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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: December 14, 2015

From: Purvi Patel
Project Planner

Location: North side of North Outer 40 Road, west of Timberlake Manor Parkway

Applicant: Opus Development Company, LLC

Description: **Kraus Farm Office Center (OPUS I & II), Sign Package:** A request for a Sign Package to establish sign criteria for the Kraus Farm Office Center development located on the north side of North Outer 40 Road, west of Timberlake Manor Parkway.

PROPOSAL SUMMARY

Opus Development Company, LLC, has submitted a request for a Sign Package for the Kraus Farm Office Center development as required by the site specific ordinance, Ordinance 2464. The proposed Sign Package would replace the sign regulations within the City of Chesterfield Unified Development Code (UDC) and establish a new, site specific set of regulations for the development. The Planning and Development Services Division has reviewed the request and submits the following report.

The purpose of a sign package is to provide comprehensive and complementary signage throughout a development. 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.”

LAND USE AND ZONING HISTORY OF SUBJECT SITE

On June 16, 2008, the City of Chesterfield approved Ordinance 2464, which changed the zoning of the subject site from an “NU” Non-Urban District to a “PC” Planned Commercial District. This ordinance requires a submittal of a sign package for this development.

A Site Development Concept Plan and Site Development Section Plan were approved by the Planning Commission on September 8th, 2008, but the lot was never developed and is currently vacant. In conjunction with this Sign Package, the applicant has submitted an Amended Site Development Concept Plan and an Amended Site Development Section Plan for the subject site. These projects are also being presented this evening.



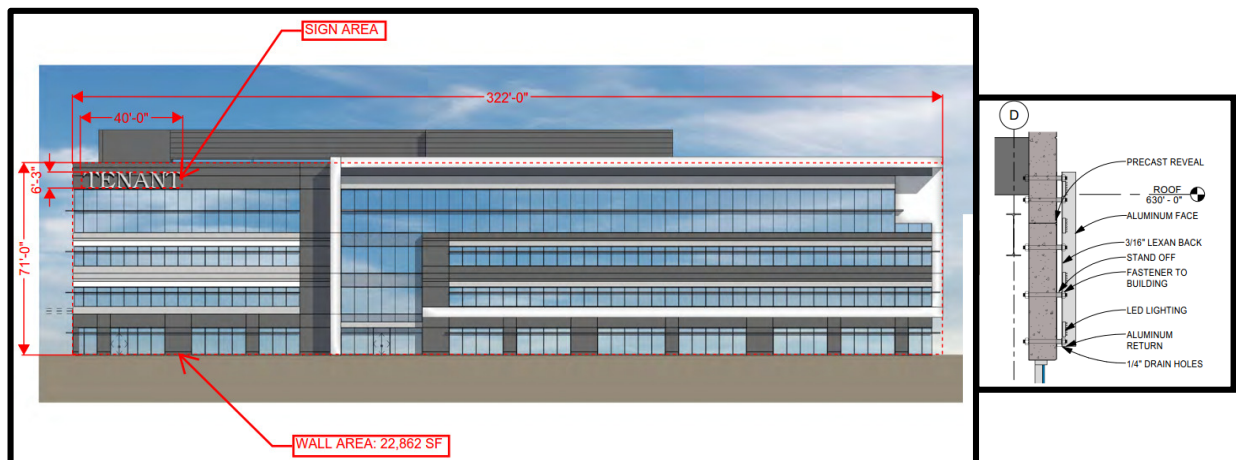
Submittal Overview

The Sign Package addresses three (3) sign types: attached wall sign, monument sign and directional signs. In addition, the site will also include a flag display. These four (4) sign types are addressed below; for information, the sign classification from the Unified Development Code (UDC) is included in parenthesis. Furthermore, all other signage not detailed in the Sign Package shall be in accordance to the UDC.

1. Business Sign (Permanent Signs; Business Signs – Attached to Wall)

The UDC allows one (1) attached business sign on any three (3) walls of a building for single tenant buildings located on a corner lot or a lot with double frontage. These signs cannot exceed five percent (5%) of the wall area on which said sign is attached; furthermore, no sign can exceed 300 square feet in outline area.

The applicant is only requesting one, 250 square foot, attached wall sign for the development. This metal channel letter sign will be pin-mounted, with LED backlighting on the southern façade of the building. The proposed attached wall sign is approximately 1% of the southern façade of the building. The proposed sign and installation detail are provided below. **Per the UDC, this site would be permitted three (3) attached wall signs; however, the applicant is only requesting one (1) attached wall sign.**

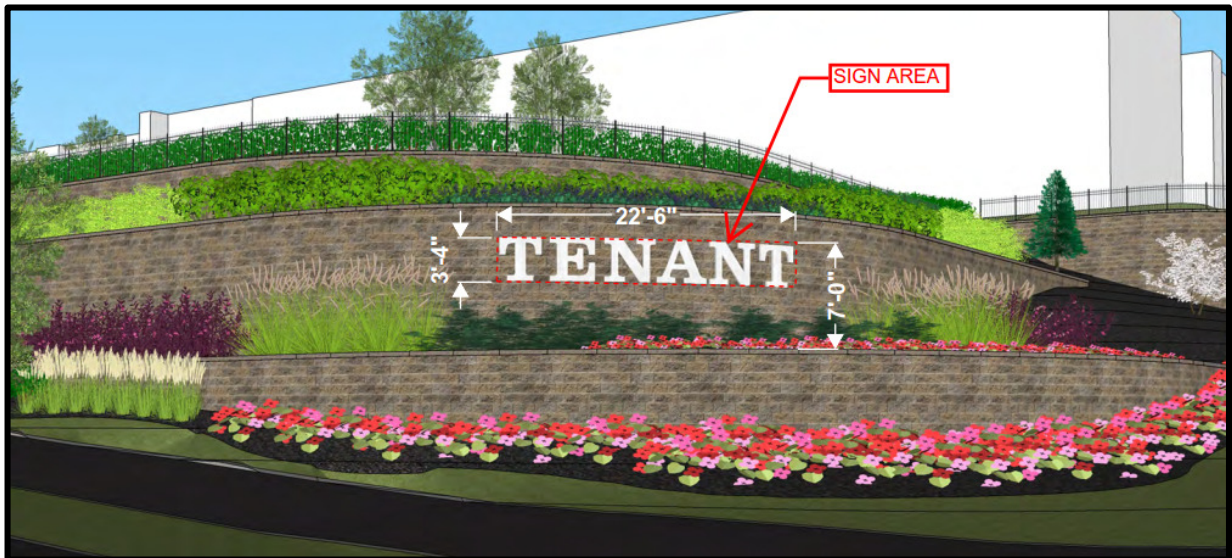


2. Project Identification Sign (Permanent Signs; Business and Identification Signs – Freestanding)

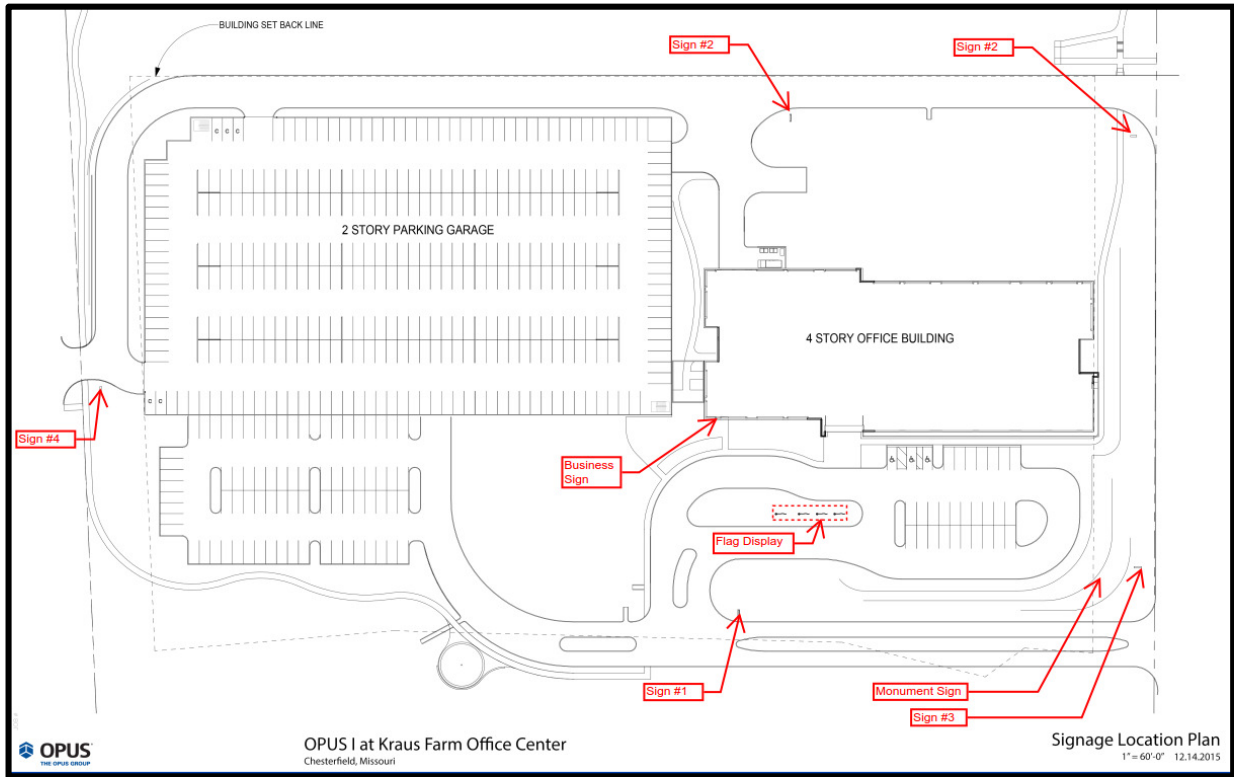
The UDC permits one (1) freestanding business sign facing each roadway on which the lot has frontage. These signs cannot exceed six (6) in height and 50 square feet in outline area per face.

As this site has frontages on three (3) roadways, per the UDC three (3), fifty (50) square feet, freestanding (monument) signs would be permitted. However as seen in the Sign Package proposal, the request is for one (1) monument sign of 75 square foot for the development. The proposed metal channel letters for this sign will be pin mounted on the retaining wall near the southern entrance for the site, as seen in the image below. This sign will be ground lit by three (3) LED fixtures. These fixtures will be fully shielding, low voltage fixtures and will be angled towards the sign, minimizing excessive lighting, glare and light trespass onto adjoining properties. The exact fixture type will be reviewed with the Municipal Zoning Approval (MZA) application for the sign.

Furthermore, freestanding signs are required to have landscaping, which may include, but not be limited to, shrubs, annuals, and other materials, adjacent to the sign base or structural supports. The applicant is providing low-growing ornamental perennials and shrubs around the sign, as seen in the Amended Landscape Plan for the site.



The image below shows the proposed location of the all the signs, including monument sign, on the site.



3. Directional Signs (Permanent Signs; Directional Signs)

The UDC permits directional signs up to ten (10) square feet in outline area per facing. These signs cannot extend more than six (6) feet above the average grade or adjacent street whichever is higher. Furthermore, the signs cannot exceed three (3) feet in height when located within the minimum front yard setback. And there is no limit set in the number of directional signs allowed for a site.

The applicant is proposing five (5) directional signs for the site. Similar to the freestanding (monument) sign, the directional signs will be pin-set letters which will attach to sign bases approximately three (3) feet tall and five (5) feet wide. As the site does include some slopes, some of the directional signs will be built into the slope. **The outline area of the text and graphics for each sign will not exceed ten (10) square feet, which is the maximum allowed per the UDC.** Additionally, all the directional signs will all be one-sided and will include landscaping around the bases, as shown in the Sign Package.

Furthermore, each sign will include one (1) ground mounted light fixture illuminating the sign. Similar to the monument sign light fixture, the fixtures proposed for the directional signs are fully shielding, low voltage LED fixtures and will be angled towards the sign, minimizing excessive lighting, glare and light trespass onto adjoining properties. The exact fixture type will be reviewed with the Municipal Zoning Approval (MZA) application for the directional signs.

4. *Flag Display (Temporary Signs and Attention-Getting Devices; 2. Advertising or Informational Signs (on-premises); Flags)*

Similar to that permitted in the UDC, the applicant is proposing a flag display for the site. The UDC states the following regarding flag displays: “a minimum of three (3) flags, including a local, State or National flag in addition to one (1) permitted commercial flag shall constitute a flag display. All flag lengths, excepting the National flag, shall not exceed ten (10) feet, with a pole height not to exceed 40 feet. An MZA and building permit is required prior to erecting any flag pole.”

The site will include one (1) commercial flag as part of a flag display in front of the building, near the visitors’ parking area. There will be three (3) flag poles of thirty (30) feet and one (1) flag pole of thirty-five (35) feet.

5. *All other signage*

As stated previously, all other signage not specifically called out in the Sign Package shall be as allowed per the UDC. This includes all temporary signage.

STAFF ANALYSIS

As previously discussed, Ordinance 2464 requires a Sign Package be submitted for this development. In accordance with this requirement, the applicant has provided the attached Sign Package. The purpose of a sign package is to provide comprehensive and complementary signage throughout a development. City Code states “in order to encourage superior design, quality and character, comprehensive sign packages allow for specialized review of signs and flexibility from standard signage requirements.” Additionally, when a sign package is submitted for a development, the signage requirements and criteria listed in the UDC may no longer be applicable in its entirety or portions thereof. However in this case the applicant has noted that all other signage which is not specifically called out in their submittal shall be permitted per the UDC requirements.

The purpose listed above, along with the stated purpose of the sign regulations and policies of the Comprehensive Plan, creates the foundation of the review of the submittal. As listed in the UDC, the purpose of the sign requirements is as follows:

“The purpose of the sign regulations provided herein are to encourage excellence in design of signs, fostering economic viability of the community, and provide safe and concise directional information designed to facilitate traffic flow. Signs shall be designed so as to protect motorists, bicyclists, and pedestrians from distractions that may cause accidents or other detrimental impacts.

Signs shall not overload the public's capacity to receive information, or cause visual confusion by interfering with pedestrian or vehicular traffic. Signs shall conform to the character of the community, enhance the visual harmony of development, and preserve the public health, convenience, welfare and/or safety within the City of Chesterfield by maintaining the high aesthetic quality of the community. “

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.

- **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.
- **Plan Policy 3.4.1 Preserve Aesthetics and Public Safety:** To preserve the high aesthetic quality and public safety interests along the corridor and other major highways/roads, signs of ever-increasing size, brightness and garishness should be prohibited.

As demonstrated in the statements above, the sign regulations seek to balance economic viability, provision of directional information, reduction of visual clutter, and design that reinforces the character of the community.

Summary of Requested Signs

- One (1) attached wall sign – 250 square feet in size
- One (1) monument sign – 75 square feet in size
- Five (5) direction signs – typical size of sign base three (3) feet by five (5) feet
- One (1) flag display – three (3) flags to be flown at thirty (30) feet and one (1) at thirty-five (35) feet. The display will include one (1) commercial flag
- All other signage to adhere to the UDC

STAFF RECOMMENDATION

Staff has reviewed the Sign Package and found the proposal to be consistent with the purpose and intent of the UDC sign regulations and the City of Chesterfield Comprehensive Plan. Staff recommends approval of the proposed Sign Package for Kraus Farm Office Center (OPUS I & II). Please note, any amendments to the provisions of the approved Sign Package would require Staff 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 Kraus Farm Office Center (OPUS I & II)."
- 2) "I move to approve the Sign Package for Kraus Farm Office Center (OPUS I & II)....." (Conditions may be added, eliminated, altered or modified)

Attachments: Proposed Sign Package

CC: Aimee Nassif, Planning and Development Services Director



JOB #

Opus I at Kraus Farm Office Center

Sign Package Submittal

December 14th, 2015

A. Narrative

1. The proposed Sign Package is presented to ensure comprehensive, complimentary and unified signage throughout all phases of the proposed development. The package will promote superior design and minimize any concerns regarding unfavorable conditions.

B. The maximum number of proposed signs is as follows;

1. One "Business Sign" attached to the south west face parapet wall of the office building. *Three project "Business Signs" would be allowed for this project per code.*
2. One "Project Identification Sign" (monument sign) attached to the retaining wall at the site main entry near the intersection of Timberlake Manor Parkway and the south site entry drive. *Three "Project Identification Signs" would be allowed for this project per code.*
3. Five site "Directional Signs" located at various locations on the site to direct Visitor and Service vehicular circulation.
4. One flag display consisting of four flags, including one commercial flag. The flag pole heights are; 3 @ 30'-0" and 1 @ 35'-0". The flag display shall meet code requirements.
5. All other signage including, but not limited to temporary development and construction signs shall be as allowed per the *City of Chesterfield Unified Development Code (UDC)*.
6. Please see attached graphics for additional information on individual sign specifics.

C. Location, size, height, construction material, and placement of all proposed signs

1. Please see attached graphics for additional information on individual sign specifics.
2. In lieu of two permitted freestanding "Project Identification Signs" we are proposing one sign at 75 square feet of outline area.

D. General elevations of all proposed freestanding, monument, wall and any other sign that requires City of Chesterfield approval.

1. Please see attached graphics for additional information on individual sign specifics.

E. Illumination Level, Color, and Type. Illumination shall conform to Section 04.03 the UDC, "Lighting Standards".

1. All freestanding signage lighting, located as shown on the attached plans, will conform to Section 04.03 of the UDC and be shielded LED fixtures to minimize excessive lighting, glare and light trespass on adjoining properties.

F. Dimensions, height, square footage of all existing signs or note that none exist for both freestanding and attached signs.

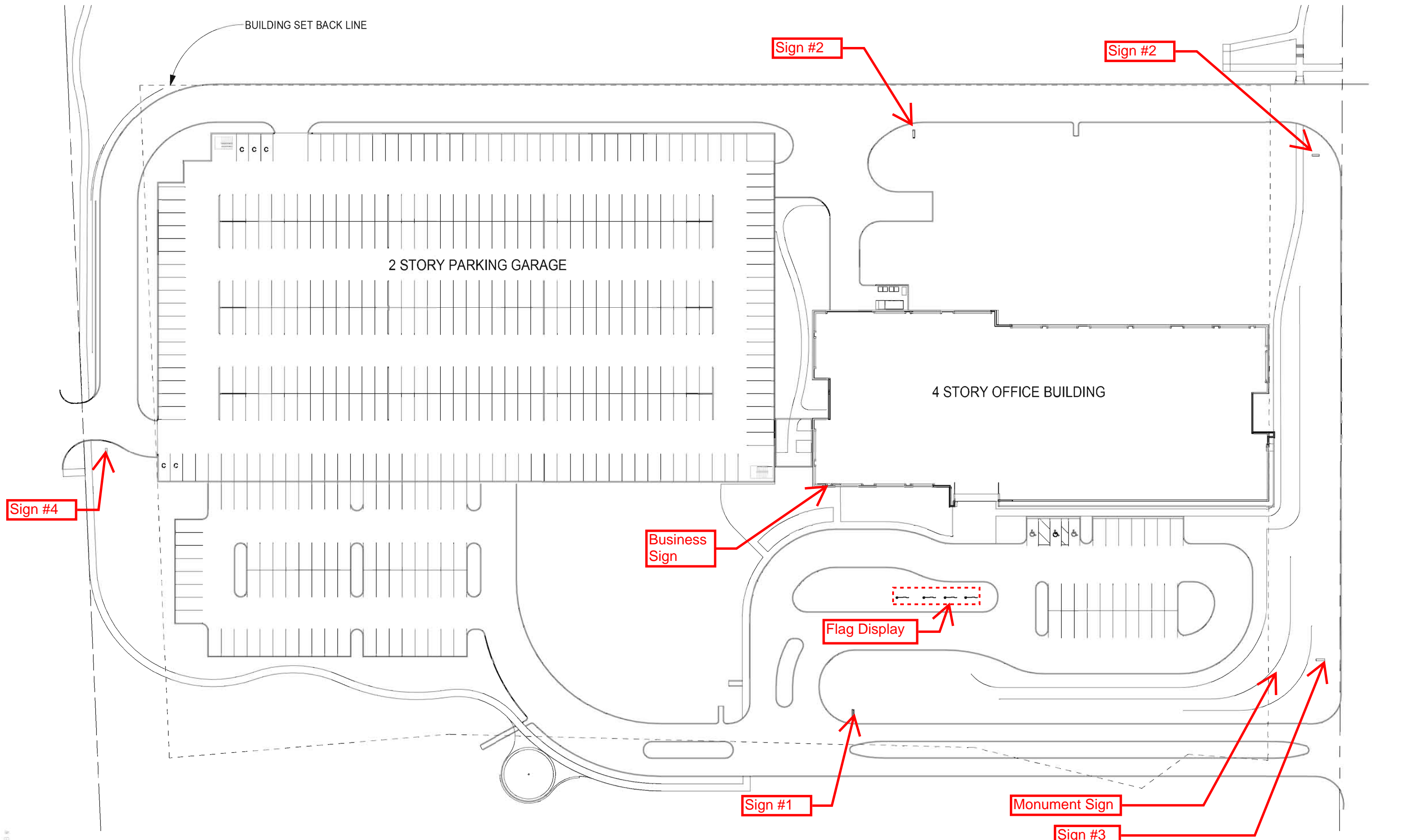
1. This is a new Development. There are no existing signs.

G. Material specifications for proposed signs including sign materials and colors.

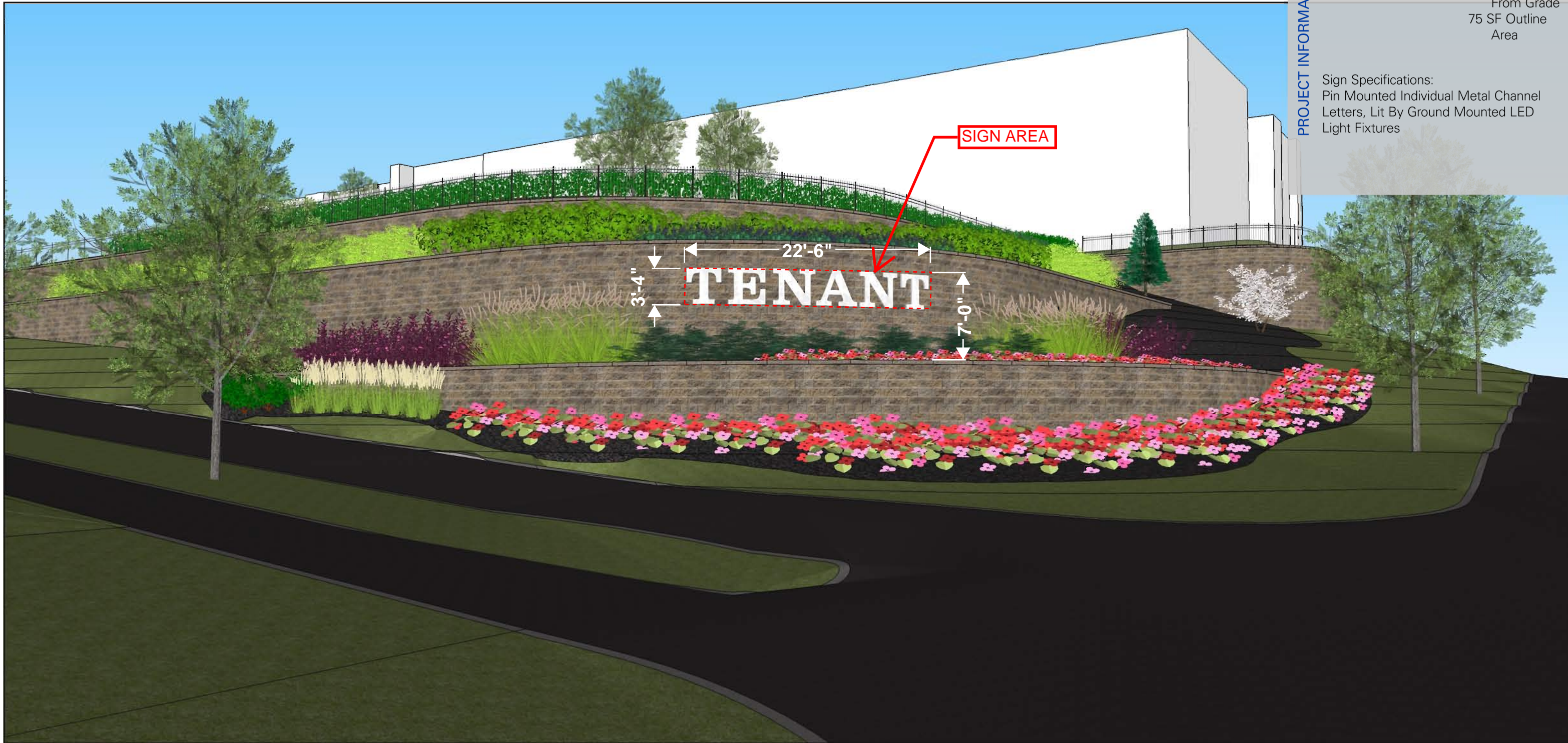
1. Please see attached graphics for additional information on individual sign specifics.

H. Landscaping of any freestanding or monument signs.

1. All signage will be landscaped as per section 04.05 of the U.D.C.



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PROJECT INFORMATION

Proposed:
 7' Height
 From Grade
 75 SF Outline
 Area

Sign Specifications:
 Pin Mounted Individual Metal Channel
 Letters, Lit By Ground Mounted LED
 Light Fixtures

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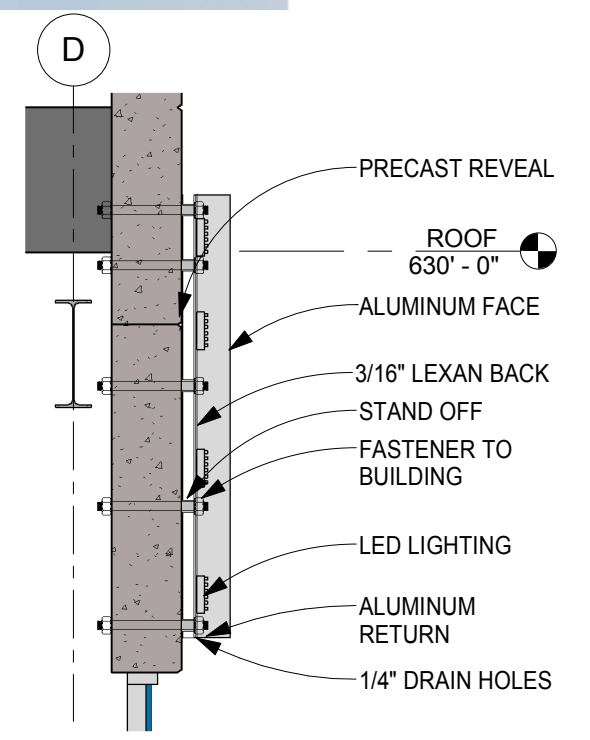
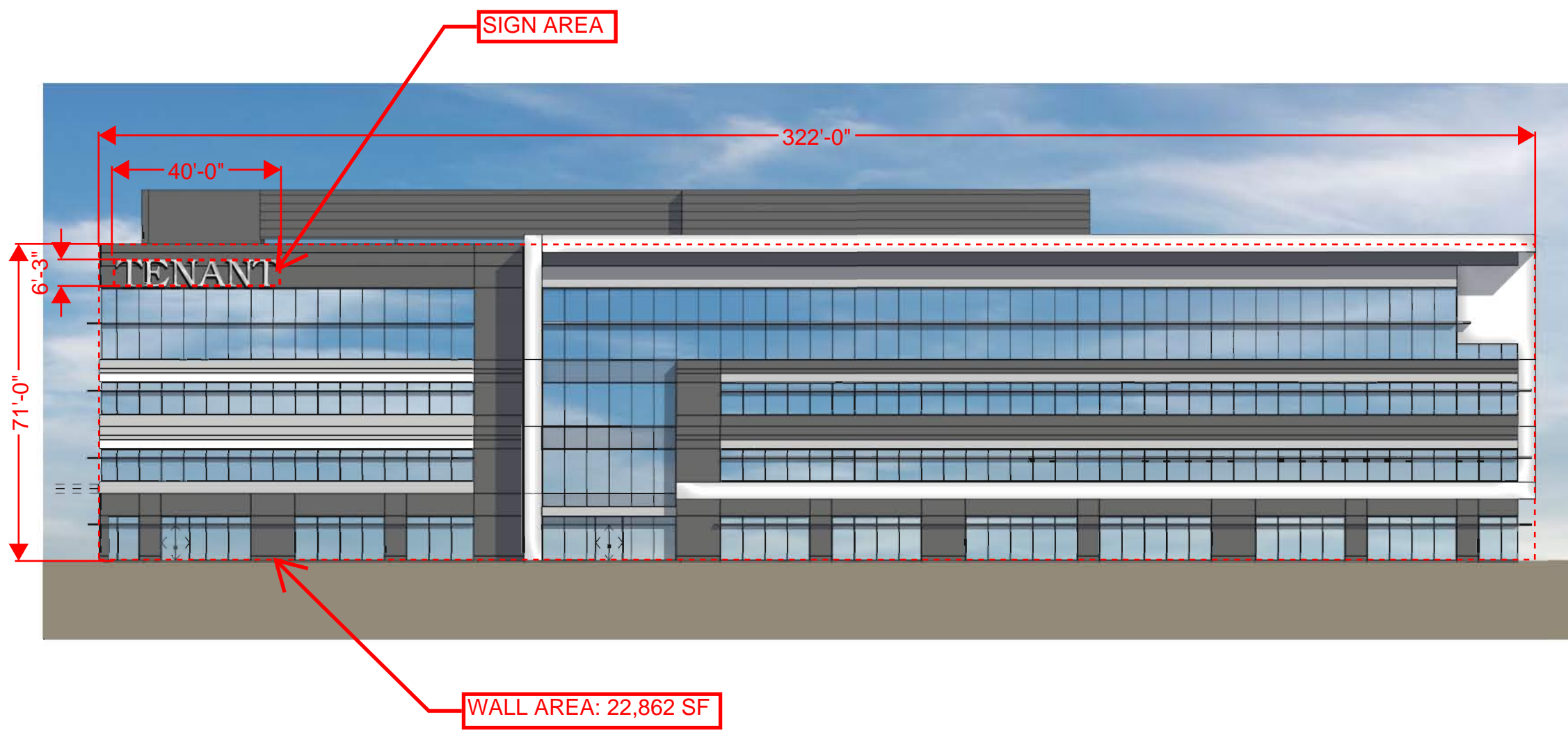


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PROJECT INFORMATION

| | |
|----------------|-----------------|
| Allowed | Proposed: |
| 5% Wall Area | 1% of Wall Area |
| 300 SF Maximum | 250 SF |

Sign Specifications:
LED, Backlit, Pin Mounted Individual
Metal Channel Letters



**BUILDING SIGNAGE
DETAIL**

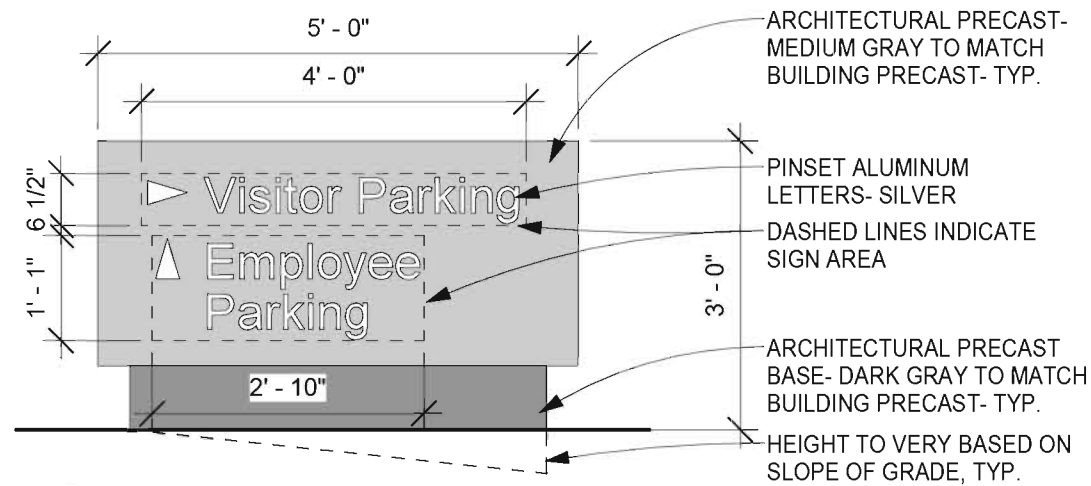
3/8" = 1'-0"

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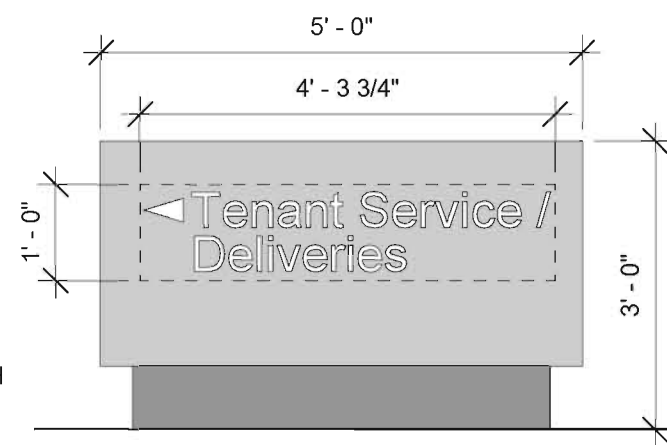


OPUS I at Kraus Farm Office Center
Chesterfield, Missouri

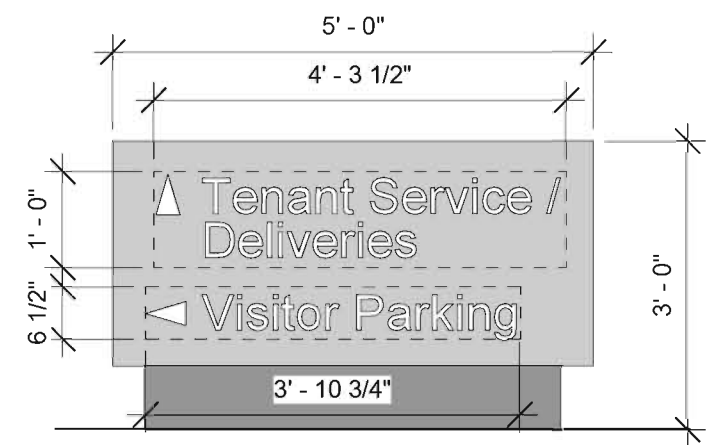
Business Building Signage
12.14.2015



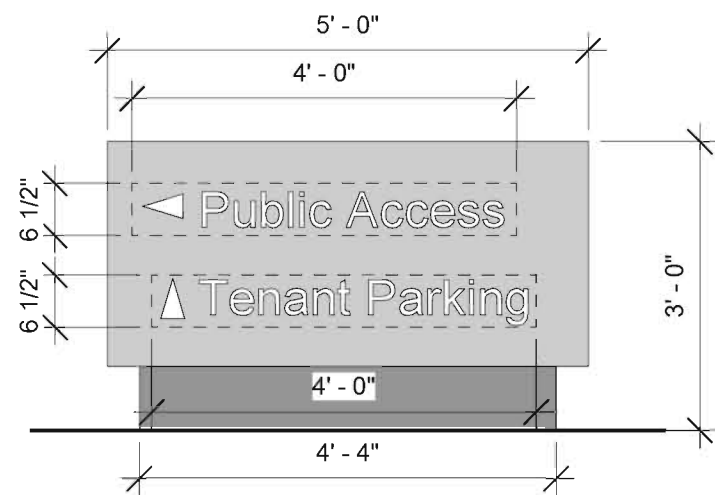
1 SIGN 1 SIGN AREA: 5.3 SF
 1/2" = 1'-0" ALLOWED AREA: 10 SF



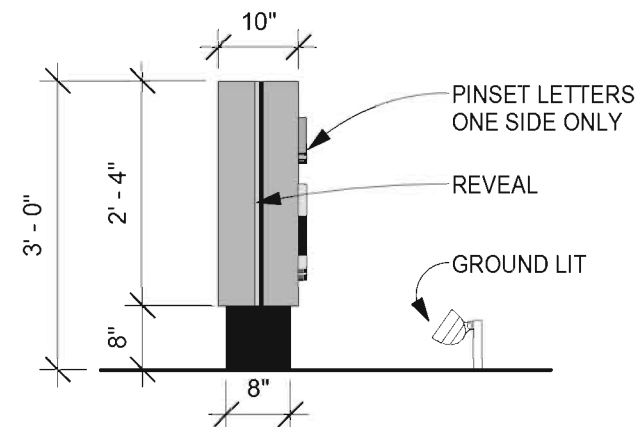
2 SIGN 2 SIGN AREA: 4.3 SF
 1/2" = 1'-0" (2 LOCATIONS) ALLOWED AREA: 10 SF



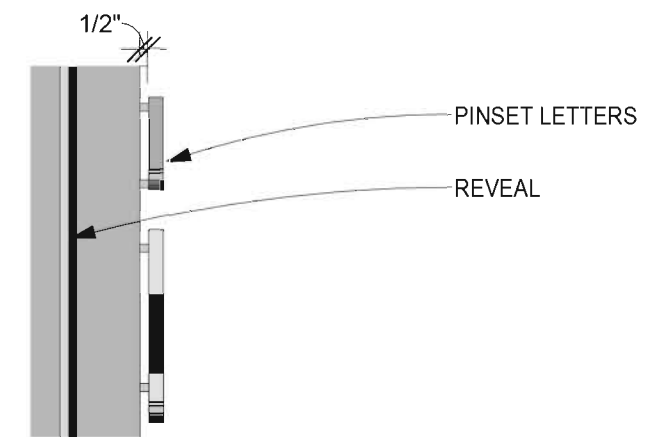
3 SIGN 3 SIGN AREA: 6.4 SF
 1/2" = 1'-0" ALLOWED AREA: 10 SF



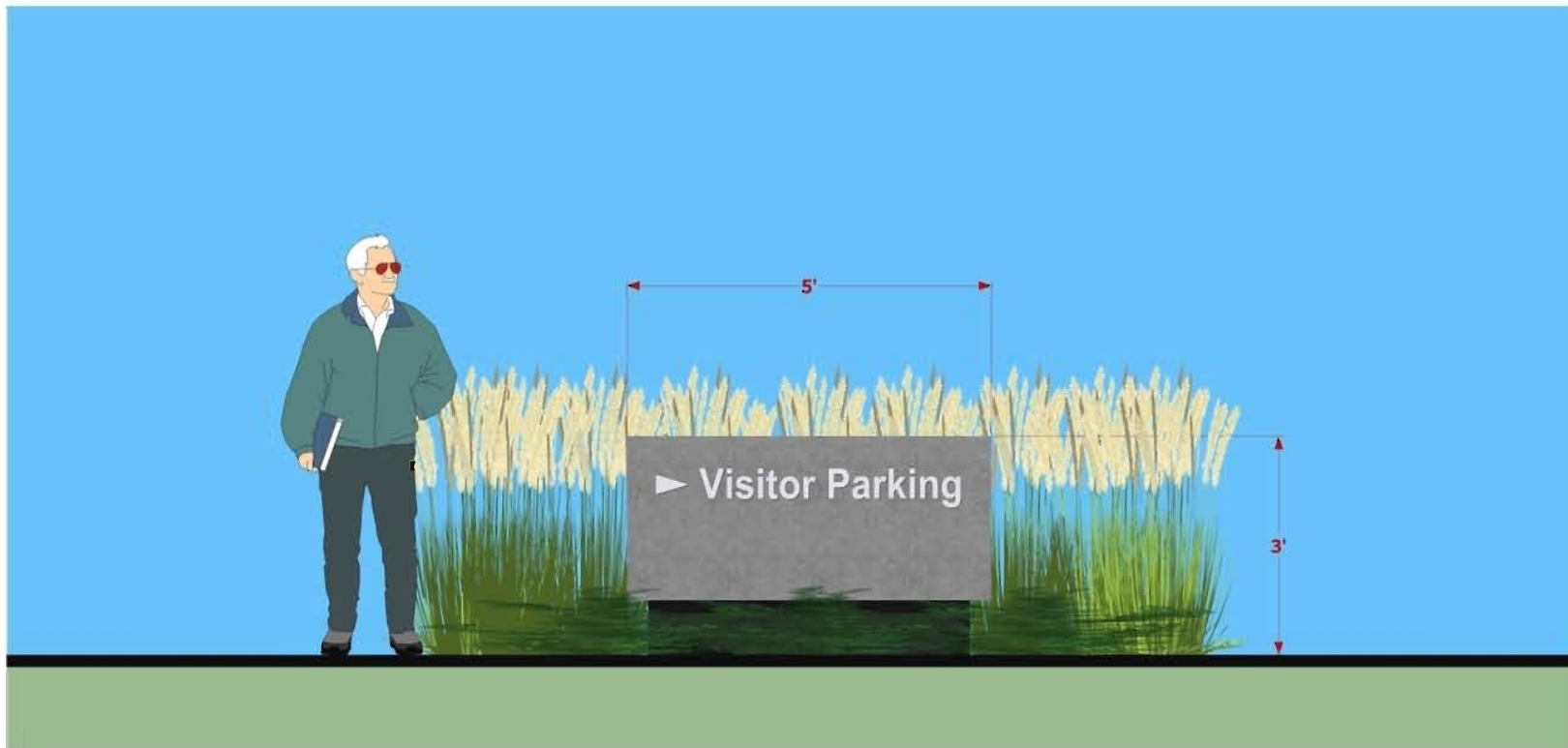
4 SIGN 4 SIGN AREA: 4.4 SF
 1/2" = 1'-0" ALLOWED AREA: 10 SF



SIGN SECTION 1/2" = 1'-0"



PINSET LETTERS DIRECTIONAL SIGNAGE
 1" = 1'-0" MONUMENT SIGN SIMILAR



NOTE: