

Planning Commission Staff Report

Project Type: Sign Package

Meeting Date: May 10, 2021

From: Chris Dietz, Planner *CD*

Location: 13416 Olive Blvd.

Applicant: Warren Sign Company, Inc.

Description: **Incarnate Word Sign Package:** A request for a Sign Package consisting of an Electronic Message Center for a 9.92-acre tract of land located on the south side of Olive Boulevard, west of State Highway 141 (16Q311770).

PROPOSAL SUMMARY

Warren Sign Company, Inc., on behalf of Incarnate Word Parish, has submitted a request for a Comprehensive Sign Package to allow for an existing freestanding sign to be converted to an Electronic Message Center (EMC) at the entrance to the campus along Olive Boulevard.



Figure 1. Aerial of Subject Site

HISTORY

The site was zoned R3 by St. Louis County prior to the City of Chesterfield’s incorporation and the building itself was constructed in 1983. A Site Development Plan was approved for this site in 1999 which has been amended twice—once in 2006 to add a rectory building along Olive Blvd., and again in 2017 to add restroom facilities and other minor renovations to the main building.

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The land uses and zoning for surrounding properties of this development are described as follows:

Direction	Zoning	Land Use
North	C8 –Planned Commercial	Retail
East	R5—Residential	Multifamily Residential
West	PC/C8 –Planned Commercial	Office / Redevelopment (Office-Medical)
South	R3--Residential	Single Family Residential

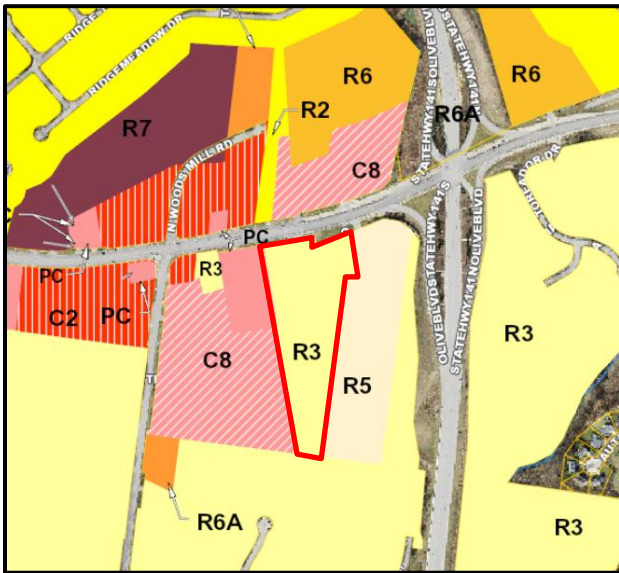


Figure 2. Zoning Map

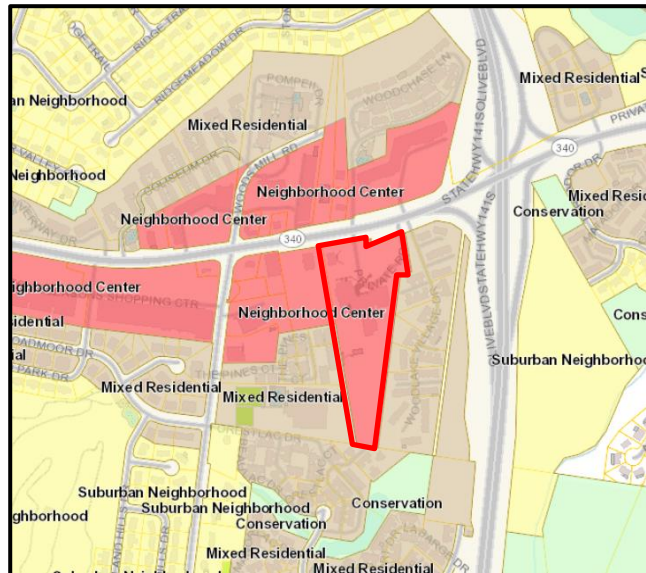


Figure 3. Land Use Map

COMPREHENSIVE PLAN ANALYSIS

The City’s Comprehensive Plan shows this site as within the Neighborhood Center designation, which supports small-scale, commercial centers that provide goods and services to surrounding neighborhoods. The proximity of these areas to neighborhoods requires that operations be low-intensity, unobtrusive and at a scale and design compatible with nearby residential development. The primary land uses for this area include Retail, Residential, Office and Institutional uses.

STAFF ANALYSIS

UDC Freestanding Monument Sign Regulations

UDC regulations state that each developed lot may have no more than one (1) freestanding sign facing each roadway on which the lot has frontage. The height of these signs shall not exceed six (6) feet in height when located within the minimum front yard setback of a particular zoning district. The existing

sign exceeds this limit at 8’0” in height and is thus an existing nonconformity. Additionally, the code lists specific criteria for Electronic Message Centers (EMCs), which require a sign package to be submitted for approval by Planning Commission.

Sign Packages

The purpose of a Sign Package, which serves as the mechanism for allowing modifications to the UDC sign regulations, is to provide comprehensive, complementary, and unified signage throughout a development. The UDC 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.”

The UDC includes the following review factors that are to be considered by the Planning Commission when discussing the appropriateness of any requested sign package:

1. The physical impact of the proposed comprehensive sign package;
2. The quality of the proposed comprehensive sign package; and
3. Mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts.

Electronic Messaging Centers

In addition to general sign package criteria, the regulations pertaining specifically to Electronic Messaging Centers are described in UDC Section 31-04-05 D.5, as listed in the table below.

UDC Electronic Message Center Requirements	Proposed Sign Package Compliance
EMCs that exceed the UDC size requirements eligible for administrative approval (six (6) feet in height when within structure setback) shall not be permitted within 2,000 feet of property with a land use designation that permits residential uses by the Comprehensive Plan.	<p>The proposed EMC is 8’4” feet in height which exceeds the UDC maximum for administrative approval. The property on which the sign is located permits residential uses. Additionally, the EMC would be located less than 400 feet from a multifamily residential property to the east (Woodlake Village).</p> <p>This design standard can be amended when it may be demonstrated that said amendment is necessary to provide creative or imaginative design that exceeds the minimum performance standard requirements. Such an amendment would require 2/3 vote of the Planning Commission.</p>
EMCs that exceed the UDC size requirements eligible for administrative approval (six (6) feet in height when within structure setback) shall not be permitted within 1,000 feet from the center point of two intersecting arterial roadways as designated within the City of Chesterfield Street Classification Map.	<p>The proposed EMC is 8’4” in height which exceeds the UDC maximum for administrative approval and is within 1,000 feet from the intersection of Olive Blvd. and Woods Mill Rd.</p> <p>This design standard can be amended when it may be demonstrated that said amendment is necessary to provide creative or imaginative design that exceeds the minimum performance standard requirements. Such an amendment would require 2/3 vote of the Planning Commission.</p>

<u>UDC Electronic Message Center Requirements</u>	<u>Proposed Sign Package Compliance</u>
Images shall have a minimum duration of 10 seconds while being displayed.	Applicant has stated that messages will remain static for a minimum of 10 seconds before changing.
Image shall be static display, with no motion, blinking, scrolling, color change or special effects.	Applicant has stated that messages will be one static frame and that no motion or color changing will occur.
The transition between displays shall be instantaneous re-pixelization.	Applicant has stated that Messages will be instant with no animation or special effects.
EMCs shall be equipped with automatic dimmer control according to ambient light and time of day.	Sign will have automatic dimmer that will lower brightness at night and on overcast days.
EMCs shall not exceed brightness of 7,000 NITs. <i>*NIT: Unit of light intensity used to measure brightness.</i>	Maximum brightness set at 7,000 NITs, with a typical night level of 600 NITs.
No portion of the EMC may flash, strobe or fluctuate in brightness.	Applicant has stated that messages will be one static frame and that no special effects will occur.
In case of malfunction, EMCs are required to contain a default design to freeze message in one position.	Applicant has stated that sign contains software to maintain sign message in one position.
EMCs shall not have a resolution with a pixel pitch larger than 16 mm.	Sign will have a 10mm (high resolution) pixel pitch.
V-shaped EMC signs must display the same image on both sign faces.	Applicant has stated that sign is double-faced and each side will display the same message at all times.

Please find these requirements along with the Applicant’s response to each item enclosed in the Planning Commission packet.

Additional Planning Commission Review Criteria

In addition to the criteria listed above, Planning Commission shall consider the following additional items as they pertain to the City of Chesterfield’s EMC requirements:

1) Proximity of the proposed electronic message center to other similar signs.

Figure 4 below depicts the view looking westward from the location of the proposed EMC. The sign is located along Olive Blvd., roughly 475 feet away from an existing EMC to the west along the same corridor.



Figure 4. Westward View Along Olive Blvd.

2) Proximity and impact on adjacent land uses with particular consideration given to residential properties and uses.

As noted earlier, the proposed EMC would be located less than 400 feet from the adjacent multifamily residential property. Figures 5 and 6 show the view of this property from the proposed EMC location and the view of the sign from this property, respectively. All other adjacent land uses from where the sign would be visible are either office or retail.



Figure 5. Eastward View from Sign



Figure 6. Westward View from Multifamily Residential Property.

3) Impact of the total amount of signage on the site in conjunction with the use of the electronic message center.

Most of the existing signage on site is incidental, meaning that it is only visible from within the site and includes two freestanding directional signs and 4 wall mounted facility identification signs. An exhibit showing the nature and location of these signs is included in the Planning Commission Packet.

4) Nature and character of the roadway on which the project is located.

Olive Boulevard is classified as a Major Arterial Roadway that is maintained by Missouri Department of Transportation (MODOT) with a signalized four-way intersection at the entrance to the Incarnate Word campus.



Figure 7. Westward View of Olive Blvd.

5) Nature and character of the proposed use and the area within which the project is located.

The Incarnate Word parish is considered a Church or Place of Worship as defined by code. As such, the site hosts religious services, outreach events and other affiliated incidental uses onsite. It is located along Olive Blvd., just west of its intersection with State Highway 141 and is situated between retail, office and multifamily residential uses.

6) Size of the project and roadway frontage.

The existing sign is located within the structure setback along Olive Blvd. While the maximum height allowed by code for EMCs within this setback is six (6) feet, the applicant is seeking to keep the sign height at its current height of 8'4", while utilizing the same sign base of the existing sign. As noted earlier, approval of such requests requires a 2/3 vote by Planning Commission when it may be demonstrated that said amendment is necessary to provide creative or imaginative design that exceeds the minimum performance standard requirements.

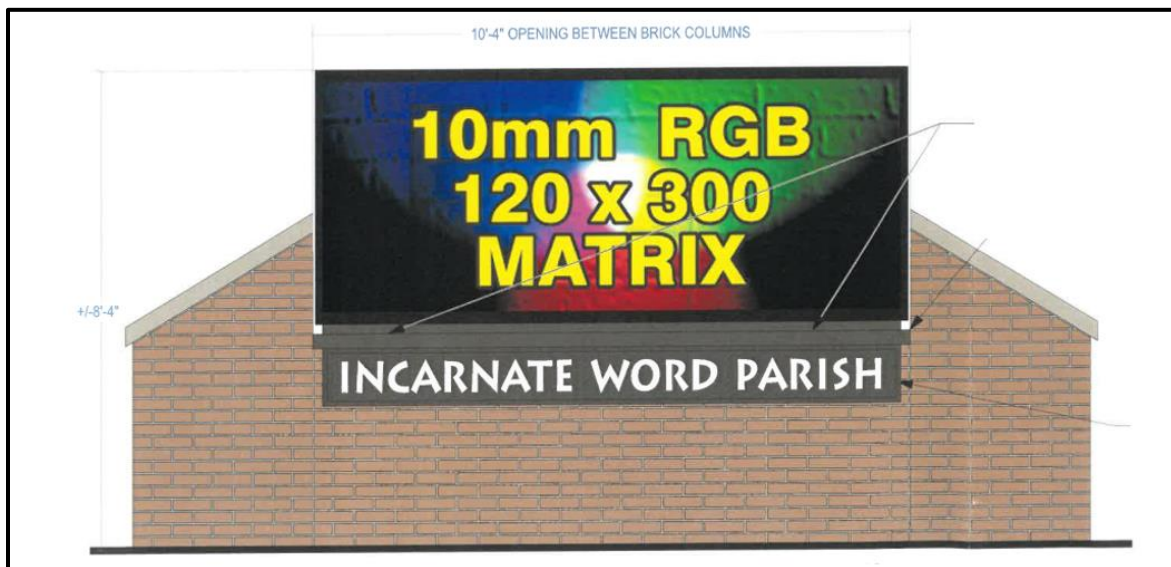


Figure 8. Proposed Sign

7) Resolution of proposed sign accounting for size of sign, roadway characteristics, and other relevant features.

The resolution for the proposed EMC is set to be 10mm in pixel pitch, which is higher than the minimum required by code (16mm). The proposed sign area of the EMC would retain that of the existing sign at 40 square feet, which complies with the 50-square-foot maximum allowed by Code for a property with 500+ feet of frontage.

Full criteria for Electronic Message Centers can be found within [Section 405.04.050 D.5](#) of the UDC.

RECOMMENDATION

Staff has reviewed the proposed Sign Package for the Incarnate Word subdivision and all required items have been submitted. Staff recommends that the Planning Commission take action on this request. Please find the applicant's Sign Package submittal packet attached.

MOTION

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

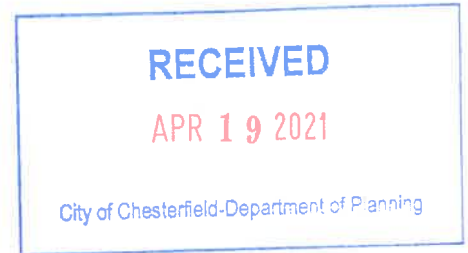
- 1) "I move to approve (or deny) the Sign Package for Incarnate Word Parish."
- 2) "I move to approve the Sign Package for Incarnate Word Parish with the following conditions..."
(Conditions may be added, eliminated, altered or modified)

Attachments: Sign Package Submittal

**WARREN SIGN COMPANY, INC.
TRANSMITTAL**

DATE: 04/07/21

TO: The City of Chesterfield
Department of Planning
690 Chesterfield Parkway West
Chesterfield, MO. 63017
Attn: Planning Department



FROM: Sue Winter, Permit Manager

JOB TITLE: INCARNATE WORD PARISH
ADDRESS: 13416 OLIVE BLVD., CHESTERFIELD, MO 63017

**SIGN PACKAGE SUBMISSION
REVISED SUBMISSION**

FOR YOUR APPROVAL:

ONE Revised Documentation of Sign Drawing Packet

Comments:

We understand that this initial submission will be reviewed by a planner. We look forward to the planners "comment" letter. Should changes be required by the planner, the city will accept the revisions in PDF format via email.

I look forward to your review response.

Respectfully,

Sue Winter
Permit Manager
PH: 636-282-1300 x228 (Cell#: 636-541-4748)
swinter@warrensign.com

2955 Arnold Tenbrook Road * Arnold, Missouri 63010 * Phone (636) 282-1300 * Fax (636) 282-3388



April 5, 2021

Chris Dietz
City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, MO 63017

Sign Plan Narrative:

Incarnate Word Church and School has been serving the people of Chesterfield for over 55 years. Our church is home to over 2,000 families and the school enrollment is approximately 325.

We have a long history of improving our campus and the quality of our facilities. We are seeking a comprehensive sign plan to preserve good overall aesthetics and to improve our ability to communicate with the people we serve.

We are requesting only one change to our current signs. Our existing monument sign is very dated and requires burdensome efforts to change messages. This is especially true in the cold winter months and the hot summer months. We are requesting to remove the old sign and replace it with a display that allows us to update messages with the ease afforded by today's technology. We plan to keep the existing brick base and columns which complement the architecture and materials of our building. Only the old and dated sign portion will be replaced, and the new display will be the same overall size.

We explored many options when determining what the best display was for us and the community. We ultimately chose to go with a very high-resolution display so we could display a complete thought in one message. This is necessary since we will show only static messages and have no animation or flashing of any kind. The high resolution of the sign ensures our messages will be clear and crisp and not be pixelated. We have chosen the best available technology with a resolution that reflects highly on our facility and the community.

(over)

We will submit a landscape plan with the permit application which will be made after approval of the improved sign.

I have attached a 2nd page to this narrative explaining how we meet the conditions in Section 405.04.050 D.5. of the City's Unified Development Code. We are meeting everyone we can, but some of them are not possible to meet due to our physical location and residential zoning. We are applying under the comprehensive plan so the commission can approve our improved sign in the same location and at the same size as our existing sign.

Thank you for your support.

Sincerely,

Bill Behrens, Warren Sign Co.



Electronic Message Centers

In addition to general Sign Package submittal requirements, any request for an electronic message center shall comply with the requirements of the Unified Development Code Section 405.04.050 D.5. as listed below. Provide Information on how the proposed Sign Package request complies with *each* of the requirements below:

(1) Distance. Electronic message centers that exceed the size requirements eligible for administrative approval per the Unified Development Code (UDC) for permanent freestanding signs shall not be permitted within two thousand (2,000) feet of any property with a land use designation that permits residential uses as determined by the Comprehensive Land Use Plan.

Answer: Churches are zoned residential, so we are within 2000 feet of a residential zoned property. The sign fronts Olive Boulevard in a business corridor with 5 lanes of traffic. The sign will not be visible to residential homes so we believe we meet the intent of the requirement.

(2) Distance. Electronic message centers that exceed the size requirements eligible for administrative approval per the Unified Development Code (UDC) for permanent freestanding signs shall not be permitted within one thousand (1,000) feet from the center point of two intersecting arterial roadways as designated within the City of Chesterfield Street Classification Map.

Answer: Yes, the sign is more than 1074' from the center of the Hwy 141 and Olive Boulevard intersection.

(3) Duration Of Image Display. Each image displayed shall have a minimum duration of ten (10) seconds.

Answer: Yes. Messages will remain static a minimum of 10 seconds before changing.

(4) Presentation. The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, twirl, change color, or in any manner imitate movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted.

Answer: Yes. Messages will be one static frame and no motion or color changing will occur.

(5) Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous repixelization.

Answer: Yes. Message changes will be instant with no animation or special effects.

(OVER)

(6) Dimmer Control. The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.

Answer: Yes. The sign will have an automatic dimmer and it exceeds the level of control in this condition. The dimmer works 24 hours a day, not just at sundown to sunrise. On overcast or cloudy days the sign will dim to insure the light level is appropriate for the ambient light. A sign that is too bright for the conditions is a deterrent to the viewer, so we obviously strive to avoid this.

(7) Brightness. The electronic message center shall not exceed a maximum of seven thousand (7,000) nits (candelas per square meter) during daylight hours and a maximum illumination of six hundred (600) nits (candelas per square meter) between sundown and sunrise measured from the sign's face at maximum brightness.

Answer: Yes, the maximum brightness of the display is 7,000 nits when in direct sunlight. It dims all the way to 70 nits in total darkness. In a typical night setting with streetlights, headlights and other ambient light the sign will be well less than 600 nits. The exact brightness varies depending on the physical location and the amount of ambient light. The sign can be manually dimmed at night in the unlikely event it exceeds 600 nits.

(8) Fluctuating Or Flashing Illumination. No portion of the electronic message center may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement.

Answer: Yes, just as stated in conditions four and five.

(9) Malfunction And Non-Compliance. In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one position.

Answer: Yes, this default is built into the software of the sign.

(10) Resolution And Pixel Spacing. The electronic message center shall not have a pixel pitch larger than sixteen millimeters (mm).

Answer: Yes, our sign has a very high resolution 10mm pixel pitch.

(11) Angle. When the interior angle formed by the faces of a V-shaped sign is less than one hundred eighty degrees (180°), both faces of the sign must display the same image

Answer: Yes. The sign is double-faced and each side of the display will show the same message at all times.



TWO SINGLE-FACE ELECTRONIC MESSAGE CENTER UNITS BUILT ONTO CUSTOM FRAME W/ 2" REVEAL & VENTILATED OUTER SKIN.

EMC SIGN AREA:
4'-0" x 10'-0" = 40sf

ID. CABINET SIGN AREA:
1'-0" x 10'-0" = 10sf

TOTAL SIGN AREA:
40sf + 10sf = 50sf

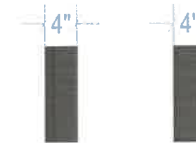


D/F SIGN - FRONT ELEVATION (TYP.)

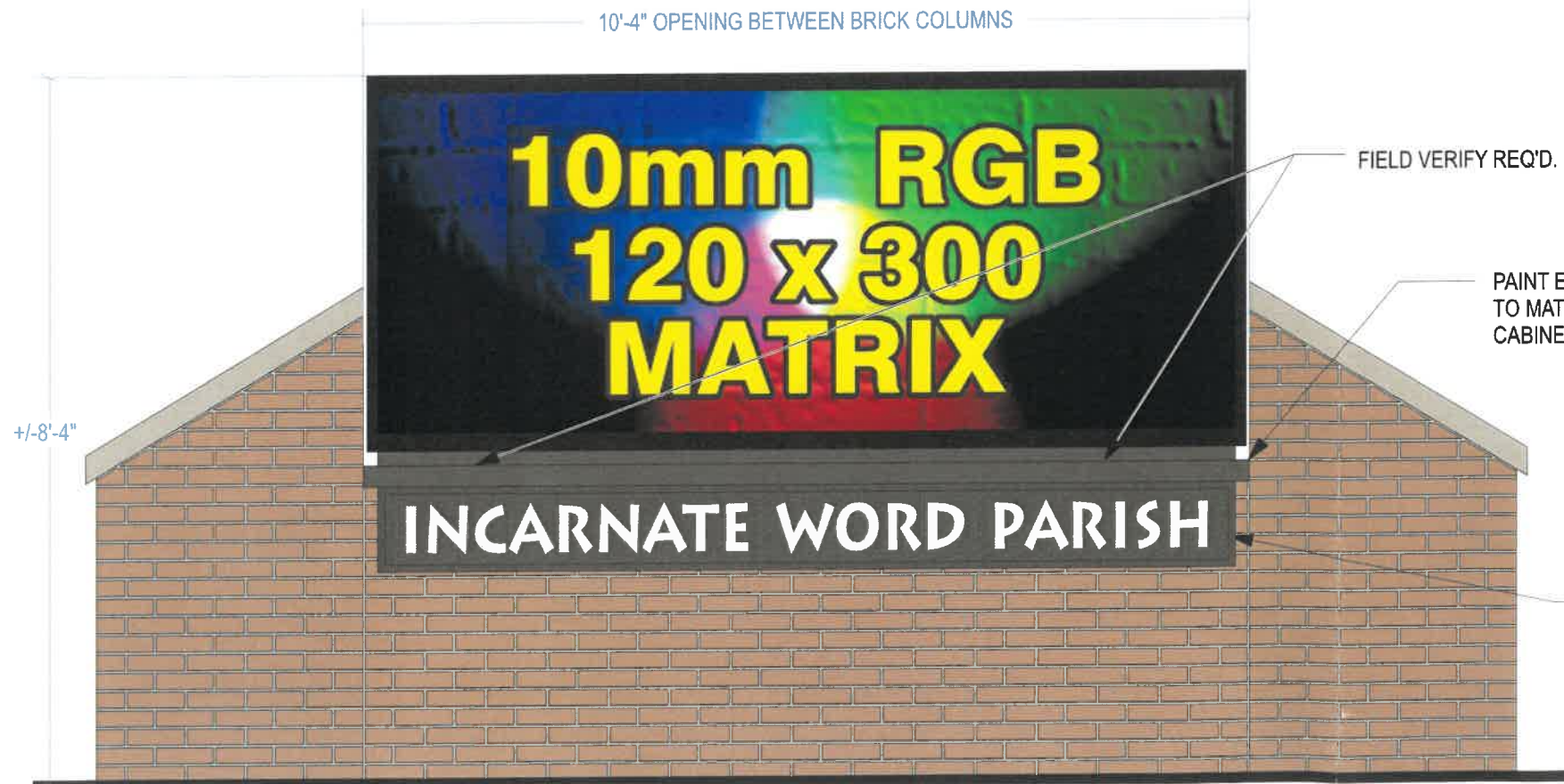
SCALE: 1/2" = 1'

TWO SINGLE FACE INTERNALLY-ILLUMINATED FORMED ID. MODULES. ALL ALUM. CONSTRUCTION. PAINT EXT. ACRYLIC POLYURETHANE CUSTOM. MOUNT WHITE LED MODULES INSIDE CABINET AS REQ'D. FOR EVEN FACE ILLUM. 3/16" WHITE ACRYLIC FACES. DECORATE W/ 3M TRANSLUCENT VINYL DIE-CUT FILM. 1" FACE RETAINER TRIM. ANCHOR FLUSH TO EITHER SIDE OF BRICK MONUMENT VIA NON-CORROSIVE MECHANICAL FASTENERS.

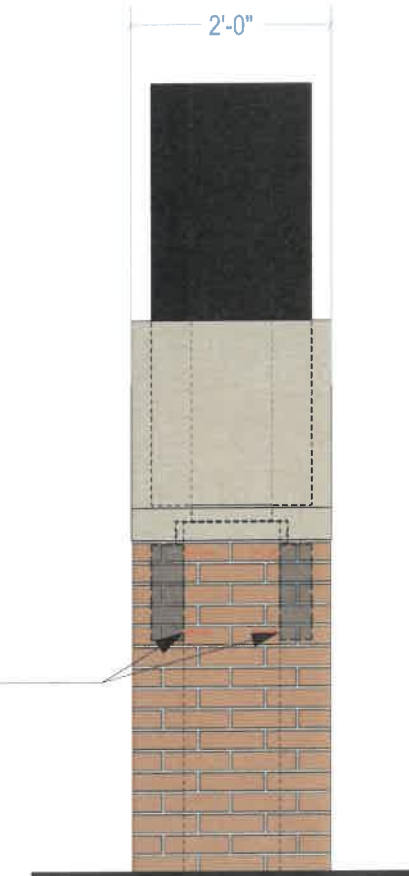
- FACES - 3M 3630-69 DURANODIC
- CABINET & RETAINER/TRIM - LVSP313 / DARK BRONZE



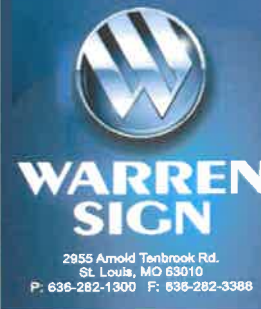
SIDE ELEVATION



FRONT ELEVATION - CABINET INSTALLATION ON EXISTING BRICK MONUMENT BASE



SIDE ELEVATION



CLIENT
Incarnate Word Parish

PROJECT
Monument Sign

LOCATION
13416 Olive Blvd.,
Chesterfield, MO 63017

DATE
10.21.2020
SAVED AS
Incarnate Word/Monument
DRAWING NO.
BB101320.1-B
DESIGNED BY
Scott Wynn

REVISED
102820 EMC SIZE / ID CONSTR.
REVISED
REVISED
REVISED
REVISED

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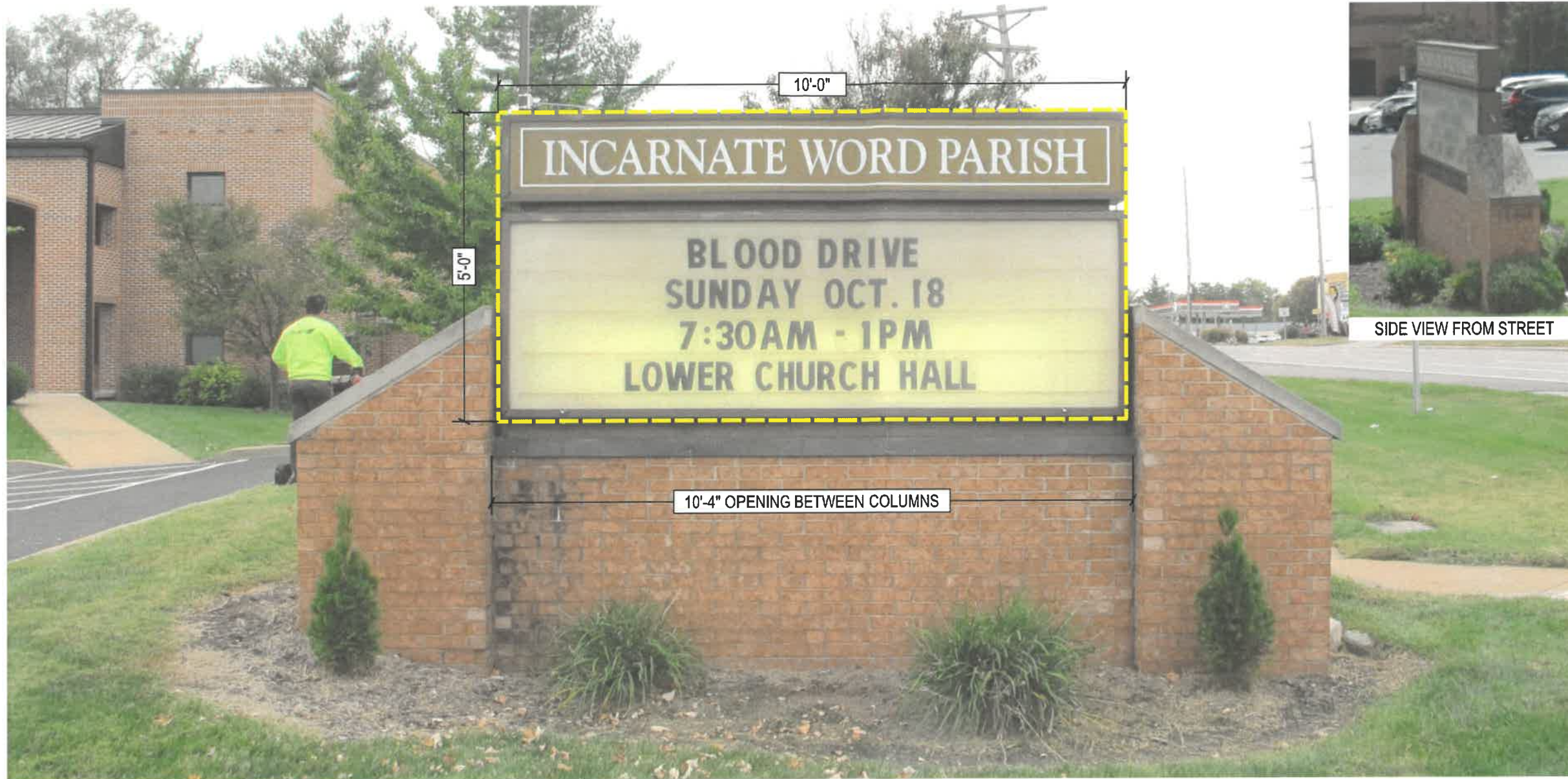
This sign is intended to be installed in accordance with the requirements of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



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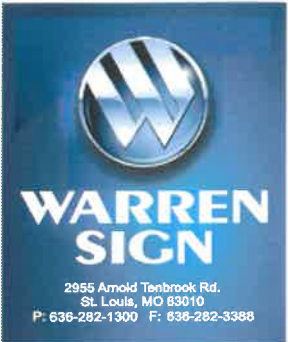
warrensing.com



EXISTING DOUBLE-FACE INTERNALLY-ILLUMINATED MONUMENT SIGN - REMOVE ID. & CHANGER CABINET. / LEAVE BRICK BASE & METAL FLASHING (REPAINT FLASHING ON-SITE).
 SCALE: 1/2" = 1'



LOCATION OF EXISTING SIGN



CLIENT
 Incarnate Word Parish

PROJECT
 Monument Sign

LOCATION
 13416 Olive Blvd.,
 Chesterfield, MO 63017

DATE
 10.21.2020
SAVED AS
 Incarnate Word/Monument
DRAWING NO.
 BB101320.2
DESIGNED BY
 Scott Wynn

- REVISED
- REVISED
- REVISED
- REVISED
- REVISED

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UL LISTED This sign is intended to be installed in accordance with the requirements of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

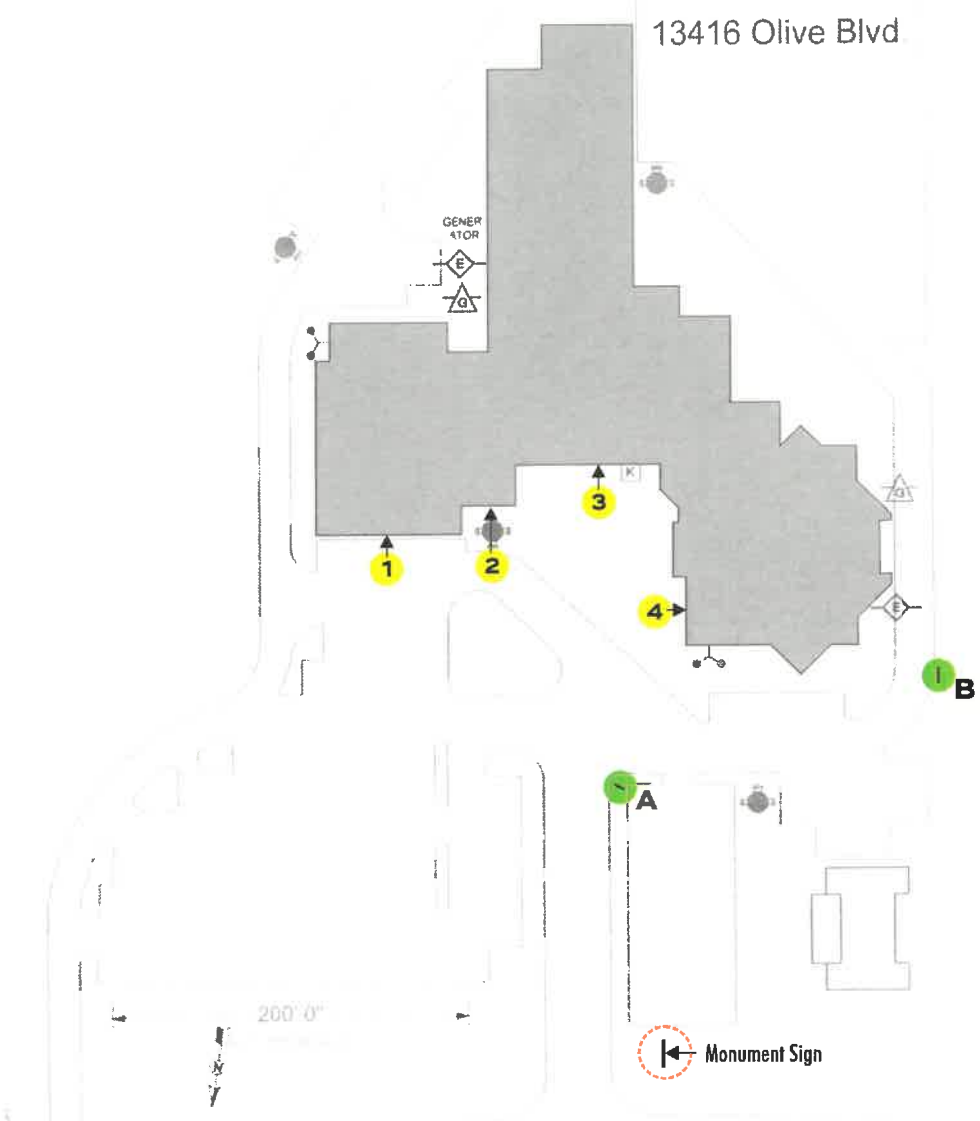


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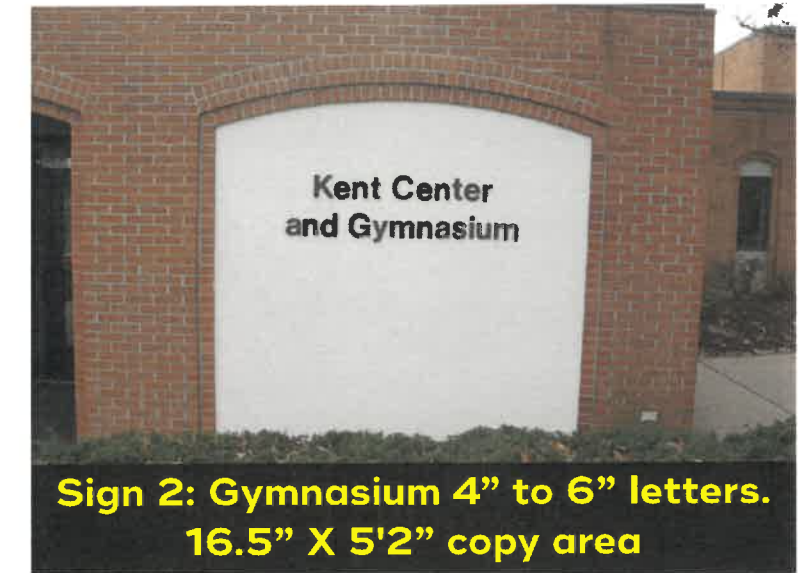
Incarnate Word
Church & School
13416 Olive Blvd.



OLIVE BLVD.



**Sign 1: Patina copper logo
10.5' tall X 10.5' wide**



**Sign 2: Gymnasium 4" to 6" letters.
16.5" X 5'2" copy area**



**Sign 3: Office entrance
8.5" tall letters**



**Sign 4 Identification sign
10" to 7" copy**



**Campus Directional: A
APPROX: 24" X 36"**



**Campus Directional: B
APPROX: 36" X 54"**



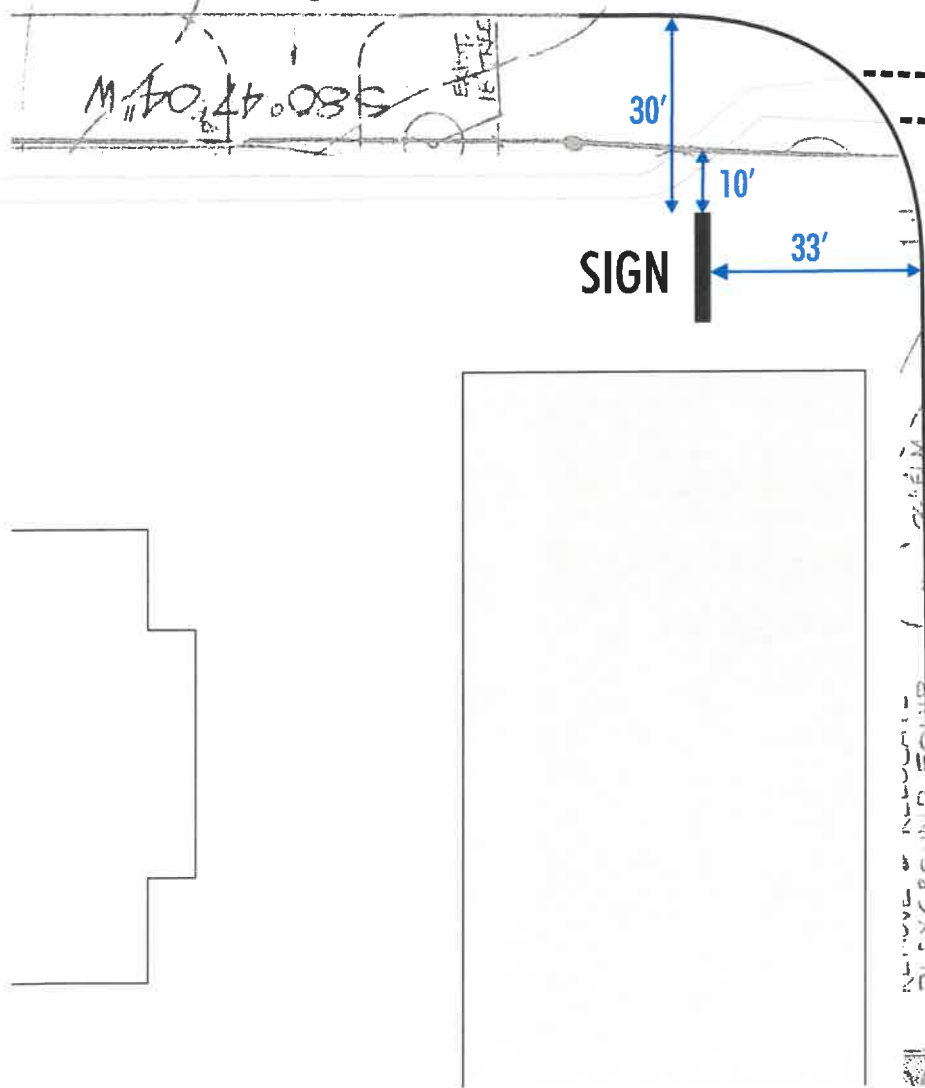
WALL SIGN LOCATIONS



EXIST LIGHTING CONNECTED TO NEW SITE LIGHTING CIRCUIT
 ALTERNATE #3
 REMOVE EXIST SIGN
 NEW MASONRY SIGN

ABANDON EXIST. CURB CUT (TO REMAIN) OPEN AS TEMP. ROAD UNTIL CONSTRUCTION OF PERMANENT ROAD SYSTEM

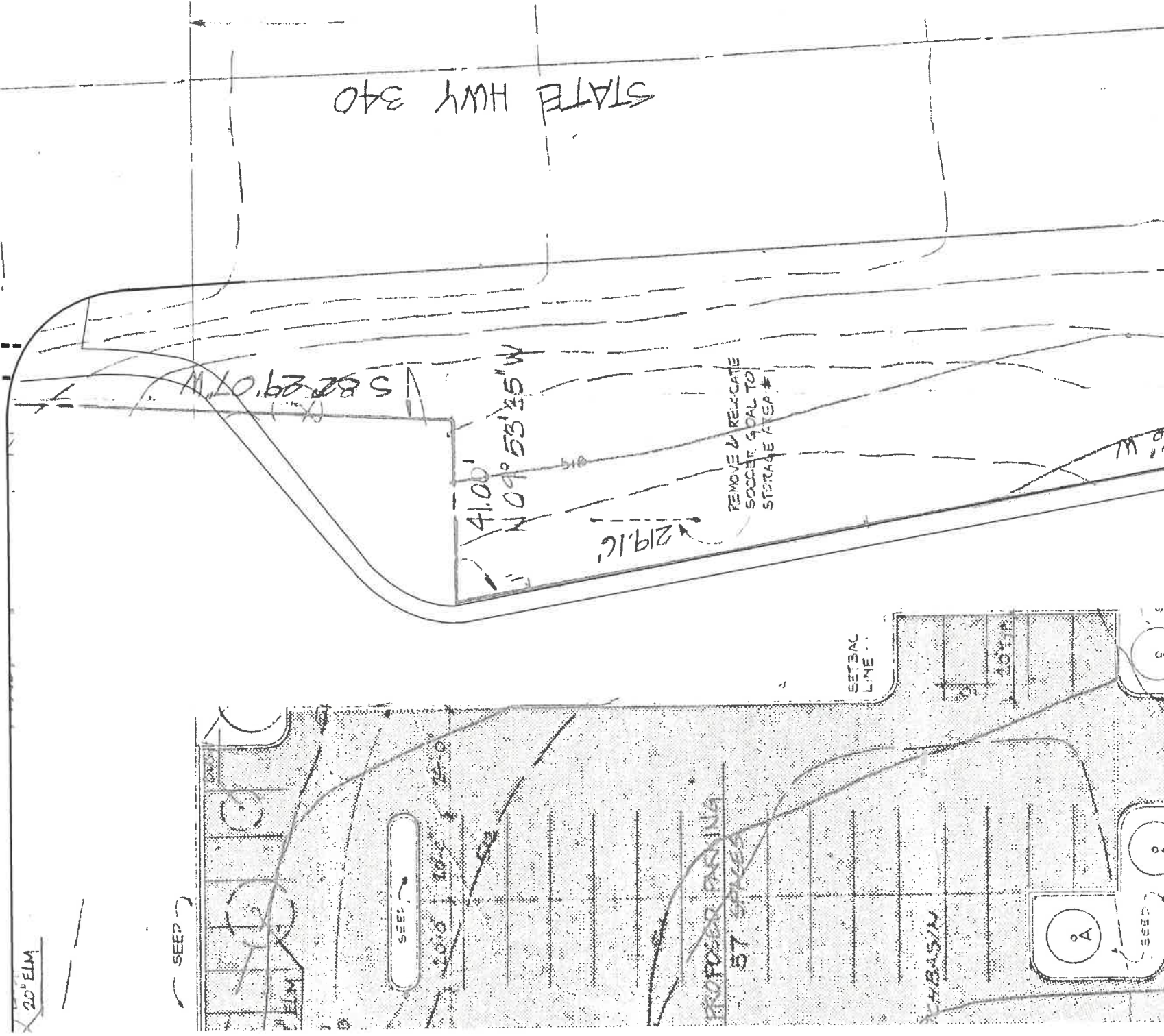
BVD



WOODCHASE LN.

DEMOLI ROAD V EAST C TO BE FIRST PERMIT DURING CONSTR

STATE HWY 340



INCARNATE WORD CHURCH & SCHOOL

