of a traditional "Classic Village" centre. A similar style of architecture, materials and details will be required for all out buildings.

### B. RETAIL OFFICE BUILDINGS

1. Provide for definition of diversity between major tenants, secondary stores and small shops.
2. Traditional design elements will be incorporated throughout the project (i.e. dormers, water tables, etc.).
3. Define access and circulation for office areas.
4. Maintain overall design context as to size, shape, colors and materials, yet utilizing tenants necessary identity.
5. Allow for flexible signage that is visible yet restrained. (See sign criteria.)
6. Construction of high quality materials to maintain appropriate image.
7. Materials: brick, stone, replicated stone, siding, shingles, paned windows and appropriate "village" stone fronts.
8. Storefront facades designed to be communicative and inviting to the pedestrian shopper. Awning will be allowed, if architecturally compliant.
9. Landscaping and "village street" furniture and lighting to enhance the environment.
10. Service access and dumpsters will be visibly screened using the compatible materials as the main buildings.



**C. FREE STANDING BUILDINGS**

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1. Exterior building materials and facades will be compatible with the overall traditional concept design for the center. Individual tenants creativity will be integrated into the overall contextual concept.
2. Use of exterior building materials shall be consistent on all facades and shall be compatible with those of the main centre.
3. Rooftop equipment where utilized shall not be visible to patrons.
4. All site development details such as site lighting, site layout, paving, landscaping, shall be compatible in design, color and materials throughout the center.
5. Service access and dumpsters will be visibly screened using the compatible materials as the main buildings.

**CHESTERFIELD TOWN CENTER**  
**ADDITIONAL DESIGN COMMENTS**

Based on the Architectural Review Comments on our project, which we are basically very positive on the basic design of the project, we have further addressed the one area of question, the rear elevations, in the following manner.

1. A masonry unit similar in color to the brick we are using on the front of the project, will be used thereon with an accent block at the top of the wall, with the exception of the rear two story building entry and each end element of the Center. Service entry doors will have accent block lintel with a decorative light.
2. The two story rear entry will be fully fenestrated with paned glass windows and brick to a point where brick returns transfer into the masonry unit similar in color. Also the second floor will have panel windows with stone or block sills and headers.
3. At each end of the Center nearest the enclosing streets, the brick and roof fenestration will be carried around the building to the rear of the Center for approximately three bays or 75'±, providing a front fenestration view from the street. In addition extensive landscaping to break up the rear view will also be provided.
4. The rear vertical surface of the front roofs will be covered in a shingle similar to that used on the building front roofs.
5. We suggest that rooftop HVAC screening is unnecessary on the west side since the views of this elevation are from an industrial use whose rooftop units are exposed at present. On the south, screening of rooftop units is also not necessary since the view is from an extreme distance and due to the manner we have treated the end building, rear facade and landscaped area. HVAC units will be kept inward away from easy view, approximately the center point of the building depth.
6. The tower will be brick masonry with stone accents throughout on all facades.

## TENANT SIGNAGE CRITERIA

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### CHIODINI ASSOCIATES ARCHITECTURE/INTERIOR DESIGN/GRAPHICS

PROJECT: **TOWNE CENTRE**  
Chesterfield, MO

#### A. GENERAL REQUIREMENTS

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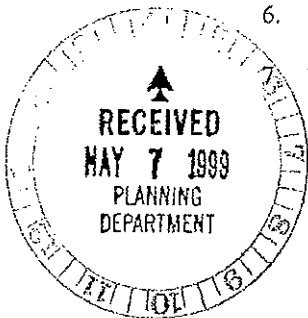
1. The sign company or the Tenant must submit to Landlord for written approval two (2) copies of detailed drawings showing the size, layout, design and color of the proposed sign.
2. All required permits for signs shall be obtained by the sign company and must comply with all local codes and ordinances. (Section 1003.168 of the Chesterfield Zoning Ordinance.)
3. All signs shall be constructed and installed at Tenant's expense.
4. Tenant shall be responsible for complying with all signage requirements/criteria stipulated herein.
5. Tenant's signs shall be limited to letters designated Tenant's store name and/or type of store only, and shall contain no advertising devices, slogans, symbols, or marks other than Tenant's store name and/or type of store. Logos or corporate shields shall be permitted subject to Landlord approval.

#### B. DESIGN REQUIREMENTS

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1. The only type of signage permitted will be illuminated channel letters. Sign cabinets, subject Landlord approval.
2. The outline area of sign shall not exceed five percent (5%) of the wall area on which the sign is attached. On two story building with two tenants, the floor line is limits of wall area for each tenant with a maximum of 200 sq.ft..
3. Letters may not overlap with top or bottom edge of the building's sign band. The total width of Tenant's store sign cannot exceed eighty percent (80%) of the store frontage with a minimum setback from the edge of the lease line of three (3) feet.
4. The size of the letters on Tenant's store front sign shall be limited to a maximum height of twenty-four (24) inches and not less than fourteen (14) inches.
5. Signage installed to masonry, must be attached to raceways. All other raceways are to be remote, behind sign facade wall.
6. Graphic designs or logo may be submitted but are subject to Landlord's approval.

The Landlord reserves the right of final approval on the proposed signage design and method of installation.



**C. CONSTRUCTION REQUIREMENTS**

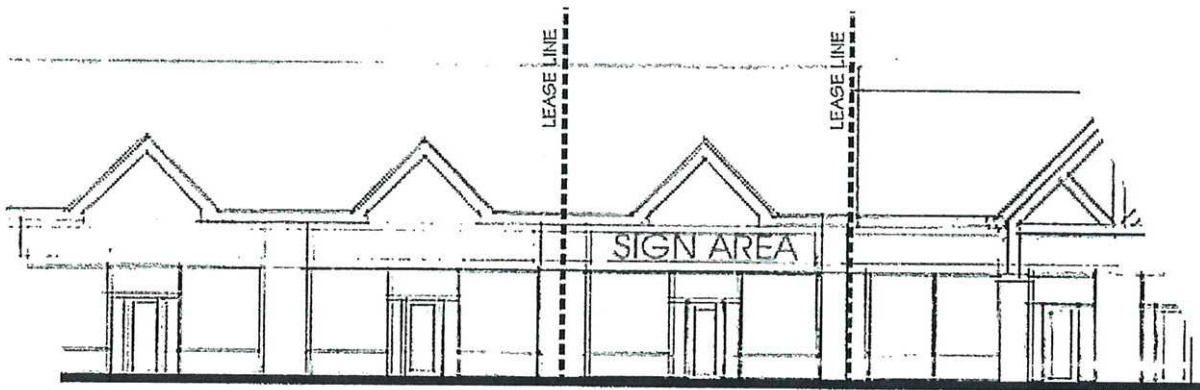
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1. All letters are to be fabricated of a minimum thickness of .063 aluminum backs, and a 4" deep .040 aluminum return, painted (to be determined by Owner.)
2. All fasteners, bolts, clips and brackets to be made of non-corrosive material and painted to match building.
3. When necessary, letters shall be attached to a 6" x 6" x .063 aluminum raceway, painted to match masonry facia.
4. Letters shall be illuminated by 12mm 6500 white neon tubing so as to provide even illumination.

**D. STIPULATIONS**

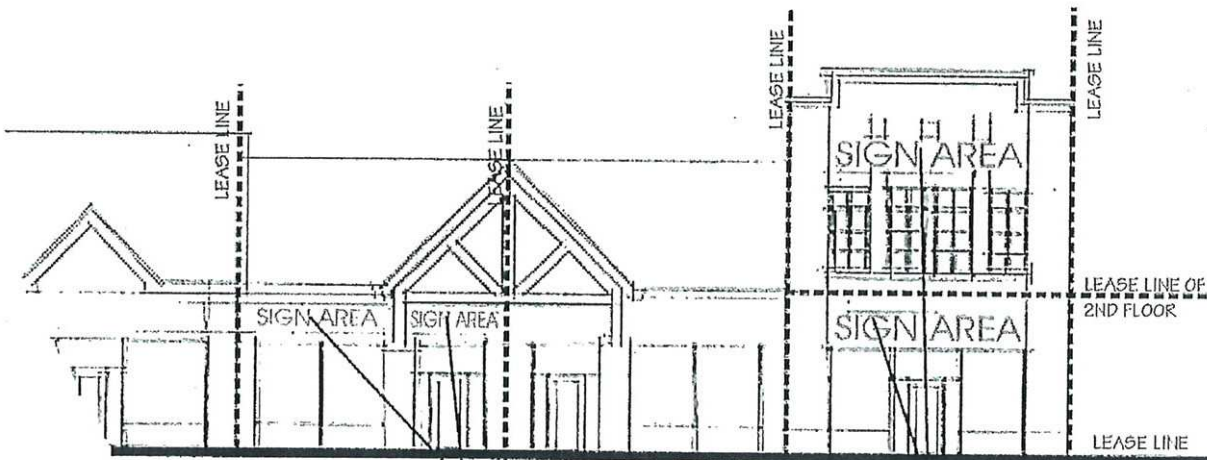
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1. All signs and their installations shall comply with all local building and municipal codes.
2. No animated, flashing or audible signs will be permitted.
3. No exposed lamps, cross-over conduit, or tubing will be permitted.
4. Paper/Stickers will not be permitted.
5. Electrical service to all signs shall be on Tenant's electrical meter.



WALL AREA IS CALCULATED FROM LEASE LINE TO LEASE LINE/ FLOOR LINE TO ROOF LINE. ON 2 STORY ELEMENTS, AREA IS FROM FLOOR LINE TO FLOOR LINE ( 2ND FLOOR ), AND FROM 2ND FLOOR LINE TO TOP OF ELEVATION.

TYP. ELEMENT



TYP. ELEMENT

2 DIFFERENT LOCATION FOR TENANT SIGNAGE

TYP. LOCATION FOR TENANT SIGNAGE

**Sign Area**

CALCULATION OF SIGNAGE AREA IS THE OUTLINED AREA OF SIGN, NOT TO EXCEED 5% OF WALL AREA.

**TENANT SIGNAGE CRITERIA**

**TOWN CENTRE**

CHESTERFIELD BUSINESS PARK  
CHESTERFIELD, MISSOURI







Date issued 3/3/99 / Client Approval \_\_\_\_\_

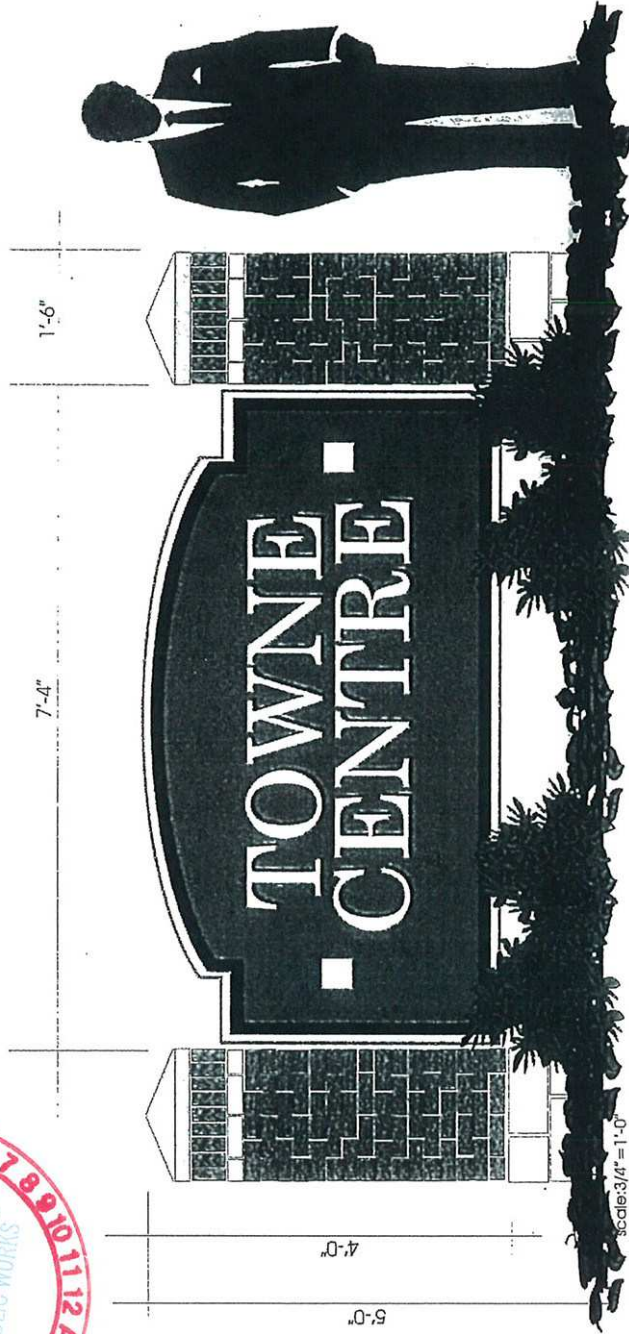
Date \_\_\_\_\_

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**TOWN CENTRE**  
 of CHESTERFIELD BUSINESS PARK, CHESTERFIELD, MISSOURI

- Interior Design
- Planning
- Graphics

**Architecture** *Chiodini*



2-TWO SIDED PYLON SIGN EXTRUDED ALUMINUM CABINET, HIGH OUTPUT FLUORESCENT ILLUM., WITH ROUTED LETTERS WITH ACRYLIC BACK UP. LOGO TO BE WHITE ACRYLIC WITH V.D.C.

FACES: PMS 403 with 1" +- PMS 3435 strip and a white 1" +- strip around edges. All sides/top/bottom to be painted PMS 403, White V.D.C. for smaller lettering.  
 NEON: White.  
 PIERS: Black/block to match building, with aluminum caps to be painted  
 TOTAL SIGN AREA PER FACE = 30 S.F. per side

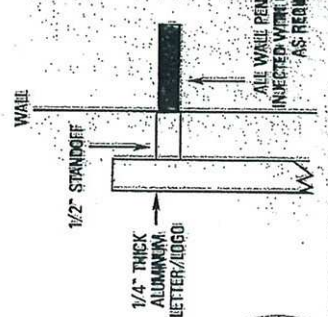
SIGN I



PHOTO ELEVATION 3/4" SCALE

# SPECIFICATIONS

**Fabricate & Install:**  
 One set per each monument (2 sets total) aluminum letters to be installed on existing brick monuments as noted.  
 Letters to be 1/4" thick aluminum cutouts painted Brushed Aluminum (BAP) and each mounted to sign area with a 1/2" standoff.  
 All penetrations to be injected with GE Silicone adhesive.  
 Manufacturing & installation performed by skilled union craftsmen to ensure quality.  
 UPART Sign & Pictorial Painters Local 774  
 BEW Electrical Workers Local 11



TYPICAL MOUNTING DETAIL - NTS



**WARREN**  
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 APPROVED

Sign & Pictorial  
**PAINTERS**  
 Local 774  
 Union Local 774  
 Painters & Sign Makers



CLIENT: CHESTERFIELD TOWNE CENTRE  
 16300 CHESTERFIELD, MO  
 DATE: 7/30/03 REVISED: 8/06/03  
 DRAWN BY: AC072003 DRAWN BY: Keith Hampen

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PRINTS ISSUED 08/31/03



REVISIONS

FURNISH DESCRIPTION



**ROSEMANN & ASSOCIATES, P.C.**  
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 INTERIOR DESIGN  
 PLANNING CONSULTANTS  
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 ST. LOUIS, MISSOURI 63103  
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 E-MAIL: info@roseman.com  
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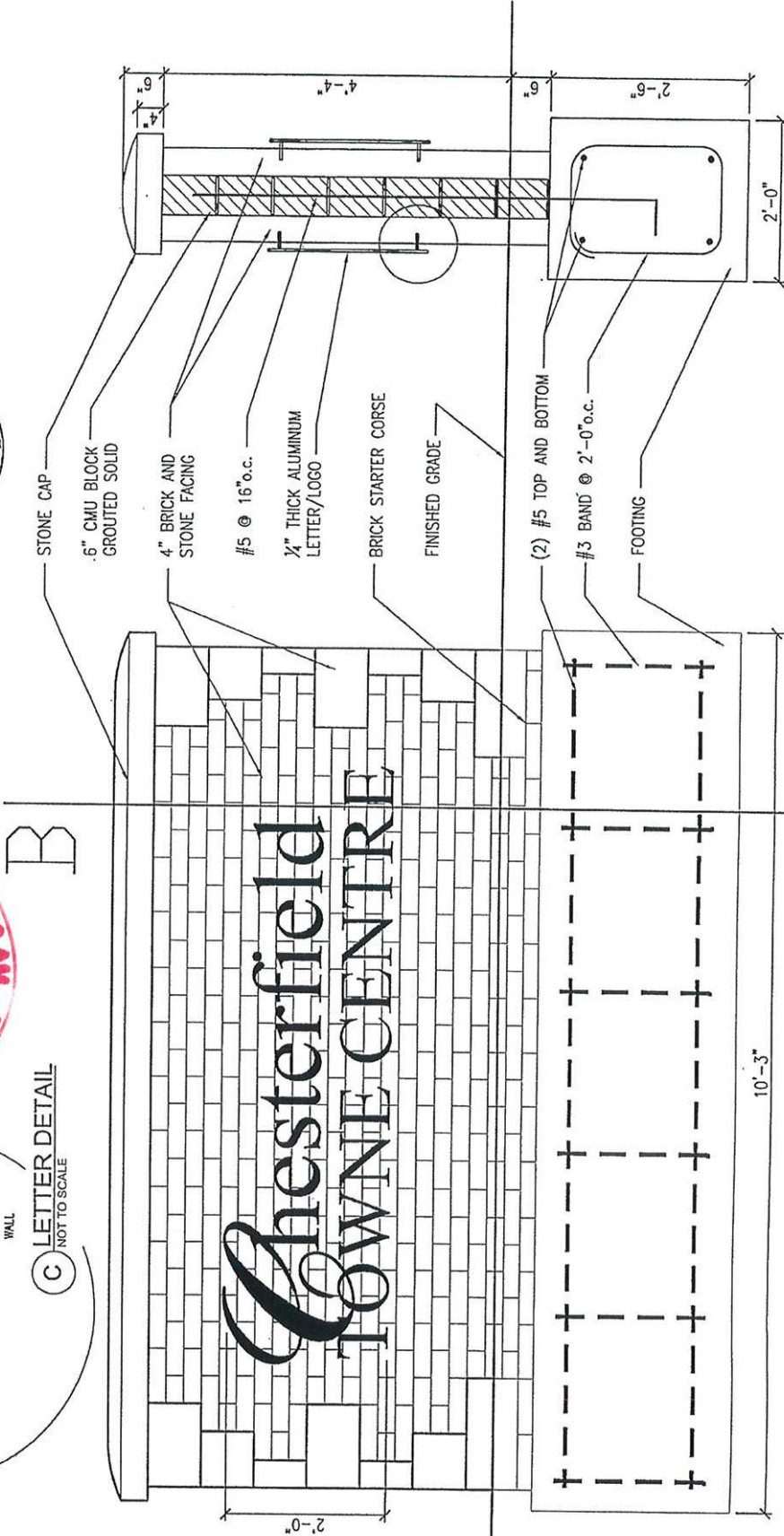
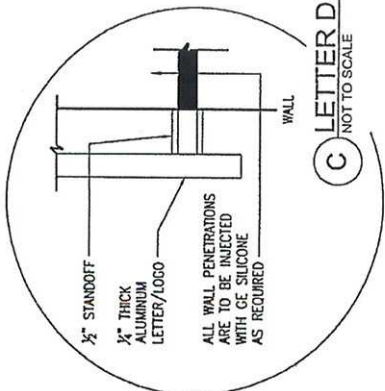
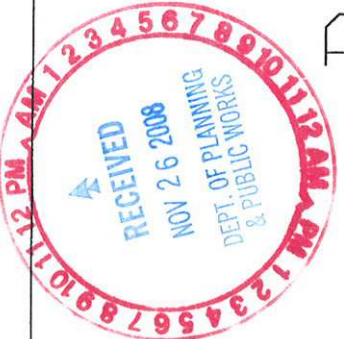
**CHESTERFIELD TOWNE CENTRE**  
 CHESTERFIELD, MO.

SHEET TITLE  
 ELEVATION  
 SECTION  
 LETTER\_DETAIL

PROJECT NUMBER 01070  
 SHEET NUMBER

**A1**

OF

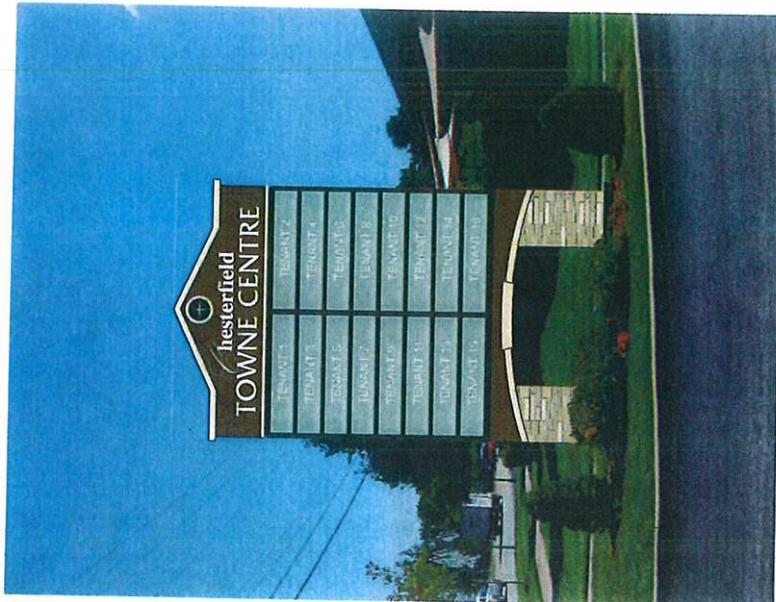
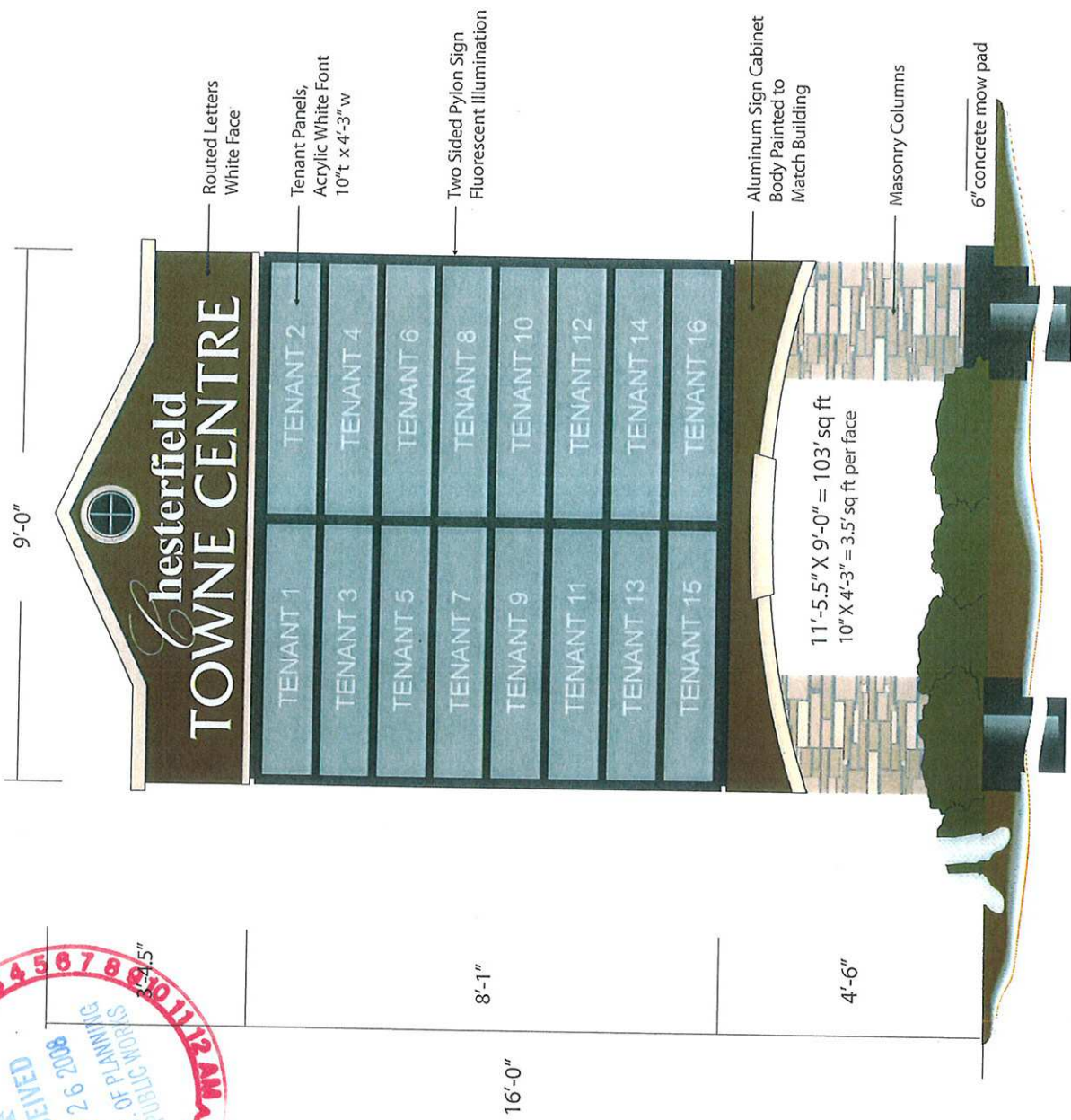
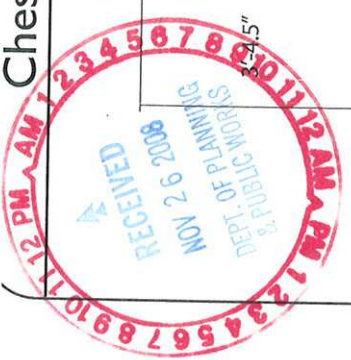


**A** ELEVATION  
 SCALE: 1/2"=1'-0"

**B** SECTION  
 SCALE: 1/2"=1'-0"

# Chesterfield pylon

revision 11.26.08



### CUSTOMER APPROVAL

DESIGNER | GAM

CLIENT | Gundaker Commercial Group

SCALE: FULL  
 File | Gundaker Commercial Group\Chesterfield Town Center\Town TitleAvert.cdr

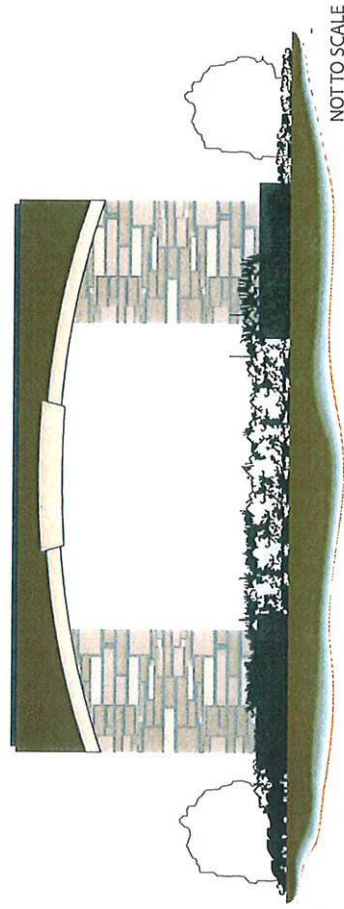
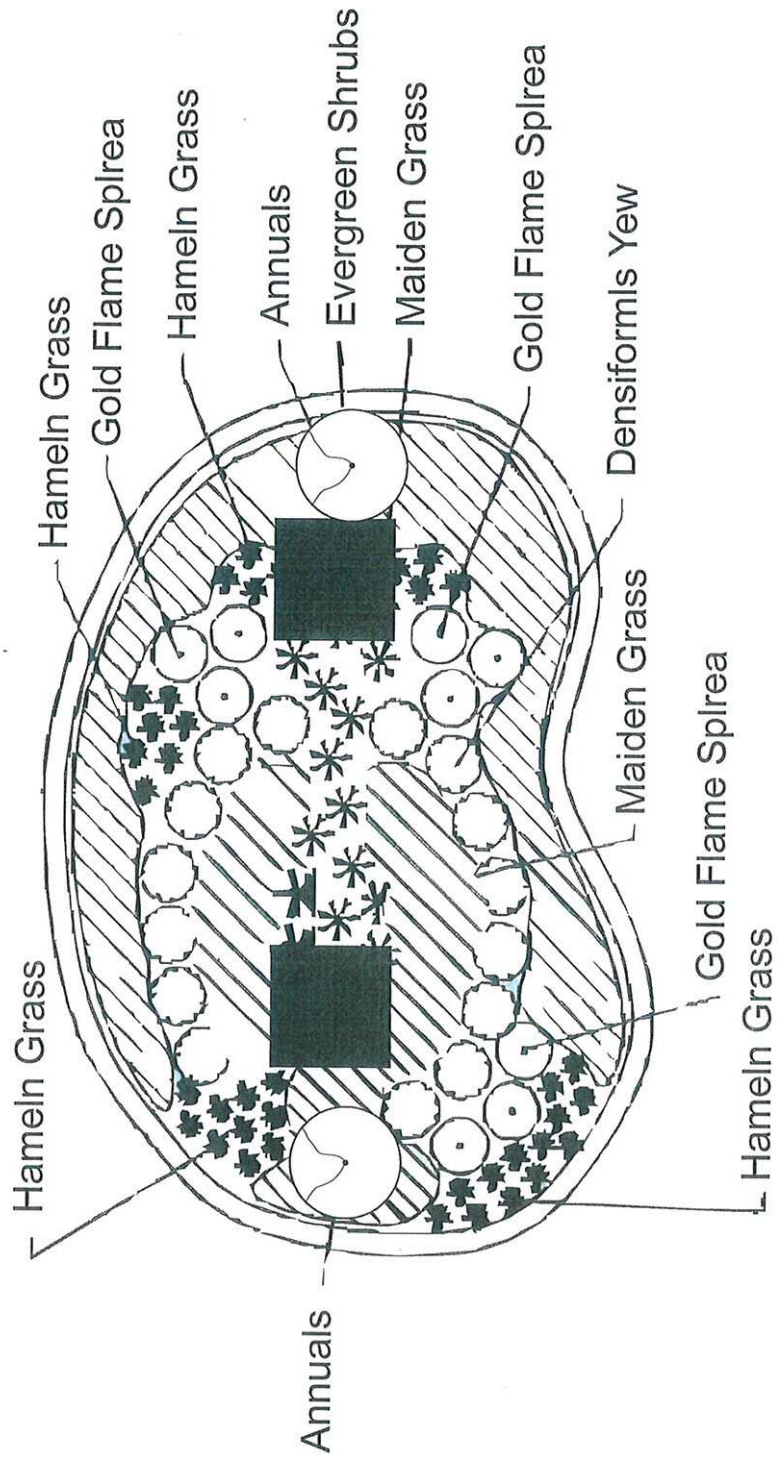
DATE | 11.26.08  
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# Chesterfield pylon - landscape plan

revision 11.26.08



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CLIENT   Gundaker Commercial Group	DESIGNER   GAM	CUSTOMER APPROVAL
SCALE: SMALL	File   Gundaker Commercial Group\Chesterfield Town Center\Town Title\Avert.cdr	
DATE   11.26.08	4065 Wedgeway Court Saint Louis, MO 63045 p. 314.209.1915 f. 314.209.1917 toll. 888.449.2701 www.acsignworks.com	

# CHESTERFIELD TOWNE CENTRE

## SHOPPING AND OFFICE CENTER

GHH INVESTMENTS, L.L.C.

REVISIONS  
 REVISIONS DATED 8-11-00

100% FINAL SET  
 PHASE II SHELL DRAWINGS

PROJECT: 9871  
 DATE: 3-15-00  
 DRAWN: MARIAC

**A100**

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