



VII. E.

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 14, 2016

From: Jessica Henry, AICP
Senior Planner

Location: Northeast quadrant of Long Road and Edison Avenue

Applicant: Bill Yount Signs

Description: **Monarch Center, Sign Package:** A request for a Sign Package to establish sign criteria for the Monarch Center development located north of Edison Avenue and east of Long Road.

PROPOSAL SUMMARY

This project was reviewed at the October 26, 2016 Planning Commission Meeting, where motions to approve several of the requested signs were passed by the Planning Commission. Subsequently, a Motion to defer review of the remaining signage until the November 14th Planning Commission meeting was passed by a vote of 8 to 0. Accordingly, the applicant has prepared a packet with the remaining signage that is being requested for approval by the Planning Commission. In addition to this packet, the property owner of the vacant Lot C of Monarch Center has submitted a letter to the Planning Commission regarding the monument signs on Long Road and Edison Avenue that will serve the entire Monarch Center development, including the future development on Lot C.

The signs included in the current submittal were not approved at the October 26, 2016 Planning Commission meeting. If the Planning Commission chooses to approve any of these remaining signs, they will be incorporated into the Monarch Center Sign Package which already includes those signs that were approved at the October 26, 2016 meeting.



Figure 1: Monarch Center Development

Submittal Overview

The packet attached to this report includes the following signs:

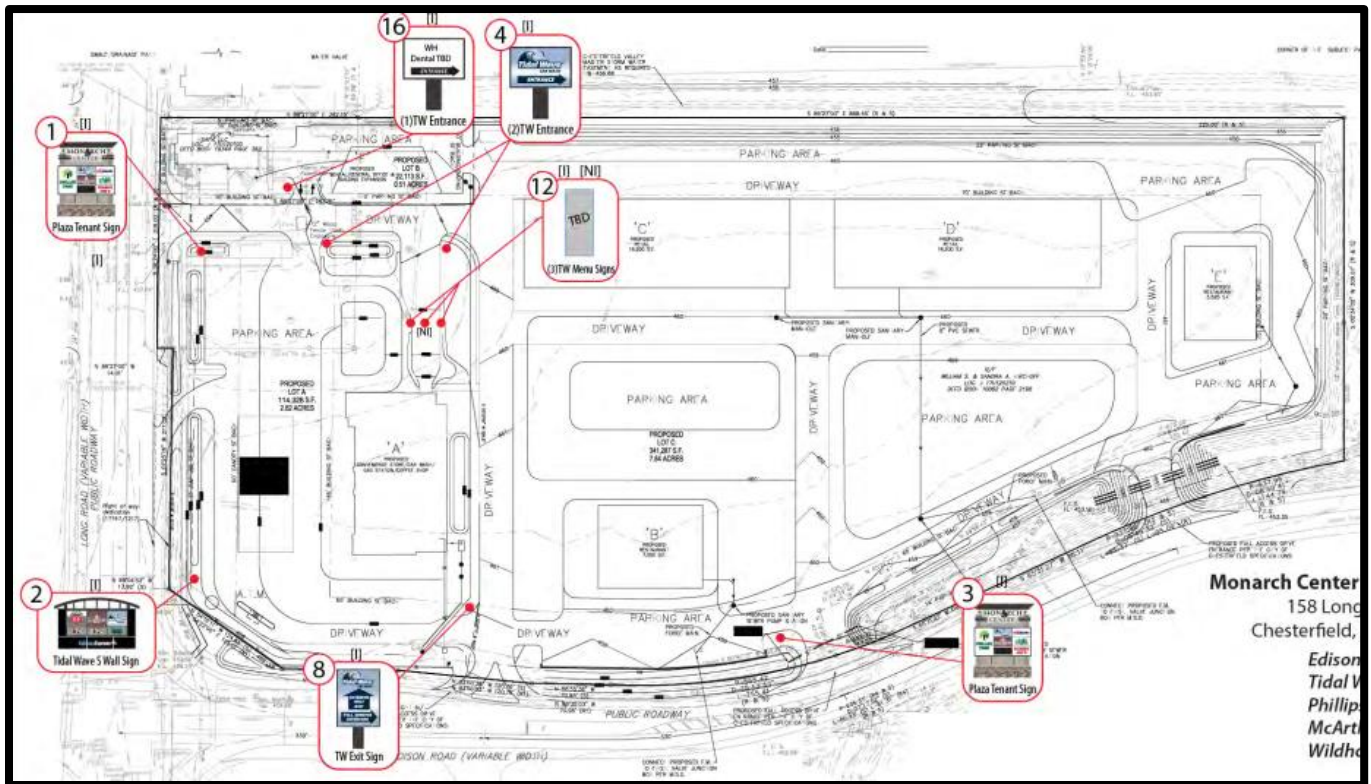


Figure 2: Signage Location Exhibit (Additional signage on Edison Express lot)

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

Sign Locations 1 & 3 in Figure 2: Two identical signs that are 13 feet in height and 100 square feet in outline area (signage only, excluding monument) are proposed at the entrances to the development from Long Road and Edison Avenue. These are the signs referenced in the attached letter from the Lot C property owner.



Figure 3: 100 sq. ft. Monument Signs (2)

2. LED Gas Grades (Electronic Message Center)

Sign Location 2 in Figure 2: The monument sign identified below as Figure 4 was approved at the 10/26/2016 Planning Commission with manual change copy gas grades. The applicant is requesting that LED gas grades be permitted. Based on the discussion at the 10/26/2016 Planning Commission meeting, Staff has worked with the City Attorney and recommends that the following condition be added if the Planning Commission chooses to approve this sign:

This sign is approved with three (3) LED changeable copy areas each 1.6 square feet in area with rolling, scrolling, flashing, animated, or otherwise intermittently lit characters prohibited.

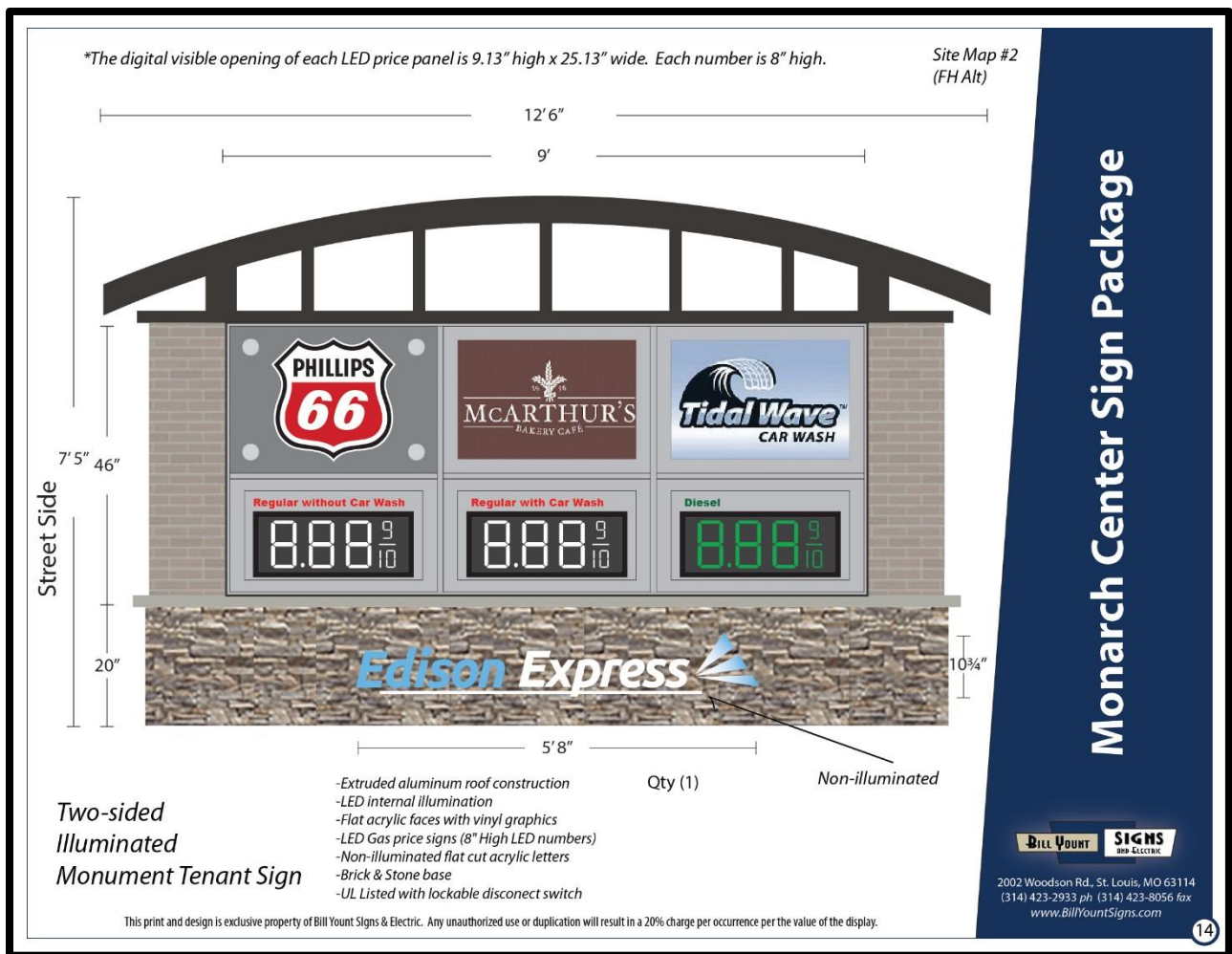


Figure 4: LED Gas Grades requested

3. Directional Signs (Permanent Signs; Directional Signs)

Sign Locations 4, 8, & 16 in Figure 2: The UDC permits directional signs up to 10 square feet in outline area per facing. These signs cannot extend more than six feet above the average grade or adjacent street. No limit on the number of directional signs allowed for a site is established within the UDC. The applicant is proposing four new directional signs for the site.

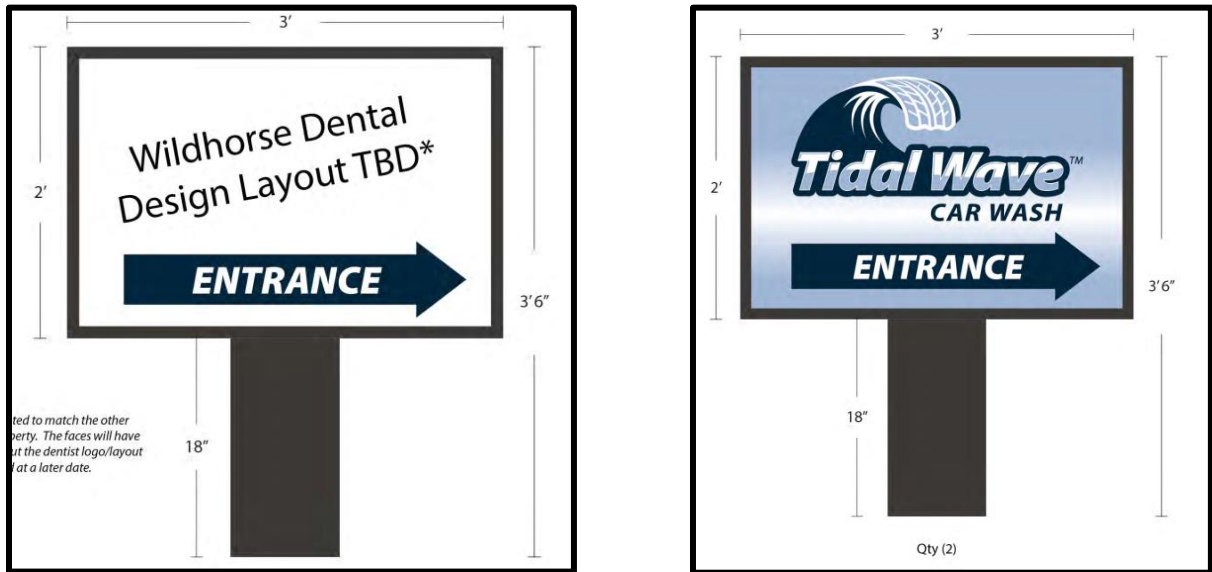


Figure 5: 6 sq. ft. Directional Signs

The fourth sign is proposed to be 12 square feet in outline area and 5'6" in height. This sign is located near the car wash tunnel exit and provides directions for vehicles based on the type of car wash purchased.

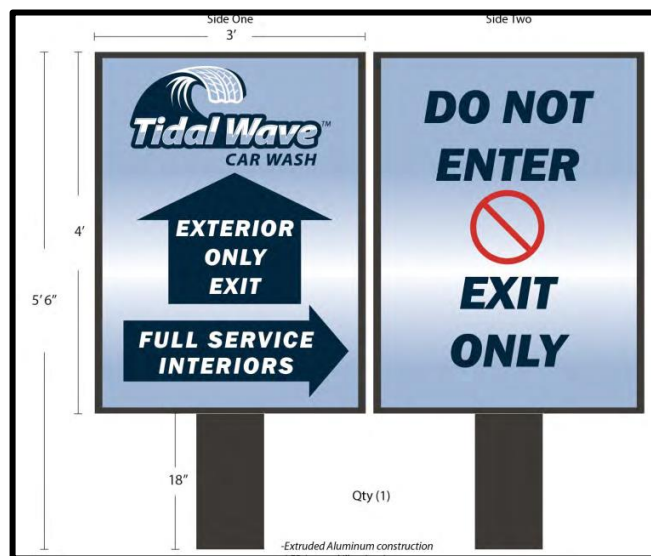


Figure 6: Lot A, 12 sq. ft. Directional Sign

4. Menu Board Signs (Supplementary Regulations)

Sign Location 12 in Figure 2: The applicant is requesting two 26.7 square foot car wash order board signs and one 12 square foot car wash order board sign. As the drive-thru is two lanes in width, the signage is spread across the lanes and Staff does not take exception to the size, number, or location of these signs.

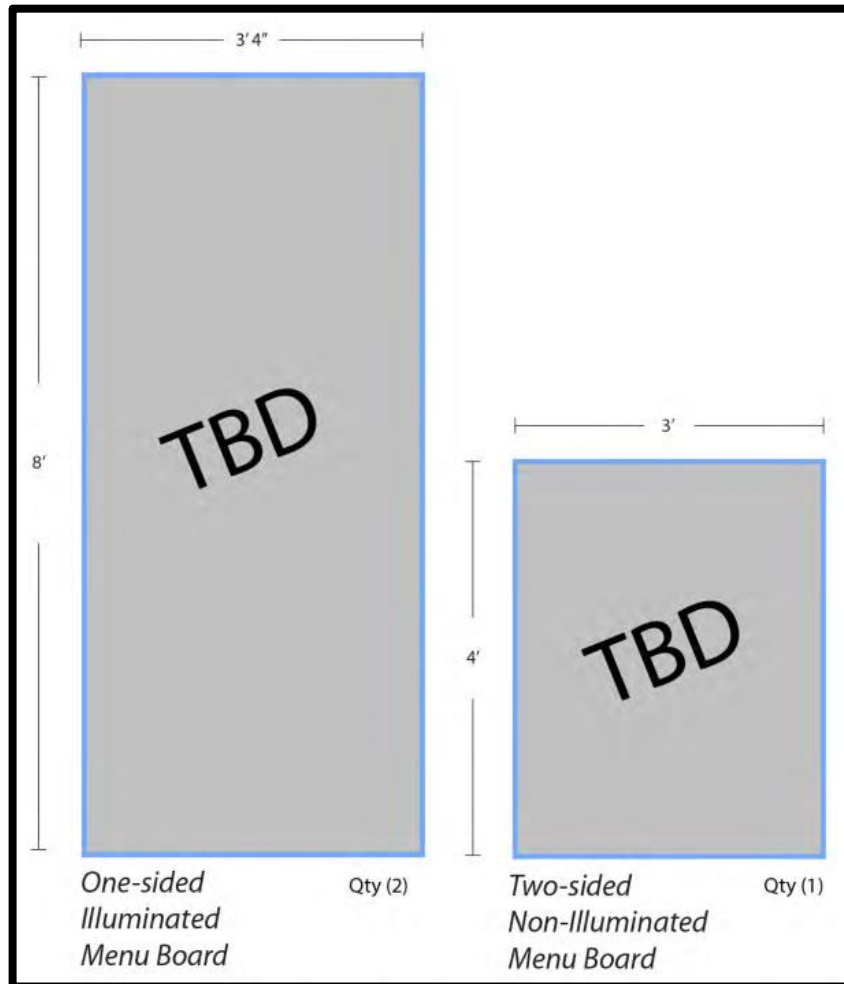


Figure 7: Carwash Menu Signs: 2 at 26.7 ft² & 1 at 12 ft²

STAFF ANALYSIS

Staff recommends that the Planning Commission take the following into consideration when reviewing this request:

1. Consideration should be given to the allowance of LED gas grade signage and, if approved, Staff recommendation that this signage be restricted in the following manner:

This sign is approved with three (3) LED changeable copy areas each 1.6 square feet in area with rolling, scrolling, flashing, animated, or otherwise intermittently lit characters prohibited.

For discussion purposes, a summary of signs detailed in this report is presented in the chart below.

Type	Applicant's Request	Staff Notes
Monument Signs	2 included in current request.	Size exceeds UDC allowances for proposed signs. UDC permits manual change gas grades.
LED Gas Grades	Request for LED gas grades on approved monument sign.	UDC permits manual change gas grades.
Drive-thru menu board signs for Car Wash	3 freestanding; 2 at 26.7 ft ² each and 1 at 12 ft ²	UDC does not specifically address.
Directional signs	4 signs total requested; 2 signs at 3'6" in height and 6 ft ² in area and 2 signs at 5'6" in height and 12 ft ² in area	UDC permits 6' in height and 10 ft ² in area unless in setbacks. Staff has no concern with setbacks. UDC does not place a limit on the # of directional signs permitted per site.

STAFF RECOMMENDATION

Staff has reviewed the Sign Package and found the proposal to be consistent with the purpose and intent of the UDC. Staff takes no exception to the signs presented in the table above. Staff recommends approval of the proposed Sign Package for the Monarch Center Development as submitted with the following condition on the LED component of sign location #2:

This sign is approved with three (3) LED changeable copy areas each 1.6 square feet in area with rolling, scrolling, flashing, animated, or otherwise intermittently lit characters prohibited.

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 Monarch Center."
- 2) "I move to approve the Sign Package for Monarch Center....." (Conditions may be added, eliminated, altered or modified)

Attachments: Proposed Sign Package
Letter from Lot C Property Owner

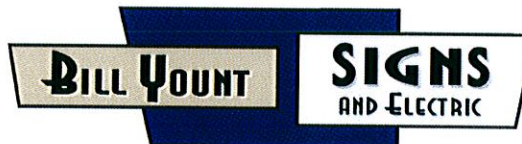
CC: Aimee Nassif, Planning and Development Services Director

MONARCH CENTER



158 Long Road, Chesterfield, MO 63005

Sign Package
by



2002 Woodson Rd., St. Louis, MO 63114 (314) 423-2933 ph (314) 423-8056 fax www.BillyountSigns.com

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Monument Tenant Signs

Site Map #1

This is the proposed multi-tenant monument sign on the Long Road street frontage. The entire structure is 13 feet high by 11 feet wide, (143 square feet total, 100 square feet of actual signage area). This sign identifies the west entrance to Monarch Center Development which consists of six buildings. It includes: Edison Express, Phillips 66 gas station, Tidal Wave Luxury Car Wash, McArthur's Bakery Cafe, Professional Office and 7-10 future retail and restaurant spaces. Some of the tenants will be on the Edison Road side, not visible from south bound Long Road. The Monarch Center portion is lit by white LEDs with an opaque background. Lighting of the tenant portion is typical for internally-illuminated multi-tenant signs. Any light spillover will be on the Monarch Center property. The copy on the tenant signs will consist of tenant identification without listing products or phone numbers.

Site Map #2

The Edison Express multi-tenant monument sign at 7'-5" tall identifies three tenants in the Edison Express building, and posts pricing of the grades of fuel. The entire structure is 93 square feet. Fuel prices are white and green LED displays for ease of changing prices from inside the station and for high visibility. This is the main ID sign for the gas station and the other tenants in the Edison Express Building. The lighting is typical of white internally-illuminated tenant signs, and the backgrounds of the tenant signs are colored, which allows little light spillage. The Edison Express copy on the stone base is non-illuminated.

Site Map #3

This is the proposed multi-tenant monument sign on Edison Road Street frontage. It is 13' tall (lot C). The entire structure is 143 square feet (100 square feet of actual signage area). This is the identical sign as Site Map #1. The sign will have major tenants on both the Edison and Long Road frontages.

Directional & Ground Signs

Site Map #4

These two signs are 6 square feet each and are a 3'-6" tall. They are double-faced illuminated signs. These signs direct traffic on the lot to the car wash. They contain LED lighting and acrylic faces with darker printed backgrounds which do not emit a lot of light.

Site Map #8

This sign totals 12 square feet and is a 5'6" tall directional internally illuminated sign. This directional sign has three items on it to maintain safe vehicular movements on site and orderly flow. Side one directs cars existing the car wash. Side two of this sign informs vehicles that they should not enter because it is an *Exist Only* lane. This sign also has acrylic faces with darker printed backgrounds which do not emit a lot of light. It is only visible right in front of the gas pumps.

Car Wash Menu Sign

Site Map #12

There are three car wash menu signs at the beginning of the car wash entrance lanes. Two of these menu signs are illuminated, one-sided, and eight feet high by three feet, four inches wide. One of these menu signs is non-illuminated, two-sided, and four feet high by three feet wide. There will also be a small 12 square foot credit card kiosk that is not shown on drawings yet since there are no details to show. This is so customers can conveniently pay in the drive thru car wash.

Site Map #16

This 6 square foot entrance sign will direct traffic from the Edison Express lot into the dentist's parking lot. All signs will conform to the details of the sign package for the development.

MONARCH CENTER SPEC MATRIX

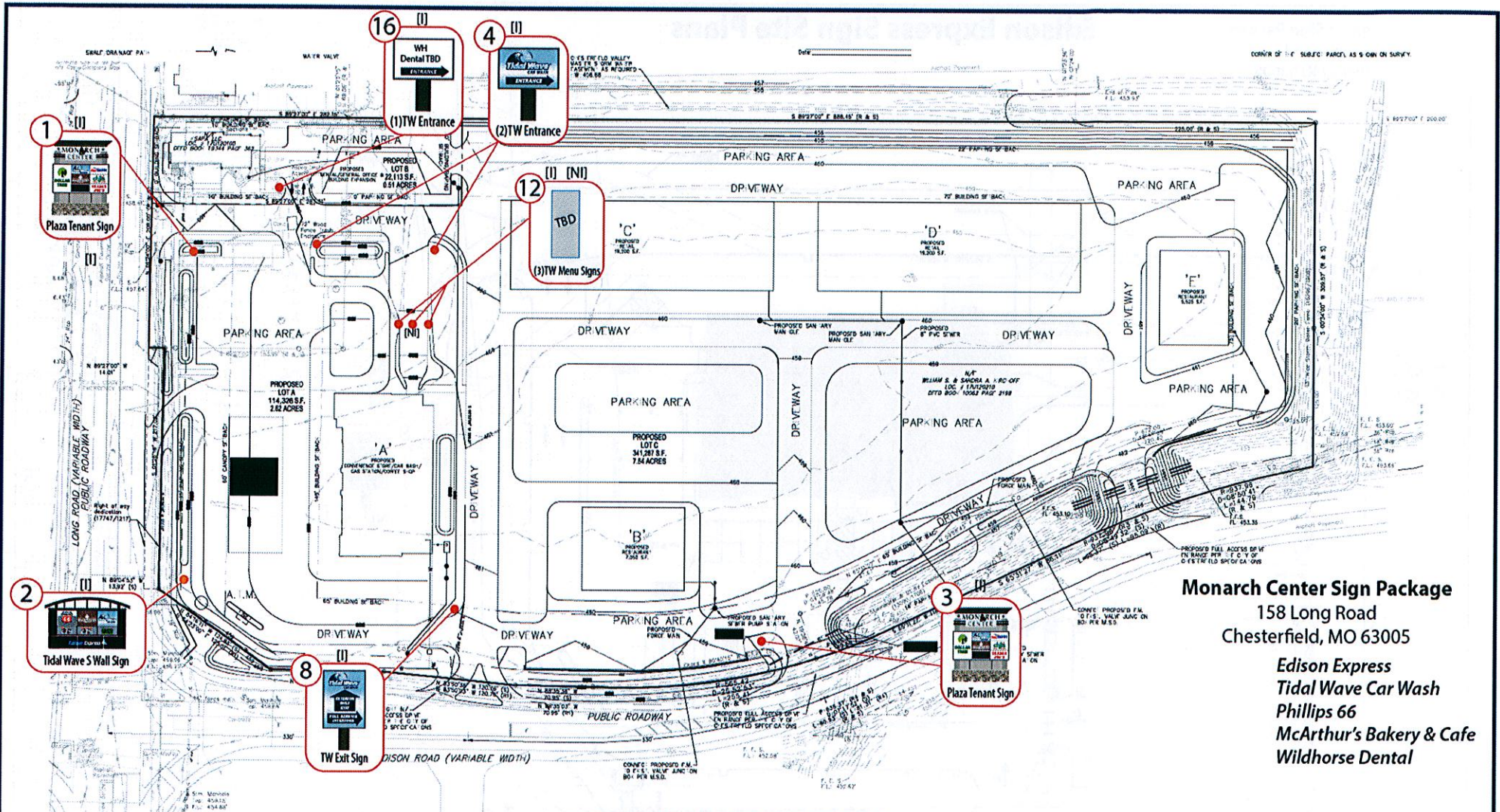
Site Map	Description & Type	Status	Square feet	Height	illumination
#1 & #3	Free Standing Monument Monarch Center	Proposed	143 sq. ft.	13'	White Internal LED 860 lumens on perimeter of Monarch Center letters
#2	Free Standing Monument Edison Express Changeable Copy Automatic	Proposed	93 sq. ft.	7'-5"	White, Red & Green Led Prices 860 lumens sq. ft. tenant panels 51,600 lumens
#4	Directional Sign Tidal+C13:P32 Wave On Premise	Proposed	6 sq. ft.	3'-6"	White LED 800 lumens sq. ft. 5,400 lumens
#12	Menu Signs Tidal Wave Car Wash	Proposed	26.7 sq. ft.	8'	White Fluorescent 900 lumens /sq. ft.
#16	Directional Sign Wild Horse	Proposed	6 sq. ft.	3'-6"	White LED 800 lumens sq. ft. 5,400 lumens

MONARCH CENTER DEVIATIONS MATRIX

Site Map Numbers	UDC 31-04-05	Summary
Site Map #1 Monarch Center Monument Sign West Entrance Identification/Tenant Sign 143 sq. ft. (100 sq.ft. w/o base and roof) 13' tall	F-2-b-2-a-2	The UDC Code states that <i>"The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet..."</i> We are requesting to deviate from this limit by 7 feet in height and 43 square feet in sign area. This center will have up to 15+ tenants. Monarch Center requires a tenant sign that can be easily read by local traffic and to clearly display these tenants. The UDC code regulations are not sufficient to achieve this goal at this particular location. The sign was designed with the appropriate proportions to accomplish identifying these businesses and the overall development. It complements the building with matching stone base and dryvit on the background of the sign. The stone base and decorative roof are included in the calculation of this sign.
Site Map #2 Edison Express Monument Sign 93 sq. ft. 7' 5" tall	F-2-b-2-a-2 F-2-c F-5-g	The UDC Code states that <i>"A service station shall be permitted one (1) separate price sign attached to the same structure of any one (1) permitted freestanding business sign"</i> (F-2-c) We are asking for a height of five inches over the regulations and 43 square feet over the required sign area. This sign is in addition to two main tenant monument signs. This is further in the lot and will direct and identify the Edison Express station along with its own specific tenants. This sign is there to help direct traffic to their desired destination. The stone base and decorative roof are included in the calculation of this sign. According to the UDC, <i>"No flashing, intermittent, or moving light or lights shall be allowed."</i> (F-5-g) We are asking for LED illuminated gas grades for ease of changing gas prices from inside the station, to improve clarity and create higher visibility. These signs do not flash nor are they intermittent or moving. They are identical to lighted changeable copy letters/numbers, except one is changed manually outdoors and one is changed by a push of a button indoors. There are more worker injury issues with manual changeable copy, especially in inclement weather, than with LED price signs.
Site Map #3 Monarch Center Monument Sign South Entrance Identification/Tenant Sign 143 sq. ft. (100 sq.ft. w/o base and roof) 13' tall	F-2-b-2-a-2	This sign is identical to Site Map #1. The UDC Code states that <i>"The maximum outline area and/or height of any freestanding business sign may be increased to a maximum of one hundred (100) square feet..."</i> We are requesting to deviate from this limit by 7 feet in height and 43 square feet in sign area. This center will have up to 15+ tenants. Monarch Center requires a tenant sign that can be easily read by local traffic and to clearly display these tenants. The UDC code regulations are not sufficient to achieve this goal at this particular location. The sign was designed with the appropriate proportions to accomplish identifying these businesses and the overall development. It complements the building with matching stone base and dryvit on the background of the sign. The stone base and decorative roof are included in the calculation of this sign.

MONARCH CENTER DEVIATIONS MATRIX

Site Map Numbers	UDC 31-04-05	Summary
<p>Site Map #8 Car Wash Directional 12 sq. ft. 5' 6" tall</p>	F-4-a-b	<p>The UDC Code states that <i>"Directional signs shall not exceed ten (10) square feet in outline area per facing."</i> (F-4-a) and <i>"The height of all directional signs shall not exceed three (3) feet when located within the minimum front yard setback of each particular zoning district."</i> (F-4-b) We are requesting two square feet and 30 inches taller over UDC standards. This directional sign has three items on it to maintain safe vehicular movements on site and orderly flow. The current codes hinder clear visual directional communication on this particular site.</p>
<p>Site Map #12 Car Wash Menu Signs 26.7 sq. ft. 8' tall</p>		<p>The UDC Code does not specifically address car wash menu signs. We are requesting three car wash menu signs. They are necessary to provide pricing guides in each car wash's gated entry lane and to delineate ala carte menu pricing.</p>



Monarch Center Sign Package
 158 Long Road
 Chesterfield, MO 63005
 Edison Express
 Tidal Wave Car Wash
 Phillips 66
 McArthur's Bakery & Cafe
 Wildhorse Dental

1. North Monarch Center Multi-Tenant Monument Sign (I)
2. Edison Express Multi-Tenant Monument Sign (I)
3. East Monarch Center Multi-Tenant Monument Sign (I)
4. Tidal Wave Car Wash Entrance Small Directional Sign (I)
8. Tidal Wave Car Wash Exit Small Directional Sign (I)
12. Tidal Wave Car Wash Menu Signs (2) (I) & (1) (NI)
16. Wildhorse Dental Entrance Sign (I) (1)

(I)= Illuminated
 (NI)=Non-illuminated



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 www.BillYountSigns.com

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Contact: JLA Development

Monarch Center Sign Package
158 Long Road
Chesterfield, MO 63005

Edison Express Sign Site Plans



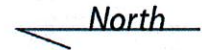
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www.BillYountSigns.com

BRIGGS & BROWN, P.E. E-3852
DPL ENGINEER
DPL LICENSE NO. 2703004674

13400 Cherokee Road
Suite 100
Missouri 63126
314.220.1400
314.220.1404
Fax: 314.729.1404
www.mdc.net

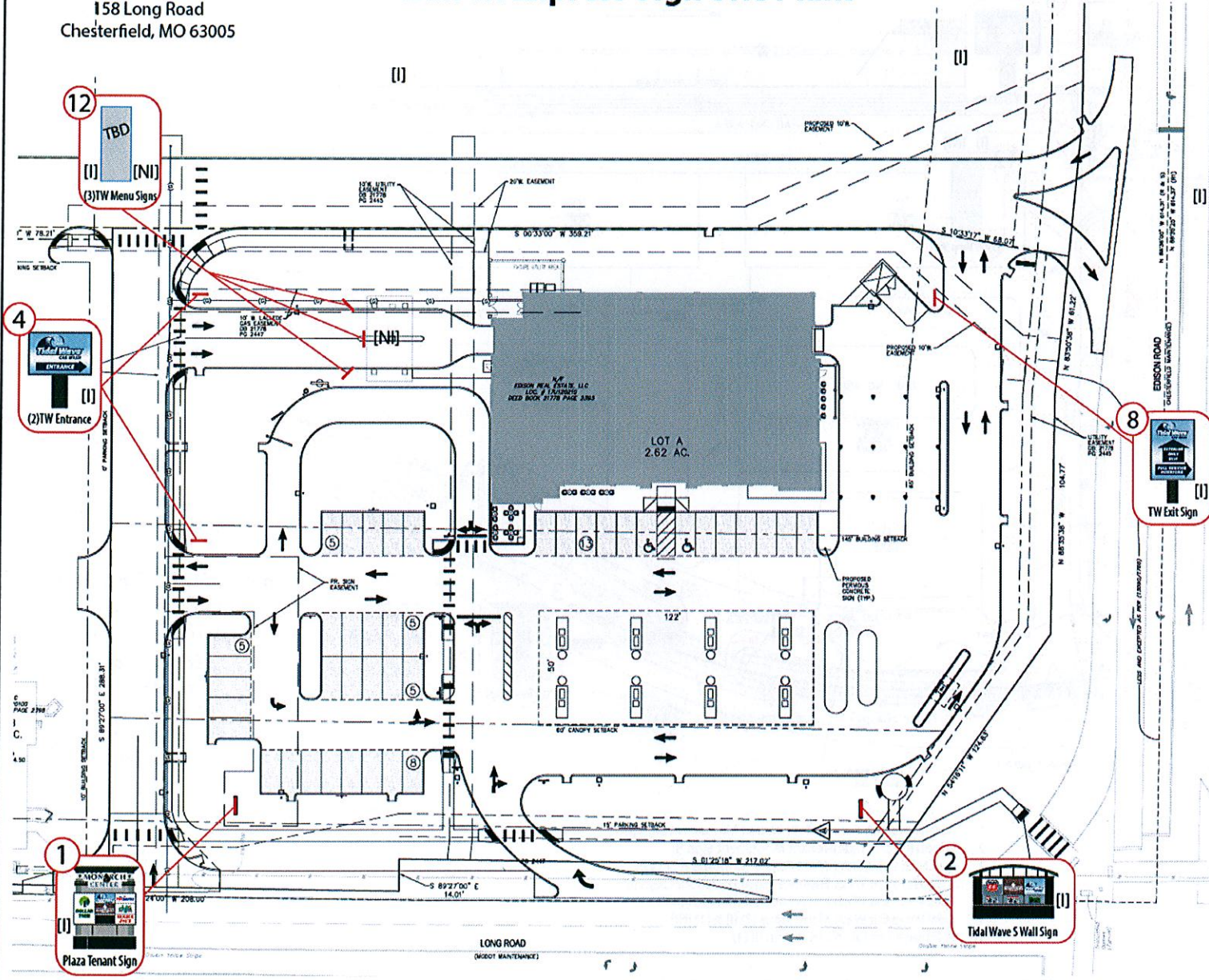
CEDC
CIVIL ENGINEERING
DESIGN CONSULTANTS

Site Improvement Plans
Edison Express
158 Long Road
Chesterfield, Missouri 63005



[I] = Illuminated
[NI] = Non-illuminated

1. North Monarch Center Multi-Tenant Monument Sign [I]
2. Edison Express Multi-Tenant Monument Sign [I]
3. East Monarch Center Multi-Tenant Monument Sign (Not Shown) [I]
4. Tidal Wave Car Wash Entrance Small Directional Sign [I]
8. Tidal Wave Car Wash Exit Small Directional Sign [I]
12. Tidal Wave Car Wash Menu Signs (2) [I] & (1) [NI]
16. Wildhorse Dental Entrance Sign [I] (1) (not shown)



HT #
MSD P-30137-00
MSD BASE MAP-17U4

- Extruded aluminum construction
- Halo lit push through acrylic letters
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- Stone base
- UL listed with lockable disconnect switch

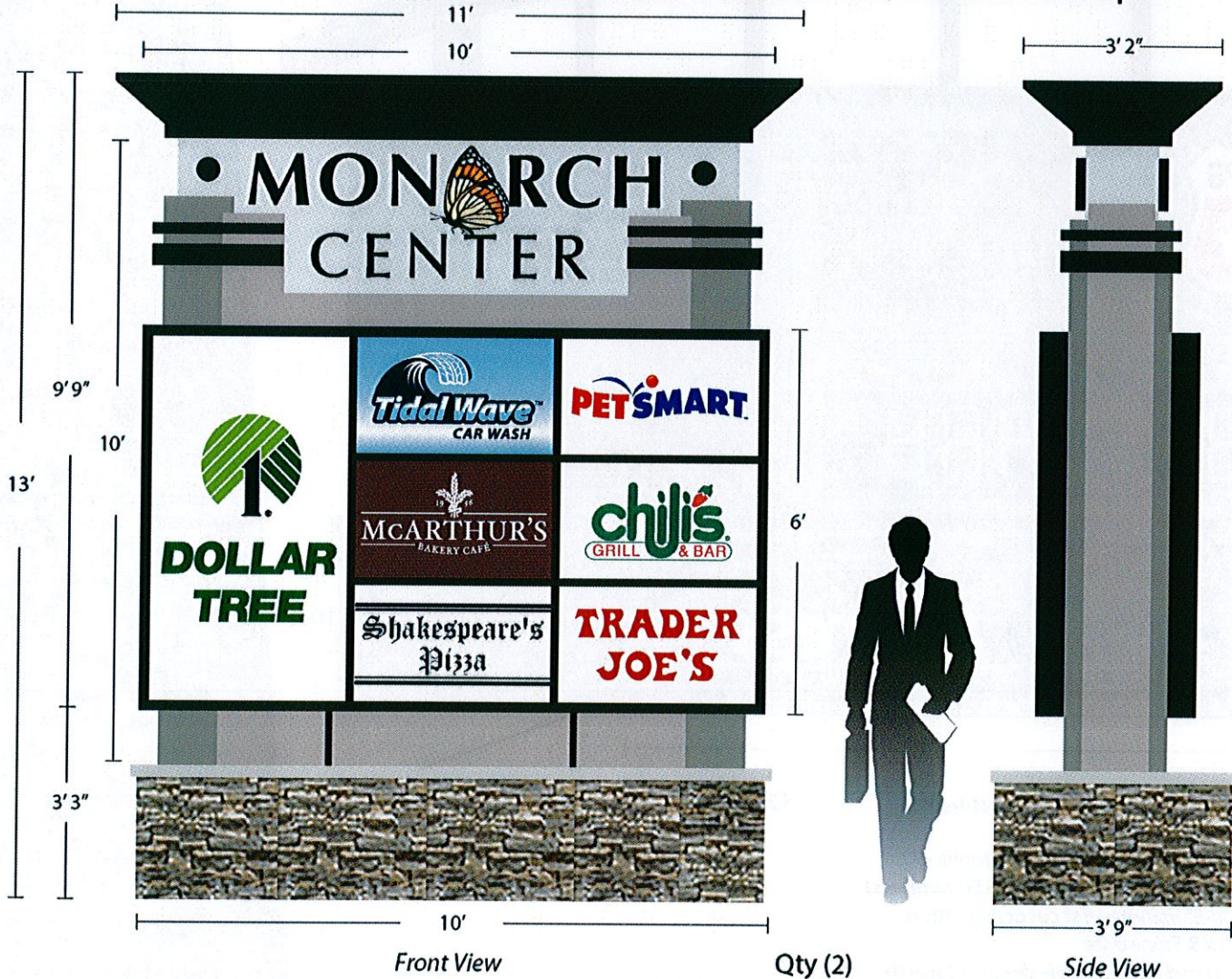


Night View

Site Map #1 & 3

Two-sided
Illuminated
Tenant
Monument

Sign Area (not including the stone base or decorative roof) = 10' x 10' = 100 sqft



Monarch Center Sign Package

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AND ELECTRIC

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*The digital visible opening of each LED price panel is 9.13" high x 25.13" wide. Each number is 8" high.

Site Map #2
(FH Alt)



Street Side

7'5" 46"

12'6"

9'

9.13"

Regular without Car Wash

8.88 9/10

25.13"

Regular with Car Wash

8.88 9/10

Diesel

8.88 9/10

20"

Edison Express

10 3/4"

5'8"

Two-sided
Illuminated
Monument Tenant Sign

- Extruded aluminum roof construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- LED Gas price signs (8" High LED numbers)
- Non-illuminated flat cut acrylic letters
- Brick & Stone base
- UL Listed with lockable disconnect switch

Qty (1)

Non-illuminated

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Monarch Center Sign Package

BILL YOUNT SIGNS AND ELECTRIC

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www.BillYountSigns.com

- Extruded Aluminum construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

Site Map #4



Two-sided
Illuminated
Entrance Directional

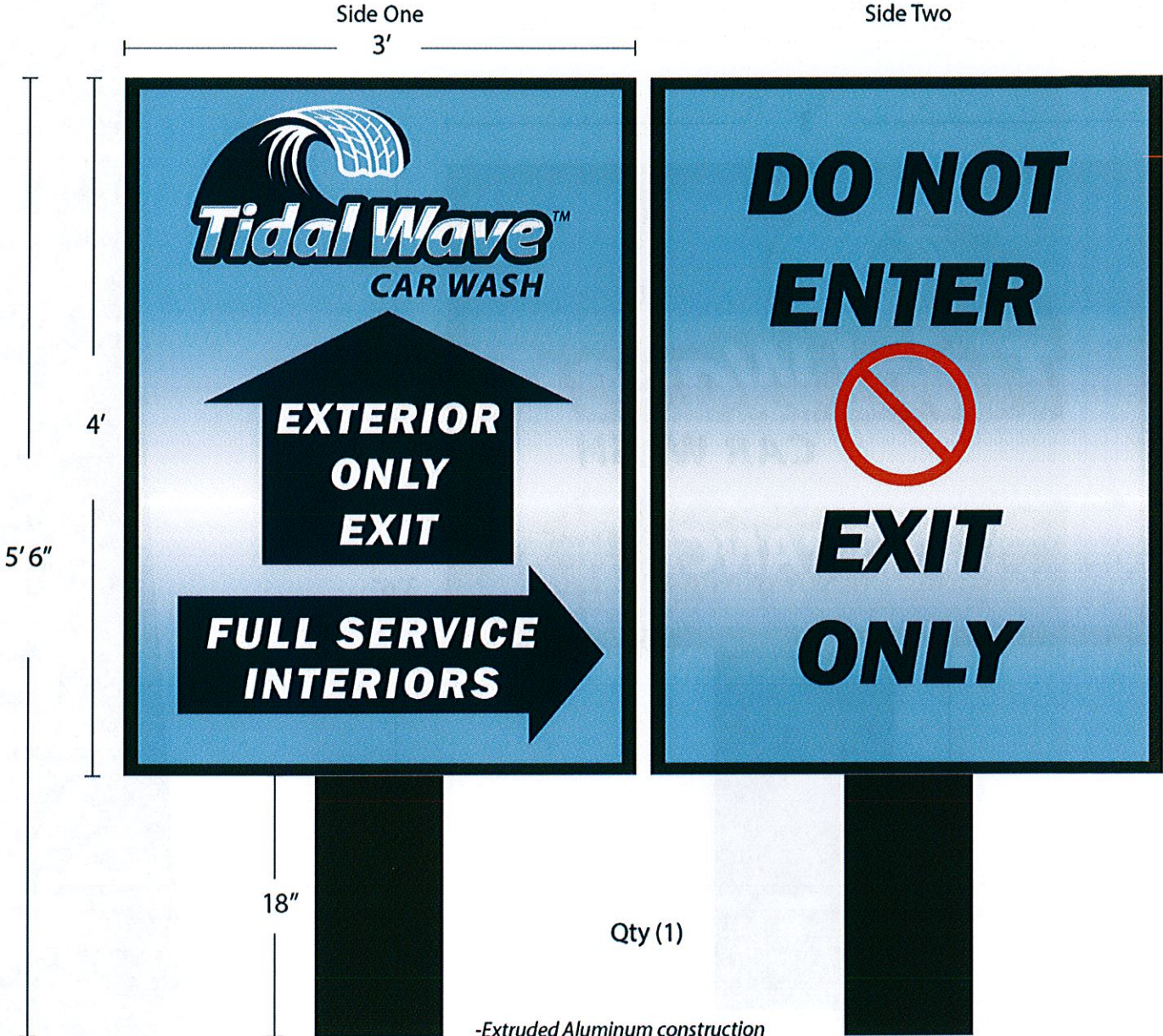
Qty (2)

Monarch Center Sign Package

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AND ELECTRIC

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*Two-sided
Illuminated
Directional Sign*

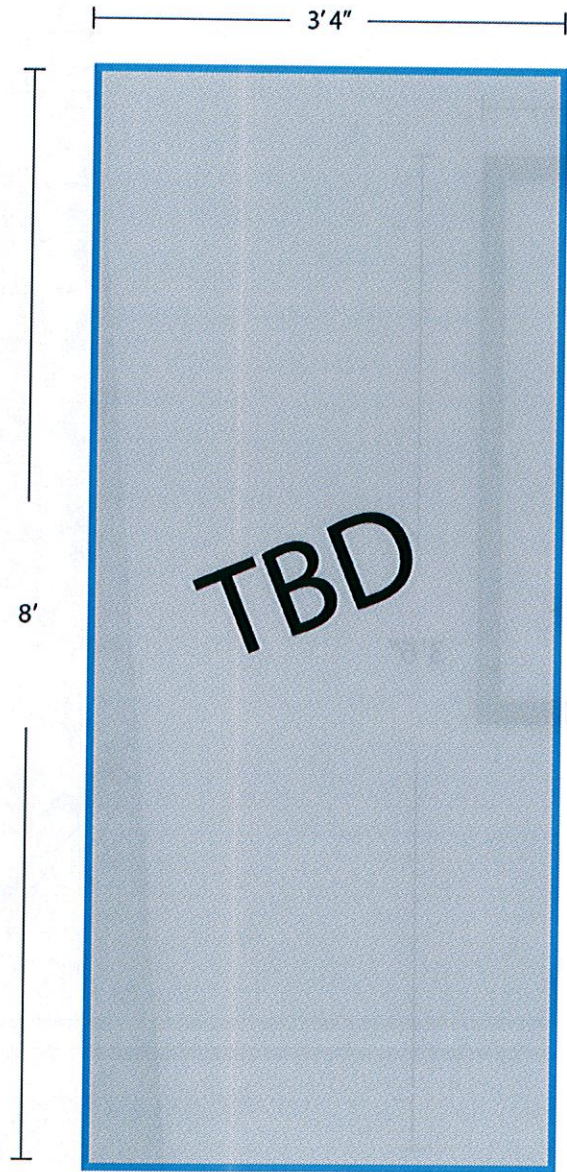
- Extruded Aluminum construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

Monarch Center Sign Package

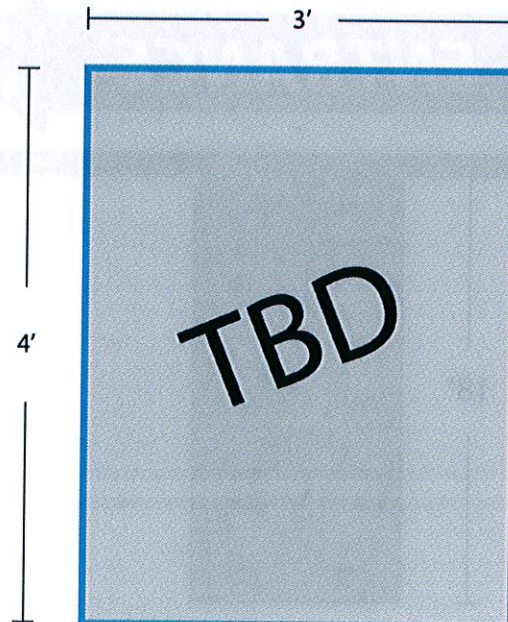


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*One-sided
Illuminated
Menu Board* Qty (2)



*Two-sided
Non-Illuminated
Menu Board* Qty (1)

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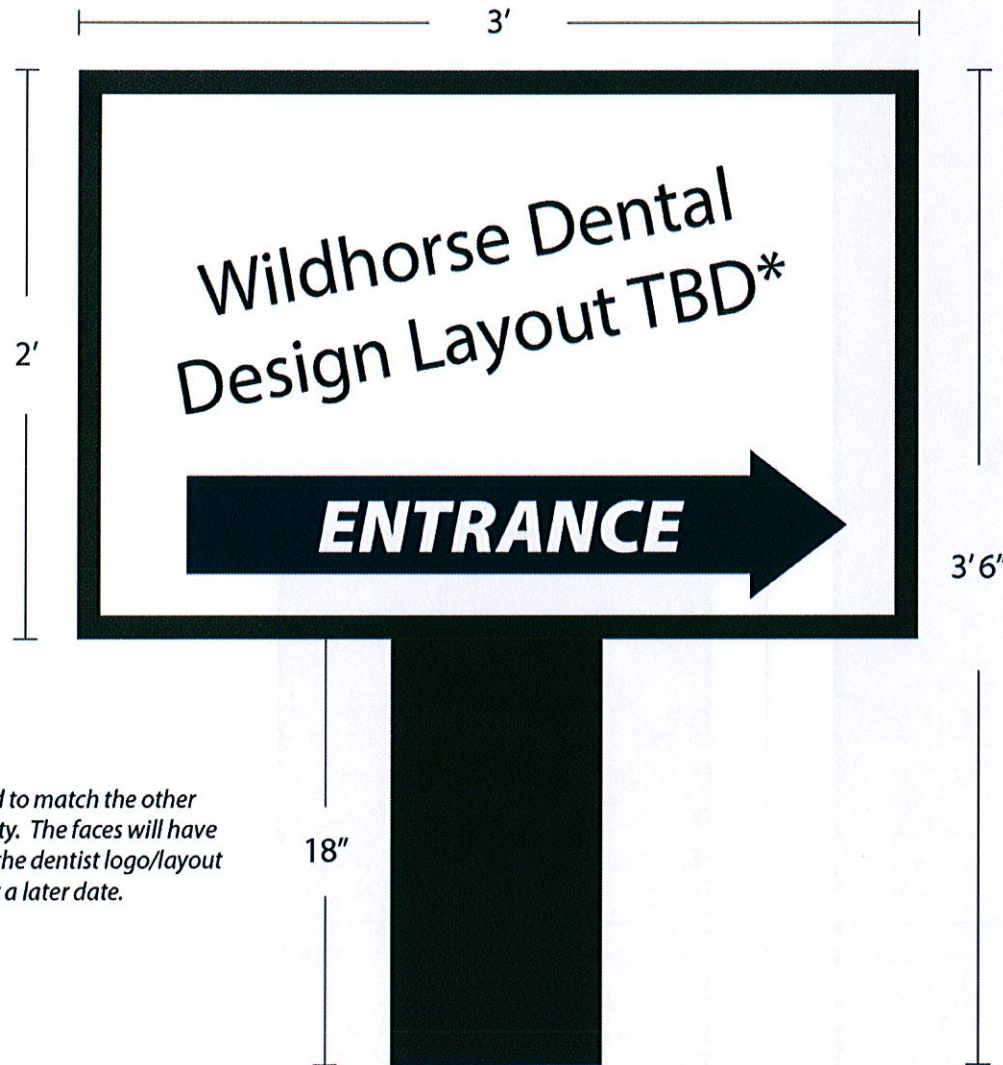
Monarch Center Sign Package



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- Extruded Aluminum construction
- LED internal illumination
- Flat acrylic faces with vinyl graphics
- UL Listed
- Lockable Disconnect Switch

Site Map #16



**This sign will be constructed to match the other directional signs on the property. The faces will have the same entrance arrow, but the dentist logo/layout will be determined at a later date.*

Qty (2)

**Two-sided
Illuminated
Entrance Directional**

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BILL KIRCHOFF
17627 WILD HORSE CREEK
CHESTERFIELD, MO 63005

RECEIVED

NOV 04 2016

City of Chesterfield
Department of Public Services

TO Chesterfield Planning + Zoning Commission
FROM Bill Kirchoff 4 NOV 16
PHONE + FAX 636-537-3383

Pages following this page —

Re: Monarch Center Long Road Sign (#1 on Site Map)

My wife and I are the owners of the 8 acre
parcel to the east of the Tidal Wave car wash.

The subject sign is on Long Road at the intersection
of an east-west access road which will provide
access to the 8 acre parcel.

While there is no present need for signage
for this undeveloped retail zoned land, we
believe the proposed future signage
should be acted upon at this time so
that it is considered in concert with
other proposed Long Road frontage signage.

Thank You