


Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: January 25, 2021

From: Chris Dietz, Planner 

Location: North of Olive Blvd. west of its intersection with North Woods Mill Road.

Description: **13559 Olive Blvd. (McDonald's) Sign Package:** A sign package for a 0.86-acre tract of land zoned "PC" - Planned Commercial District, located north of Olive Blvd. west of its intersection with North Woods Mill Road.

PROPOSAL SUMMARY

The Farnsworth Group, on behalf of McDonald's Corporation, has submitted a request for a Comprehensive Sign Package for a fast food restaurant along Olive Blvd. The Sign Package is being requested in conjunction with the parent company's national rebranding effort, and would allow for two (2) signs on the south elevation of the building, with a total signage area not to exceed 7% of the total façade area. All other signage on site is to comply with the Unified Development Code (UDC).



Figure 1: Subject Site

HISTORY OF SUBJECT SITE

In 1983, St. Louis County Ordinance 11,240 was approved changing the zoning designation of the then vacant land from a C6 zoning district to a C8 zoning district.

In 1990, St. Louis County passed Ordinance 14,846 in which development requirements were altered.

In 2019, the City of Chesterfield City Council approved Ordinance 3068. The primary purpose of this ordinance was to allow for an update involving exterior renovations to the building and to also construct a double drive-thru lane, but also required the removal of the existing pole sign once redeveloped.

In 2020, an Amended Site Development Plan was approved implementing these updates to the site, which included the removal of the existing pole sign, as required by Ordinance 3068.

REQUEST OVERVIEW

This request is in conjunction with the recent updates to the site as part of a national rebranding effort by the parent company. The previous pole sign that has since been removed and the approved freestanding monument sign that replaced it can be seen in Figures 2 and 3 below. The applicant is requesting a sign package to allow for a total of two (2) wall signs on the south elevation of the restaurant building. The site currently has one sign approved on the south elevation and another approved sign on the east elevation, as well as an approved freestanding monument sign in the southeast corner of the site—all of which comply with Code. The combined wall sign area of both the approved wall sign and the proposed additional wall sign on the south elevation will comprise no more than 7% of the total building face on the south elevation. All other signage for the site will comply with the provisions of the Unified Development Code. Figure 4 demonstrates the proposed signage breakdown for the south elevation.



Figure 2: Pole Sign (Removed)

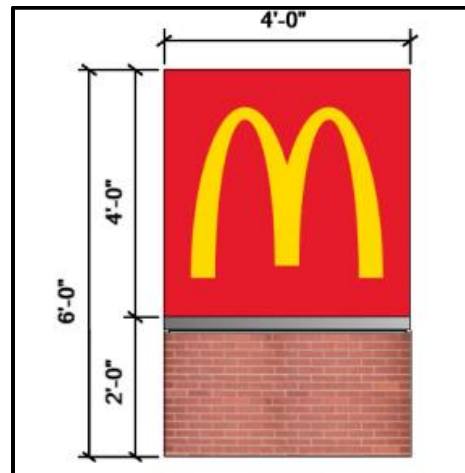


Figure 3: Approved Freestanding Monument Sign

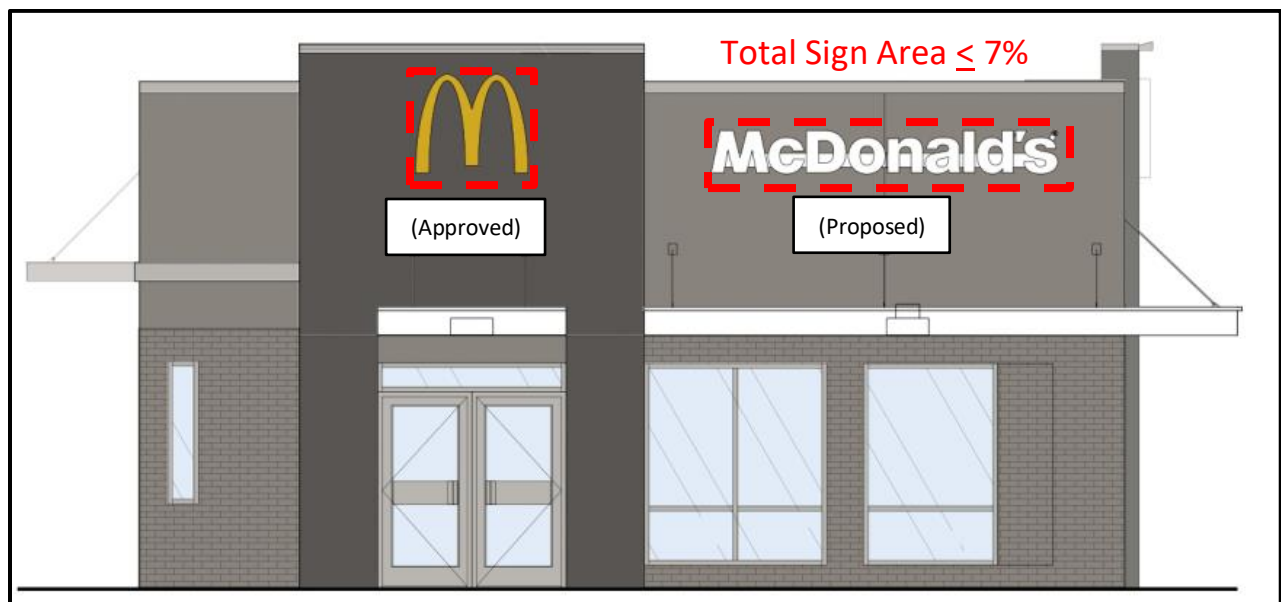


Figure 4: South Elevation

STAFF ANALYSIS

The UDC allows each business being the sole occupant of a freestanding building no more than one (1) attached business sign on any two (2) walls of a building that are exterior walls of the particular building. The UDC further limits each wall sign’s outline area to 5% of the building’s façade area, not to exceed 300 square feet. Since these proposed two (2) signs would be located on the south elevation which faces Olive Blvd., and is narrower than the east and west elevations, the applicant is requesting an additional 2% in total signage area, split between these signs. No wall signage is proposed on either the north or west elevations. Incidental signage for this site is exempt from Sign Regulations within the UDC. The location of each sign is shown in Figure 5.

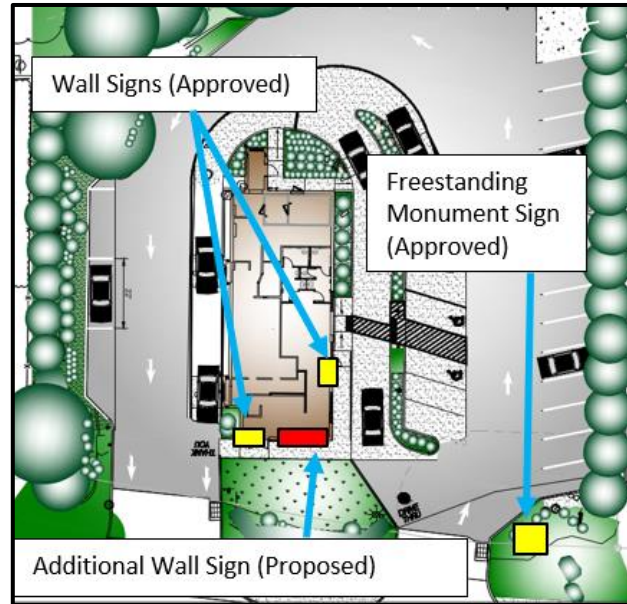


Figure 5: Signage Locations

STAFF RECOMMENATION

Staff has reviewed the Sign Package for 13559 Olive Blvd. (McDonald’s) and has no outstanding issues regarding this project. Staff requests action from the Planning Commission.

Attachments: Sign Package Packet

RECEIVED

JAN - 5 2021

City of Chesterfield-Department of Planning

Attachment A

McDonald's Restaurant Remodel
13559 Olive Blvd

Narrative Statement

The current McDonald's Restaurant was completed in the 1970's and is in need of remodeling to remain competitive in the area. McDonald's has selected this restaurant for remodeling to ensure continuing success for many years.

The existing restaurant is constructed on a very small lot in a commercial setting. At the time the restaurant was constructed it met all then existing setback and signage requirements.

The Farnsworth Group has filed an application with the city of Chesterfield seeking a comprehensive sign package for the remodeling of the McDonalds at 13559 Olive Blvd. Situated on the North side of Olive Blvd. between Coliseum Drive and N. Woods Mill Road.

The proposed accompanying sign package includes all of the variable signage deemed necessary to identify the remodeling proposal for the McDonald's restaurant.

The intent of this project is to provide an updated aesthetic to fit in with modern design to the existing McDonald's store located at 13559 Olive Blvd.

The request is for one (1) additional sign on the south elevation, with a total of 7% of the building façade to be split between two (2) signs, with all other signage to comply with UDC standards.

2. The Sign Plan (Sheet C1.4) provides general sign provisions as required by City Code. However

All signage within the development shall be in conformance with the Comprehensive Sign Package.

Any signage not specifically identified in the comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.

Existing signage breakdown:

1 Menu Board to be removed 43.66 s.f.

1 LED Screen to be removed 8 s.f.

1 building mounted "McDonald's to be removed 32.84 s.f.
1 Height Limiter to be removed 4.88 s.f.
7 Arch wall emblems to be removed 4 s.f. each
1 Pole mounted freestanding sign with reader board to be removed 55 s.f.
1 Enter directional sign to be removed 4.00 s.f.
1 Exit directional sign to be removed 4.00 s.f.
Total area for existing signage = 180.38 s.f.
Total area of signs to be removed = 180.83
Total number of existing signs = 14
Total number of signs to remain = 14

Proposed signage breakdown:

1 new building mounted "McDonalds" 32.84 s.f.
2 wall mounted arch logos signs at 14 s.f. each
1 new monument freestanding sign at 16 s.f.
Total area for proposed signage = 76.84 boxed
Total number for proposed signage = 4 new

Proposed signage reduction in total number:

- Please note incidental, flags and handicap parking signage have been omitted from these calculations.

As this package is reviewed you will see that McDonalds is be asking for a total of 76.84 square feet boxed, however some of these signs do not have "backer panels" and are just a logo outline or just letters and air, we have for your convenience provided actual areas the total actual area asked for will be 48.57 square feet. Please refer to sheets C1.4, and C1.4a for a more detailed breakdown of sign areas and numbers.

Freestanding Road Sign

McDonalds is proposing the existing road sign will be removed and replaced with a new freestanding monument sign. New monument sign will have an area of 16 square feet and the top set at 6' above grade.

Wall Signage Along East Face

McDonalds is proposing 1 wall mounted logo on the east face face this will take the place of the existing arch wall emblems.

Wall Signage Along South Face

McDonalds is proposing 1 wall mounted logo, and 1 "McDonalds". These will take the place of the existing wordmark sign.

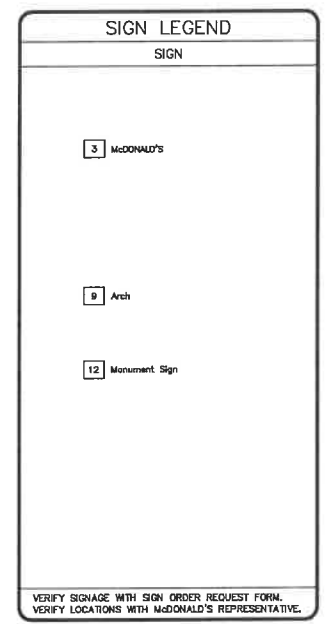
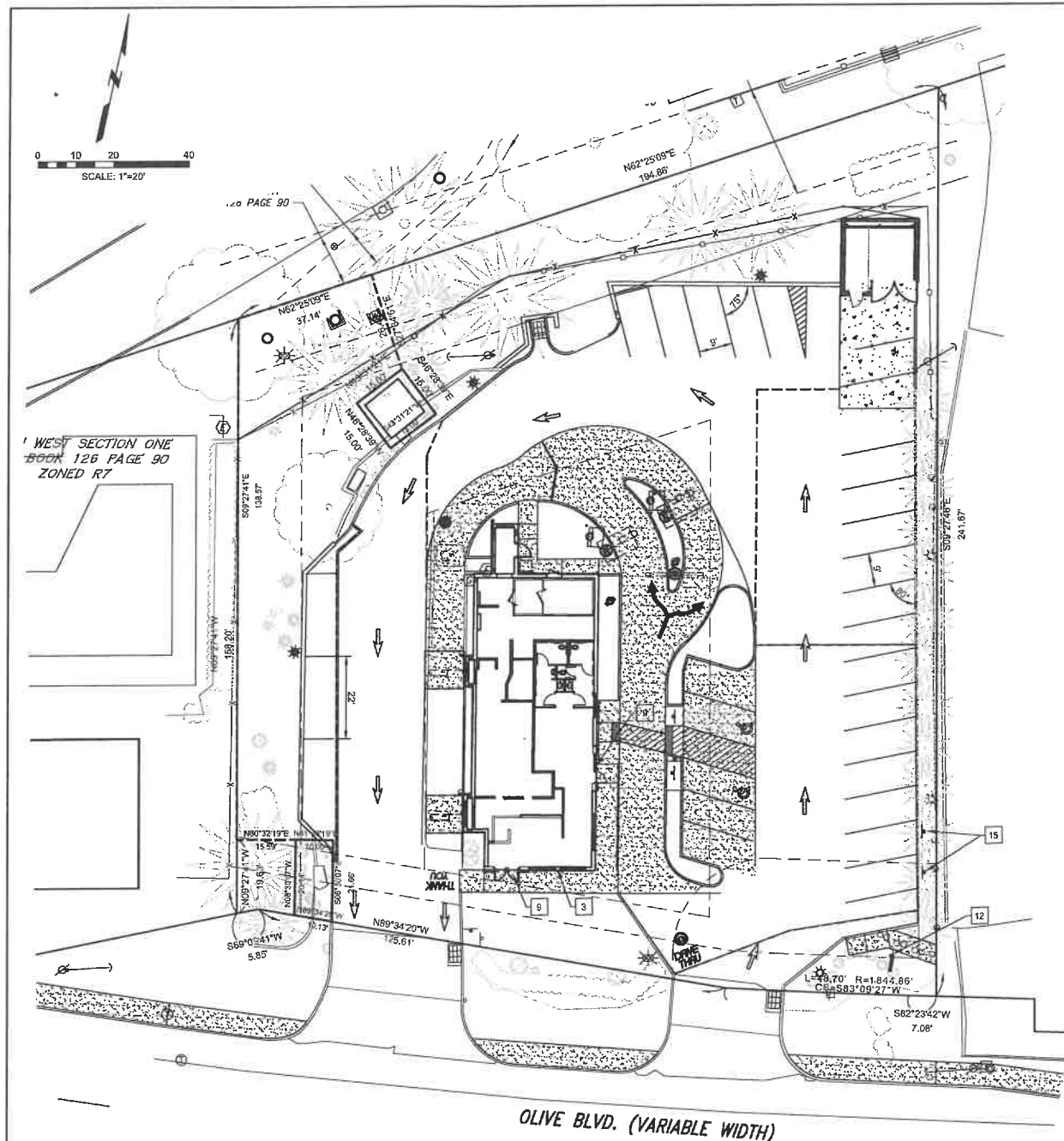
Closing Thoughts

It appears that the current sign code does not take into account for a side x side drive thru operation such as this. We assume it is not the City's intent to prohibit side x side drive thru restaurants, but instead allow them to be studied on a case by case basis by the City Council.

McDonalds has many new side by side facilities in the greater metropolitan area. Signage proposed for this project is typical for one of their new facilities and allows not only adequate identification but for safe site navigation as well. It is the intent of the proposed McDonalds to increase business activities, improve the building stock in the area and improve the character of the neighborhood. These proposed improvements provide improvements to the neighborhood and the community. All with no negative or additional impact to the health, safety and welfare of the public.

One of the main reasons McDonald's is considering remodeling the existing building is the ability to increase sales revenue by adding a side by side drive-thru. This will not be possible without the ability to merchandise their menu properly through their standard signage package. Proper merchandising becomes a critical component of speed and order accuracy in the McDonald's side by side drive-thru system. We believe that we have attempted to meet the spirit of the sign code. The menu board and pre-browse signage will not draw people onto the lot or draw undue attention to the lot this signage is purely informational to the patrons.

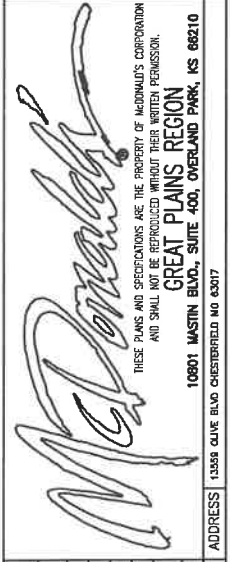
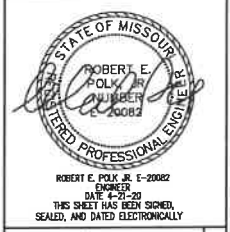
The hardship to McDonalds is clear, the existing sign ordinance does not contemplate this type of facility and is therefore too restrictive, additional signage is required so that the site can be identified and attract new patrons as well as continue to serve existing patrons. The on site signage is required so that patrons may safely navigate the site, be directed to the correct drive thru lanes, be able to view menu items as quickly as possible so that they can place their orders in timely fashion and insure an efficient operation. The site can only be successfully remodeled if the various requests are approved.



SIGN AREA TABLE

MARKER	DESCRIPTION	QUANTITY	BOXED AREA IN SQUARE FEET	TOTAL AREA IN SQUARE FEET BOXED	SIGN COLORS	REMARKS
3	McDONALD'S	1	32.84	32.84	WHITE (MODIFIED ACRYLIC MOLDED FACES/LETTER BODIES)	NEW BUILDING MOUNTED, DETACHED FROM LOG. (ADDITIONAL WALL MOUNTED SIGN ONE SIGN ALLOWED ON 2 BLVD FACES)
4						
5						
6						
7						
8						
9	ARCH	2	14.00	28.00	YELLOW	NEW BUILDING MOUNTED ALLOWABLE BY UDC
10						
11						
12	NEW MONUMENT SIGN	1	16	16	SIGN PANELS - RED ARCHES - YELLOW McDONALD'S AND DRIVE THRU LETTERS - WHITE	EXISTING ROAD SIGN TO BE REMOVED AND REPLACED WITH A NEW MONUMENT SIGN
13						
14						
15						
16						
17						
18						
		4	62.84	76.84		

REV	DATE	DESCRIPTION	BY	ISSUE REF
4	4-9-20		JPB	
5	4-21-20	FENCE	JPB	
6	4-21-20	MSD AND CITY COMMENTS FOR BIDDING	JPB	
7	5-4-20	MSD	JPB	
8	5-18-20	MSD	JPB	
9	5-21-20	CITY COMMENT	JPB	
10	7-10-20	BID WALK COMMENTS	JPB	
11	8-3-20	CITY ENGINEERING DEPT	JPB	
12	8-20-20	CITY ENGINEERING DEPT	JPB	
13	8-31-20	REMOVE NEW GREASE INT	JPB	



PLAN APPROVAL	DATE	
SIGNATURE (2 REQUIRED)		
REGIONAL MGR.		
CONST. MGR.		
PROJECT MANAGER		
REAL ESTATE MGR.		
CO-SIGN SIGNATURES		
CONTRACTOR		
OWNER		
STATUS	DATE	BY
PRELIMINARY	11-1-18	FG
FINAL PLAN	-	FG
AS-CONST.		

20MSD-00148

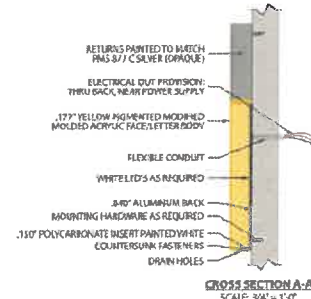
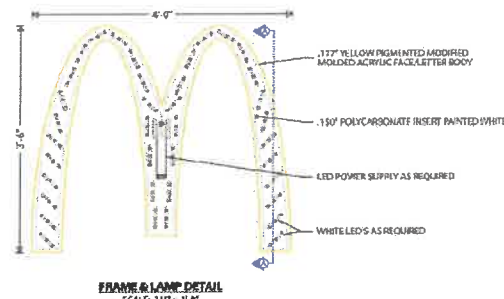
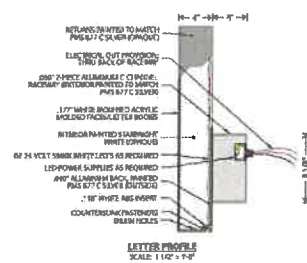
C1.4
SIGN PLAN



NOTES
 .177" MOLDED WHITE MODIFIED ACRYLIC LETTER BODIES
 INSTALLED ON ALUMINUM BACKS
 .118" WHITE ABS INSERTS
 EXTERIOR FINISH: MATCH PMS 877 C SILVER (OR EQUIV)
 BRICKS PRINTED PMS 877 C SILVER
 INTERIOR FINISH: STAR-BRIGHT WHITE (OR EQUIV)
 LETTER BODIES REMOVABLE FOR SERVICE ACCESS
 ACCESS PANEL BEHIND LETTERS FOR RACEWAY ACCESS
 U.L. APPROVED
 ELECTRICAL: 1.10 AMPS, 120 VOLTS
 SQUARE FOOTAGE:
 BOXED = 32.84
 ACTUAL = 19.53

ILLUMINATION
 M only 1,907 LUMENS
 FULL LETTERSET 10,640 LUMENS
 PER SQUARE FOOT 470 LUMENS

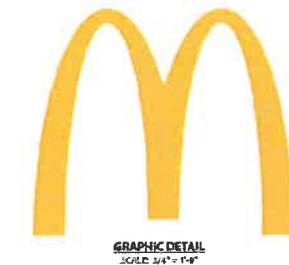
32.84 SQUARE FEET BOXED



ILLUMINATION
 1,010 LUMENS

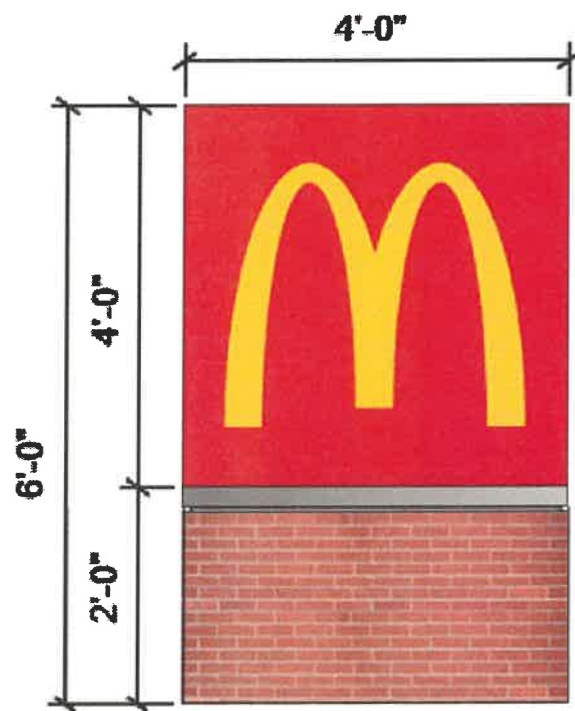
14.00 SQUARE FEET BOXED

FRAME DETAIL:
 DESIGN FACTOR: 150
 .177" FORMED YELLOW PIGMENTED (PMS 123 C)
 MODIFIED ACRYLIC FACIA LETTER BODY
 EXTERIOR FINISH: PAINTED TO MATCH PMS 877 C
 SILVER (OR EQUIV)
 INTERIOR FINISH: PAINTED STAR-BRIGHT WHITE
 (OR EQUIV)
 .120" POLYCARBONATE INSERT PAINTED
 STAR-BRIGHT WHITE
 .240" ALUMINUM BACK
 LETTER BODY REMOVABLE FOR SERVICE ACCESS
 U.L. APPROVED
 ELECTRICAL: 0.85 AMPS, 120 VOLTS
 SQUARE FOOTAGE:
 BOXED = 14.00
 ACTUAL = 4.99



9 New 48" Arch (Bldg Mounted) (2 Thus)
 Scale: None

3 McDonald's (Bldg Mounted)(1 Thus)
 Scale: None

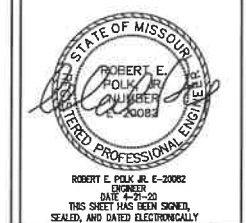


BASE
 TO MATCH
 BUILDING-
 PROVIDED
 BY OTHERS

COORDINATE WITH SIGN
 PROVIDER

12 Monument Sign (1 Thus)
 Scale: None

REV	DATE	DESCRIPTION	BY	ISSUE REF
4	4-9-20	FENCE	JPB	
5	4-21-20	MSD AND CITY COMMENTS FOR BIDDING	JPB	
6	5-4-20	MSD	JPB	
7	5-18-20	CITY COMMENT	JPB	
8	5-21-20	BID WALK COMMENTS	JPB	
9	7-10-20	CITY ENGINEERING DEPT	JPB	
10	8-3-20	CITY ENGINEERING DEPT	JPB	
11	8-20-20	REMOVE NEW GREASE INT	JPB	
12	8-20-20		JPB	
13	8-31-20		JPB	



ROBERT E. POLK, P.E. - 20082
 LICENSED PROFESSIONAL ENGINEER
 DATE 4-27-20
 THIS SHEET HAS BEEN CHECKED, SEALED, AND DATED ELECTRONICALLY

McDonald's
 THESE PLANS AND SPECIFICATIONS ARE THE PROPERTY OF MCDONALD'S CORPORATION AND SHALL NOT BE REPRODUCED WITHOUT THEIR WRITTEN PERMISSION.
GREAT PLAINS REGION
 10801 MASTIN BLVD., SUITE 400, OVERLAND PARK, KS 66210
 ADDRESS 1358 OLIVE BLVD CHESTERFIELD MO 63017

PLAN APPROVAL	SIGNATURE (2 REQUIRED)	DATE
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CONST. MGR.		
PROJECT MANAGER		
REAL ESTATE MGR.		
CO-SIGN SIGNATURES		
CONTRACTOR		
OWNER		

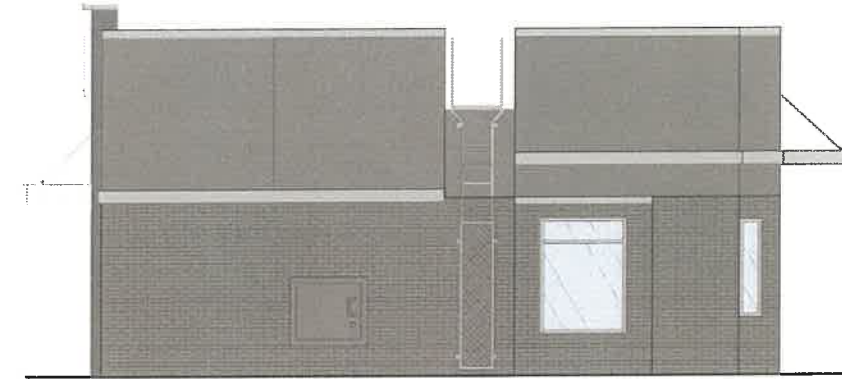
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FINAL PLAN	-	FG
AS-CONST.		

C1.4a
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 FG JOB NO 0180691.00

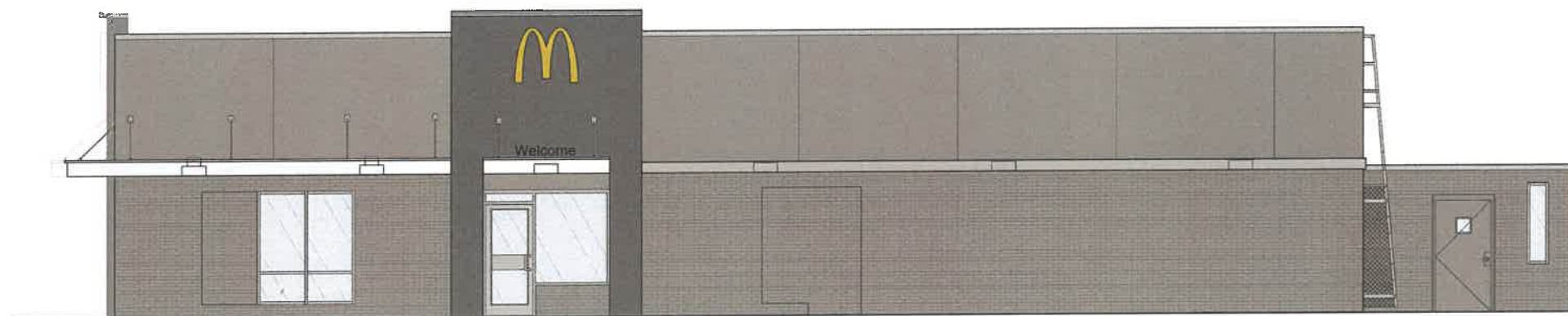
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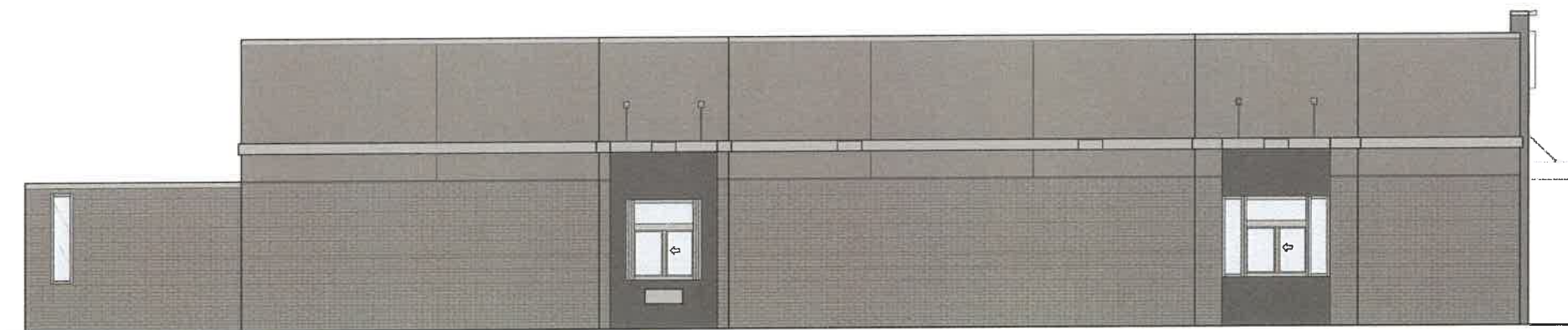
FRONT ELEVATION
(SOUTH)



REAR ELEVATION
(NORTH)



NON DRIVE THRU SIDE
ELEVATION (EAST)



DRIVE THRU SIDE
ELEVATION (WEST)

McDonald's Olive Blvd.

ARCHITECTURAL ELEVATIONS

CHESTERFIELD, MO | FEBRUARY 27, 2019

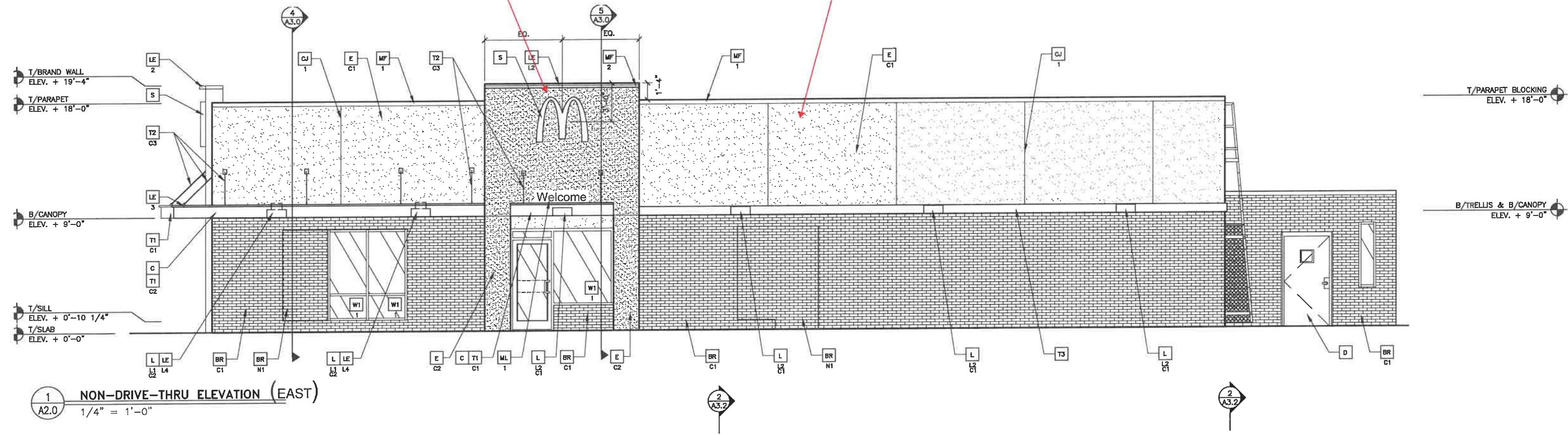
McDONALD'S USA, LLC

Farnsworth
GROUP



ARCH AREA = 14 SQUARE FEET
(0.88 % OF THE WALL AREA)

WALL AREA = 1,590 SQUARE FEET



1 NON-DRIVE-THRU ELEVATION (EAST)
A2.0 1/4" = 1'-0"



McDonald's Olive Blvd.

EXTERIOR RENDERING
CHESTERFIELD, MO | FEBRUARY 27, 2019

McDONALD'S USA, LLC

