




690 Chesterfield Pkwy W • Chesterfield MO 63017-0760  
Phone: 636-537-4000 • Fax 636-537-4798 • www.chesterfield.mo.us

## Planning Commission Public Hearing Report

**Meeting Date:** March 14, 2022  
**From:** Chris Dietz, Planner   
**Location:** River Crossings Subdivision

**Description:** P.Z. 02-2022: River Crossings (Holman Motorcars St. Louis): – A request to amend development criteria within a site-specific ordinance for a 15.841-acre tract of land zoned “PC” —Planned Commercial District located northeast of the intersection of Chesterfield Airport Road and Public Works Drive (17U24066; 17U240077; 17U240088; 17U52006; 17U520072; 17U520171; 17U520182; 17U520193).

### PROPOSAL SUMMARY

Warren Sign Company, on behalf of Holman Motorcars St. Louis, has submitted a request to amend sign criteria within the governing ordinance of the River Crossings subdivision. While a Sign Package is typically the process that allows flexibility in sign criteria, a Sign Package request would not comply with the current ordinance as signage criteria is already established within it. As such, any changes to sign criteria requires an Ordinance Amendment.

The applicant is seeking to amend Ordinance 2566 to:

1. Increase the size and height limits of Monument Signage allowed along I-64;
2. Increase wall signage quantity and size allowance specifically for Lots 7 and 8 (1 and 9 Arnage Blvd.); and,
3. Remove the total square footage limit for all combined monument signage.



Figure 1: Subject Site

This ordinance amendment affects the entire River Crossings development, but is intended specifically for Lots 7 and 8.

**HISTORY OF SUBJECT SITE**

- 2001—Site was rezoned from “C-8”—Planned Commercial District to “PC”—Planned Commercial District by the City of Chesterfield. A sign package was approved and embedded within the resulting ordinance (Ord. 1772) under the Sign Criteria attachment.
- 2002—Ordinance 1871 was passed to update the Sign Criteria, namely, to include criteria for project identification signs as well as modifications to all freestanding sign criteria within the development. A Site Development Section Plan for Lot 7 (Lamborghini of St. Louis) was also approved.
- 2007—Ordinance 2385 was passed to allow for changes to parking and structure setbacks, and to allow an increase in the number of lots. An Amended Site Development Section Plan was also approved for Lots 7 and 8.
- 2009—Open Space, maximum building area and building height requirements were amended for this development via Ordinance 2566, which remains the governing ordinance today.

**LAND USE AND ZONING**

The land use and zoning for the properties surrounding the subject site are as follows:

Direction	Zoning	Land Use
North	I-64 / “PI”—Planned Industrial District	Retail / Storage Facility
South	“PC”—Planned Commercial District	Hotel / Office
East	“C-8”—Planned Commercial District	Retail
West	“PC”—Planned Commercial District	Vacant / Undeveloped

Table 1: Zoning and Land Use

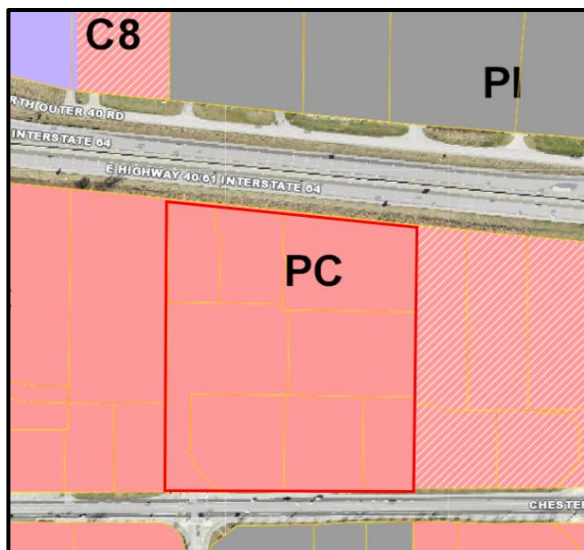


Figure 2: Zoning Map

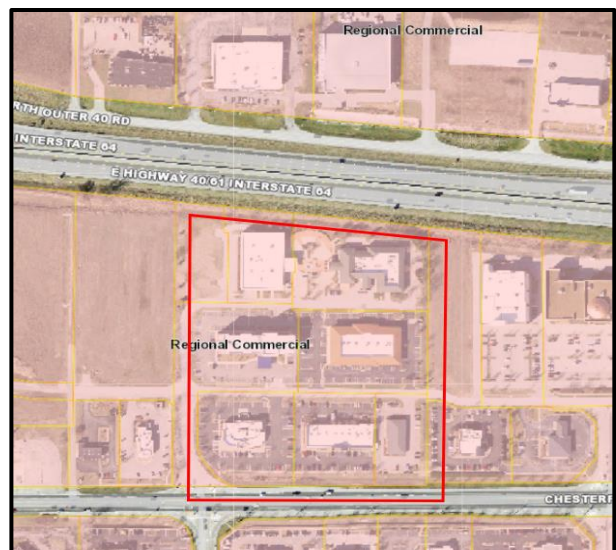


Figure 3: Land Use Map

**COMPREHENSIVE PLAN**

The City’s Comprehensive Plan designates this site as within the Regional Commercial character area. This area serves regional and commercial needs, with emphasis on retail, dining, entertainment, hotel and leisure components and draws visitors from Chesterfield as well as surrounding areas.

**STAFF ANALYSIS**

The applicant is requesting changes in three (3) areas of Ordinance 2566’s Sign Criteria:

1. Highway 40 (I-64) Monument Signage
2. Building (Wall) Signage, and
3. Special Note (Limitation on total area of freestanding signage)

Most of these changes primarily impact Lots 7 and 8 of the development, along I-64. Each of these areas will be discussed further in the sections below:

**1. Highway 40 (I-64) Monument Signage**

The current criteria allow for one (1) monument sign, not to exceed, a height of six (6) feet and an area of 50 sq. ft. The proposed language would instead allow for one (1) monument sign to be up to 100 sq. ft. and twenty (20) feet in height. Said sign would still be allowed along I-64.

	Existing	Proposed
Quantity	1	1
Area (Sq. ft.)	50	100
Height (Ft.)	6	20

*Table 2: I-64 Monument Criteria*

**2. Building (Wall) Signage**

Current ordinance language states that any tenant, or sole building occupant shall be permitted one (1) wall sign on any two (2) exterior walls, with each sign not to exceed 5% of the wall area on which it is attached up to 300 sq. ft.

This language would change to allow two (2) signs on the North and South elevations of buildings on Lots 7 and 8, with a combined area not to exceed 5%. In addition, the applicant is requesting an additional two (2) wall signs on the east elevation of Lot 7 and two (2) additional wall signs on the west elevation of Lot 8. These additional signs would have a combined maximum area not to exceed 8% of wall area. Finally, the applicant is also seeking additional logo signage at the service entrance at Lot 8 (1 Arnage Blvd). This proposed signage would be in addition to those allowed in the current language.

	Existing	Proposed
Max. Quantity (per tenant space)	2	6 + logos on Lot 8
Max. Sign Area (percent of elevation)	5%	North and South: 5%; East/West: 8%

*Table 3: I-64 Building (Wall) Sign Criteria*

**3. Special Note**

The last paragraph of the current Sign Criteria of the ordinance requires the combined square footage of all monument signs and project identification sign to not exceed 350 sq. ft. The applicant is seeking to remove this requirement entirely. If removed, the total area allowed would be 400 sq. ft., based on the proposed criteria for the I-64 monument sign.

### **SIGN PLAN**

As required with all ordinance amendments for planned districts, the applicant has provided a plan to accommodate their request. This sign plan is not the standard Preliminary Development Plan, since the request is to amend sign criteria. It does, however, show the location of a proposed freestanding sign along I-64, along with approximate locations of wall signage on Lots 7 and 8.

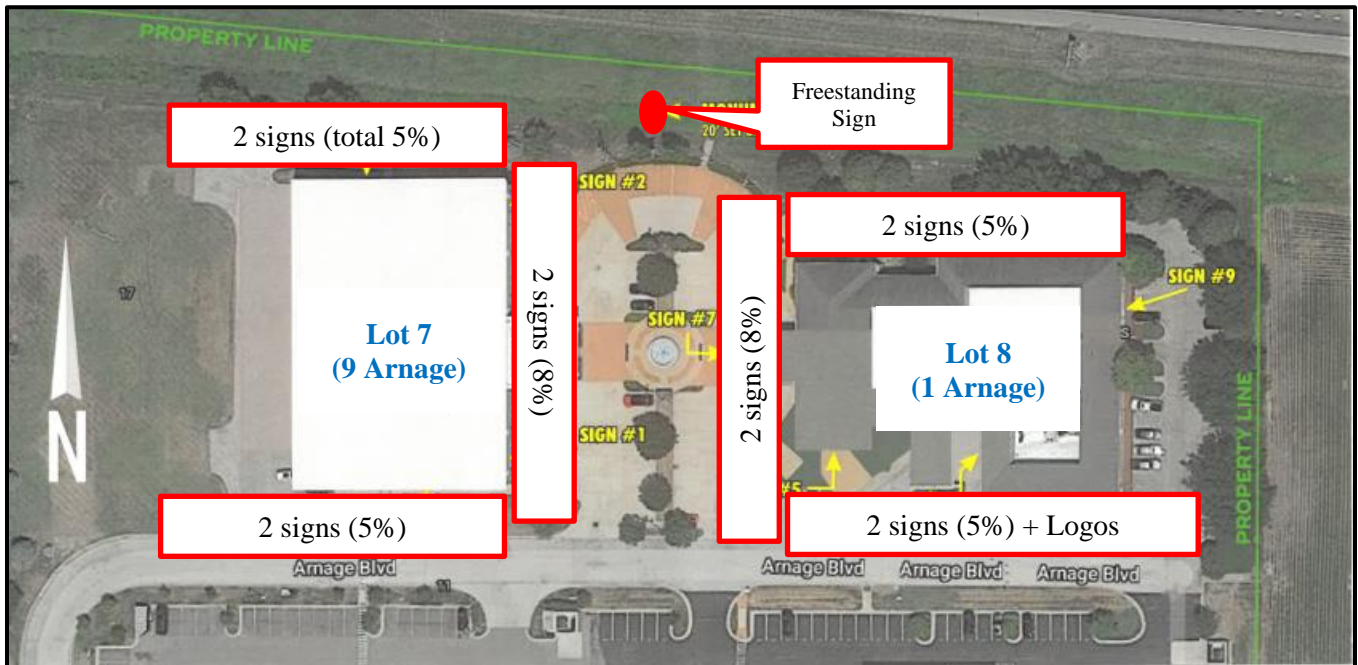


Figure 4: Sign Plan

A Public Hearing further addressing the request will be held at the March 14, 2022 City of Chesterfield Planning Commission meeting. This petition will eventually come before the Planning Commission for a formal recommendation at a later date once all outstanding issues are addressed.

Staff has attached a copy of the Public Hearing Notice, Narrative Statement, and current Preliminary Development Plan packet for further consideration.

- Attachments:
- Public Hearing Notice
  - Project Narrative
  - Sign Plan Packet

**NOTICE OF PUBLIC HEARING  
CITY OF CHESTERFIELD  
PLANNING COMMISSION**

**NOTICE IS HEREBY GIVEN** that the Planning Commission of the City of Chesterfield will hold a Public Hearing on March 14, 2022 at 7:00 p.m. in the Council Chambers at the City Hall, 690 Chesterfield Parkway West, Chesterfield, Missouri 63017.

Said Hearing will be as follows:

**P.Z. 02-2022: River Crossings (Holman Motorcars St. Louis):** – A request to amend development criteria within a site-specific ordinance for a 15.841-acre tract of land zoned “PC”—Planned Commercial District located northeast of the intersection of Chesterfield Airport Road and Public Works Drive (17U24066; 17U240077; 17U240088; 17U52006); 17U520072; 17U520171; 17U520182; 17U520193).

Anyone interested in the proceedings will be given an opportunity to be heard. Copies of the request are available for review in the Department of Planning at Chesterfield City Hall, 690 Chesterfield Parkway West during weekdays between the hours of 8:30 a.m. and 4:30 p.m. If you should need additional information about this project or for a list of requested uses, please contact Mr. Chris Dietz, Planner, by telephone at 636-537-4745 or by email at [cdietz@chesterfield.mo.us](mailto:cdietz@chesterfield.mo.us).

CITY OF CHESTERFIELD  
Merrell Hansen, Chair  
Chesterfield Planning Commission

**PROPERTY DESCRIPTION**

A tract of land being part of Shares 1, 2, and 3 of the Partition of the Estate of Peter Steffan in US Survey 125 and 126, Township 45 North, Range 4 East, St. Louis County, Missouri and being further described as follows:





Holman St. Louis Motorcars  
1 Arnage Boulevard  
Chesterfield, MO 63005

January 11, 2022

PGB INVESTMENTS INC  
514 EAST VANDALIA ST  
EDWARDSVILLE, FL 62025-1218

Re: Proposed amendment to Ordinance 2566 governing signs within River Crossings

Dear Sir or Madam:

Currently certain aspects of development and operations within River Crossings is governed by city Ordinance 2566, including signs. This Ordinance was adopted in 2009 and superseded previous versions put in place by the original developers and includes by reference the Comprehensive Sign Plan of 2001.

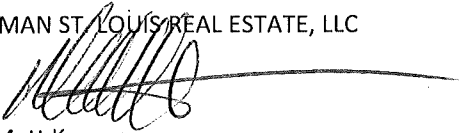
Holman Motorcars St. Louis sells and services a number of luxury automotive brands at its facility located at 1 Arnage Blvd. and 9 Arnage Blvd. in River Crossings. Because each brand requires periodic updates to brand identity, including signs, we are sometimes requested to make changes to sign appearance, shape and size to conform with a brand's updates. We are therefore applying to the City of Chesterfield to amend the sign criteria for River Crossings to allow new signs at Holman Motorcars to be upgraded to several manufacturers' new requirements.

The proposed changes do not affect any signs on properties other than 1 Arnage and 9 Arnage, so we are not seeking any changes that would affect the signs permitted on your property in any way. We are requesting changes to the number and size of signs that are on the two faces of our buildings that face each other across the courtyard between our buildings and to accommodate the smaller brand signs along the service drive entrance. We are also requesting that the monument sign on the north side of our property along I-64, which was previously authorized but has never been built, be allowed to be a maximum of twenty feet high and 100 square feet in area.

I have included a copy of the proposed changes to the Comprehensive Sign Plan for your review. A public hearing is required for changes to the Ordinance, so you will be receiving official notice when a hearing is scheduled.

Please feel free to contact me with any questions you may have. If you have no objection to these proposed changes, please sign below indicating your consent to these changes.

Sincerely,

HOLMAN ST. LOUIS REAL ESTATE, LLC  


By: Matt Kennan  
Project Manager, Real Estate  
Holman Automotive  
720-519-9545  
[mkennan@holmanauto.com](mailto:mkennan@holmanauto.com)

# **2022 DRAFT**

## **River Crossing Sign Criteria PROPOSED**

### **Project ID – Directory Sign**

There shall be one (1) Project Identification Sign at the development entrance on Chesterfield Airport Road. The sign shall not exceed ten (10) feet in height and 100 sq. ft of graphic area per face. The graphic area shall incorporate tenant identification as required. This internally illuminated sign shall be designed to the development standard and consistent in materials, construction, and design.

### **Highway 40 (I-64) monument**

There shall be one (1) monument permitted along Chesterfield Airport Road. *This sign shall not exceed 100 square-feet in outline area and twenty (20) feet in height.*

### **Tenant Monuments**

There shall be four (4) monument signs. Two (2) signs shall be located on Chesterfield Airport Road and two (2) signs shall be located on the southern interior drive. Each sign shall not exceed fifty (50) square-feet in outline area and six (6) feet in height.

### **Building Signage**

Any tenant, or sole building occupant shall be permitted one (1) wall sign on any two (2) exterior walls. The wall sign shall not exceed 5% of the wall area on which it is attached. No business sign shall exceed 300 sq. ft. *The exception is 8% of the wall area permitted on the interior facing walls between the courtyard at 1 Arnage and 9 Arnage. These two buildings will be limited to a maximum of two wall signs per elevation plus logo signs at the service entrance at 1 Arnage.*

### **Directional Signs**

Shall not exceed ten (10) sq. ft. per face and not more than six (6) feet above grade. They shall be designed to the development standard and consistent materials, construction and design.

### **Utility Signs**

Pole mounted signs shall be used to identify restricted / handicapped parking, traffic flow, etc. These shall be designed to the development standard and consistent in materials, construction and design.



Holman St. Louis Motorcars  
1 Arnage Boulevard  
Chesterfield, MO 63005

I, Robert L. Plummer PRESIDENT OF PGB INVESTMENTS, INC. the record owner of the property located at 11 ARNAGE BLVD consent to the proposed amendment to Ordinance 2566, as stated in the foregoing letter and the attached description.

PGB INVESTMENTS, INC.  
By: [Signature]  
Print Name: ROBERT L. PLUMMER  
Title: PRESIDENT



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 Street and Apt. No., or PO Box No. 250 Dardenne Farms Dr  
 City, State, ZIP+4® Saint Charles, MO 63304

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Adult Signature Required \$ \_\_\_\_\_

Adult Signature Restricted Delivery \$ \_\_\_\_\_

Postage \$ 1.36

Total Postage and Fees \$ 5.11

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 Street and Apt. No., or PO Box No. 514 E Vandalla St  
 City, State, ZIP+4® Edwardsville, FL 62025

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Total Postage and Fees \$ 5.11

Sent To Arnage LLC  
 Street and Apt. No., or PO Box No. 3 Arnage Rd  
 City, State, ZIP+4® Saint Charles, MO 63304

PS Form 3800, April 2015 PSN 7530-02-000-9047 See Reverse for Instructions

## Narrative:

Signs within the River Crossing development are currently restricted by the River Crossings Sign Criteria dated September 2002 and which are part of Ordinance 2566 which was passed in 2009.

Holman Motorcars St. Louis offers premium automobile brands including Lamborghini, Bentley, Bugatti, Aston Martin, Rolls Royce, and Lotus at its dealership located at 1 Arnage Blvd. and 9 Arnage Boulevard in River Crossings. On occasion other luxury brands are added or deleted from the offerings. Since all luxury brands require the dealers to meet branding standards, amended Sign Criteria for this unique business is necessary.

Our application shows the complete inventory of all the existing and proposed signs on the Holman Automotive property. We are requesting an amendment to Ordinance 2566 that changes only the sign criteria as they relate to 1 Arnage Blvd. and 9 Arnage Blvd. to accommodate manufacturer mandated changes. Because these two properties are fairly isolated at the north edge of the property bordered by Highway 40 / Interstate 64 to the north, the proposed changes will have minimal effect on adjacent properties.

### Wall Sign changes

1. On 9 Arnage, Lamborghini wishes to replace the current (logo and letters) with a logo only. They require a proportionately sized black background area which glows across the top and bottom at night. This panel meets Lamborghini brand standards required for all Lamborghini dealers. *If the entire black background area of the logo is considered square footage this exceeds the 5% maximum wall area allowed in the 2001 sign plan.*
2. On 1 Arnage, Bugatti is adding a single-face wall sign above the entrance to their sales area. This sign was provided by Bugatti to meet current branding standards established for all Bugatti dealers. Bugatti has delivered the sign and it is on site awaiting installation.
3. On 9 Arnage, Lotus is adding a single set of lighted letters reading "LOTUS" above the entrance to their sales area on the South elevation.

### Proposed Verbiage for wall signs:

1. East Building: 1 Arnage Blvd.
  - a. North, South, and East elevations are limited to a total of two signs each with an aggregate area of 5% of the corresponding wall area.

- b. The West elevation which faces the interior of the property across a courtyard will be allowed an aggregate sign area of 8% of the corresponding wall area including the service entrance logo signs
2. West Building: 9 Arnage Blvd.
  - a. North, South, and West elevations are limited to a total of two signs each with an aggregate area of 5% of the corresponding wall area.
  - b. The East elevation which faces the interior of the property across a courtyard will be allowed two signs with an aggregate area of 8% of the corresponding wall area.

**Free Standing Sign changes**

1. The current Sign Criteria allows a 50sf sign with 6' height on the I-64 frontage. We seek a 100sf sign with 20' height so the sign is visible without removing trees and landscaping which obscure the facility. This is the only branding that faces I-64 other than a small 10sf Aston Martin wall sign which is obscured by trees. The Sign Criteria currently in place do not allow sufficient size or height for I-64's current conditions.

Approval of this plan will help facilitate future branding changes limited to the sizes of this standard.

Sincerely,

Bill Behrens  
Warren Sign

*Summary list of existing and proposed wall signs*

	Permitted sign area (5% of the wall)	Area Requested
<u>1 Arnage Blvd.</u>		
North Elevation	186sf	0
East Elevation	146sf	40sf = 1.35%
South elevation	186sf	44sf = 1.16%
West Elevation	140sf	08sf = .28%
West Service wall	40.5sf	60.3sf = 7.4%
<b>TOTAL Building</b>	<b>698.5sf allowed</b>	<b>152.3sf = 1.1% proposed</b>
<u>9 Arnage Blvd.</u>		
North Elevation	145sf	10sf = .28%
South Elevation	145sf	35sf = 1.18%
West Elevation	216sf	0
East Elevation	216sf	344sf = 7.95%
<b>TOTAL Building</b>	<b>722sf allowed</b>	<b>389sf = 2.68% proposed</b>

# 2022

## **River Crossings Sign Criteria PROPOSED**

### **Project ID – Directory Sign**

There shall be one (1) Project Identification Sign at the development entrance on Chesterfield Airport Road. The sign shall not exceed ten (10) feet in height and 100 sq. ft of graphic area per face. The graphic area shall incorporate tenant identification as required. This internally illuminated sign shall be designed to the development standard and consistent in materials, construction, and design.

### **Highway 40 (I-64) monument**

There shall be one (1) monument permitted along Highway 40 (Interstate 64). *This sign shall not exceed 100 square-feet in outline area and twenty (20) feet in height.*

### **Tenant Monuments**

There shall be four (4) monument signs. Two (2) signs shall be located on Chesterfield Airport Road and two (2) signs shall be located on the southern interior drive. Each sign shall not exceed fifty (50) square-feet in outline area and six (6) feet in height.

### **Building Signage**

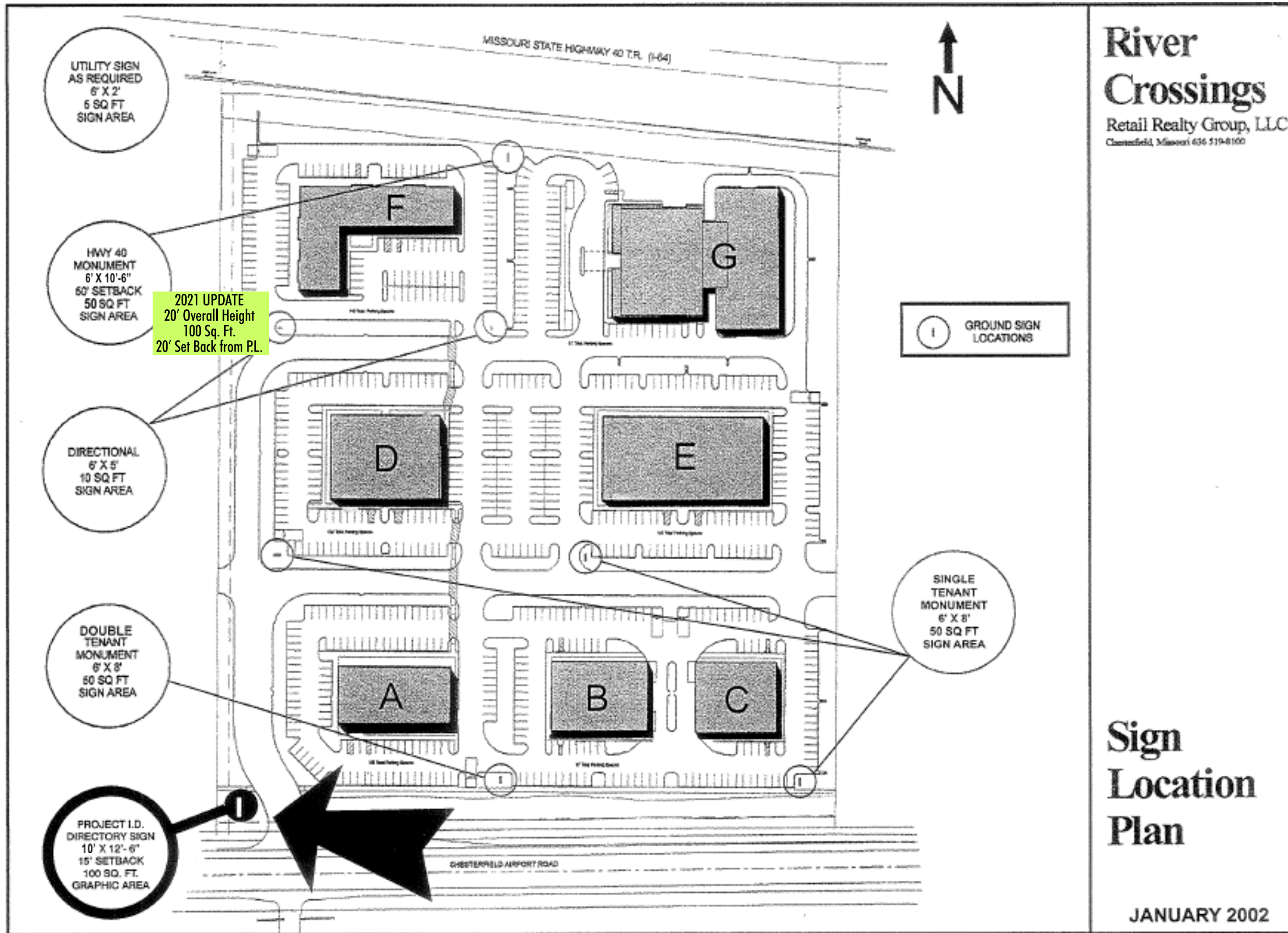
Any tenant, or sole building occupant shall be permitted one (1) wall sign on any two (2) exterior walls. The wall sign shall not exceed 5% of the wall area on which it is attached. No business sign shall exceed 300 sq. ft. *The exception is 8% of the wall area permitted on the interior facing walls between the courtyard at 1 Arnage and 9 Arnage. These two buildings will be limited to a maximum of two wall signs per elevation plus logo signs at the service entrance at 1 Arnage.*

### **Directional Signs**

Shall not exceed ten (10) sq. ft. per face and not more than six (6) feet above grade. They shall be designed to the development standard and consistent materials, construction and design.

### **Utility Signs**

Pole mounted signs shall be used to identify restricted / handicapped parking, traffic flow, etc. These shall be designed to the development standard and consistent in materials, construction and design.



**River  
Crossings**  
Retail Realty Group, LLC  
Chesterfield, Missouri 636 519-8100

# Sign Location Plan

JANUARY 2002



HOLMAN MOTORCARS | CHESTERFIELD, MO  
LAMBORGHINI SIGN PLAN  
PRESENTED BY: BILL BEHRENS  
SEPT 7, 2021



**WARRENSIGN**  
2955 Arnold Tenbrook Rd., Arnold, MO 63010  
Ph: 636-282-1300, www.warrensing.com

# Holman

## MOTORCARS

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Because You Wouldn't Let Just Anyone Sign Your Name™



### WARREN SIGN

**Project:**

HOLMAN MOTORCARS  
LAMBORGHINI SIGN PLAN  
1 & 9 ARNAGE BLVD.  
CHESTERFIELD, MO

**Account Rep.**

BILL BEHRENS

**Prepared By:**

KEITH HEMPEN

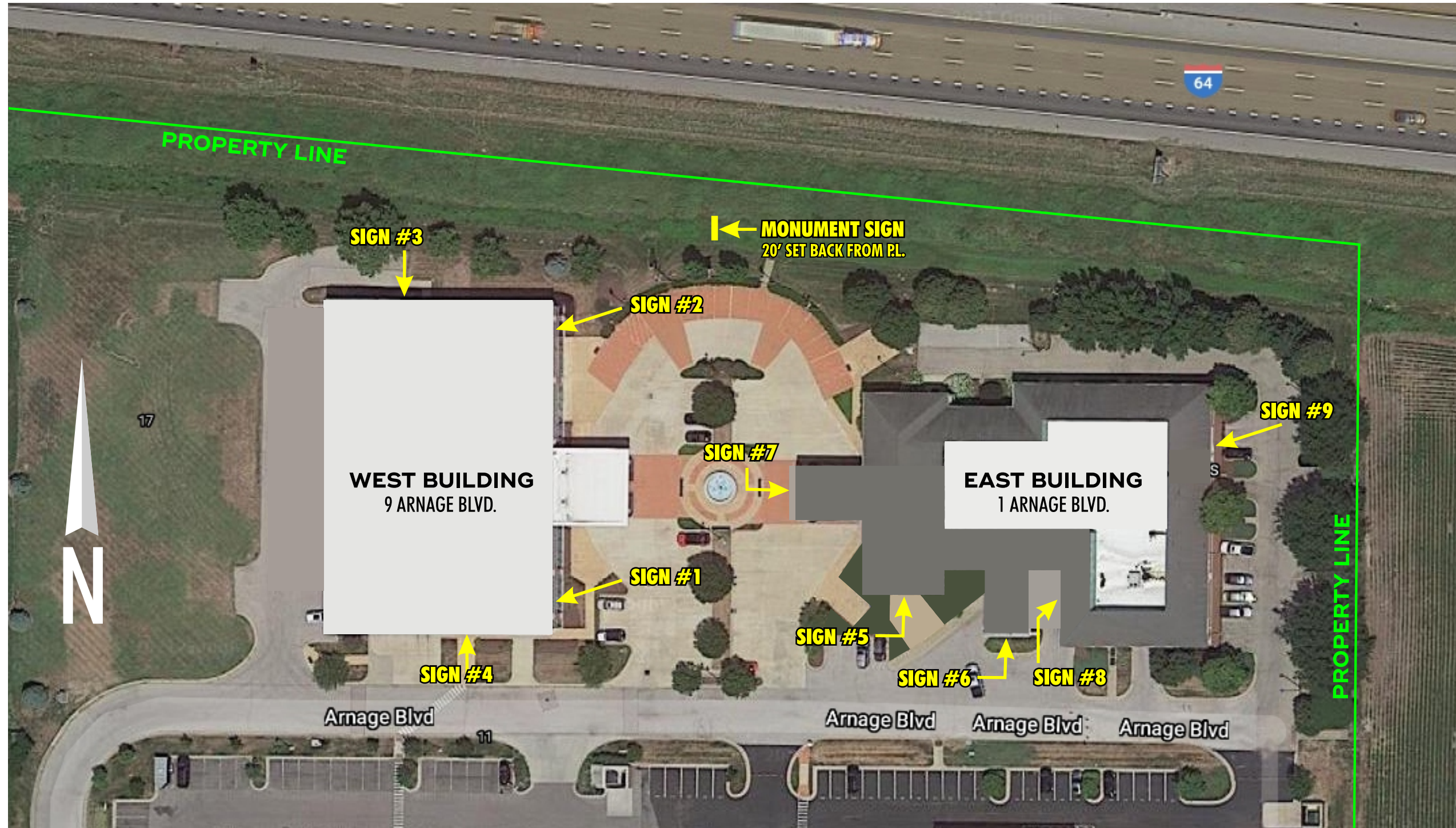
**Date:**

7/23/21

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Take a virtual tour of our facility at [www.warrensign.com](http://www.warrensign.com)



OVERHEAD VIEW OF ENTIRE COMPLEX



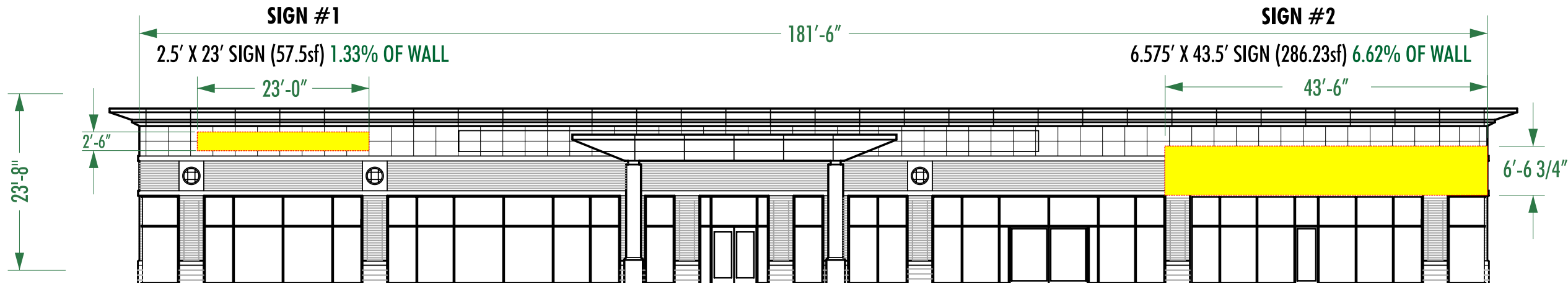
HOLMAN MOTORCARS | CHESTERFIELD, MO  
 LAMBORGHINI SIGN PLAN  
 PRESENTED BY: BILL BEHRENS  
 JULY 23, 2021



**WARRENSIGN**  
 2955 Arnold Tenbrook Rd., Arnold, MO 63010  
 Ph: 636-282-1300, www.warrensing.com



# WEST BUILDING | EAST ELEVATION | 9 ARNAGE BLVD.



WEST BUILDING | EAST ELEVATION:  $1/16'' = 1'-0''$   $23.83' \times 181.5 = 4,325sf \times 5\% = 216.25sf$   
**Total square footage being requested is 343.73 square feet for a total of 7.95% of the wall area.**

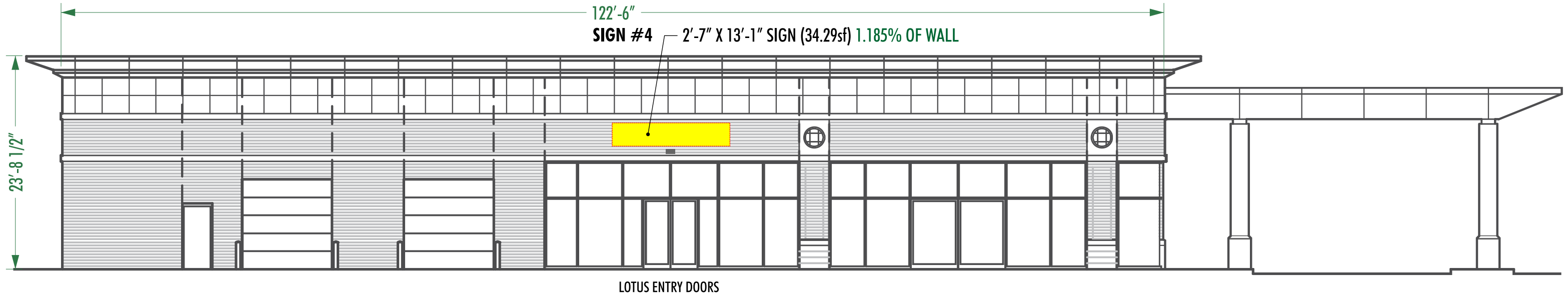
# WEST BUILDING | NORTH ELEVATION | 9 ARNAGE BLVD.



WEST BUILDING | NORTH ELEVATION:  $3/32'' = 1'-0''$   $23.67' \times 122.5 = 2,899.57sf \times 5\% = 144.97sf$   
**Total square footage being requested is 10 square feet for a total of .028% of the wall area.**

		<p>HOLMAN MOTORCARS   CHESTERFIELD, MO          LAMBORGHINI SIGN PLAN          PRESENTED BY: BILL BEHRENS          JULY 23, 2021</p>	<p><b>WARRENSIGN</b>          2955 Arnold Tenbrook Rd., Arnold, MO 63010          Ph: 636-282-1300, www.warrensing.com</p>
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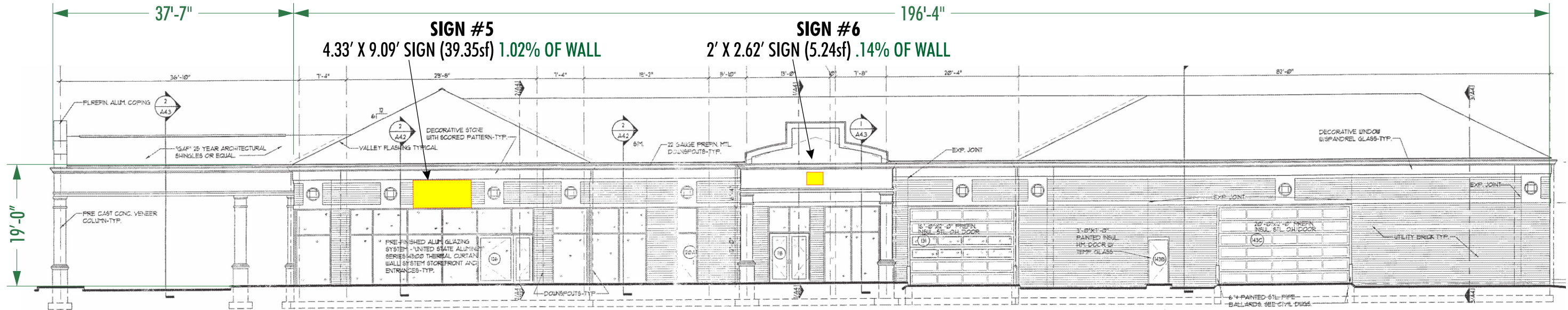
# WEST BUILDING | SOUTH ELEVATION | 9 ARNAGE BLVD.



WEST BUILDING | SOUTH ELEVATION:  $3/32'' = 1'-0''$   $23.67' \times 122.5' = 2,899.57sf \times 5\% = 144.97sf$

**Total square footage being requested is 34.29 square feet for a total of 1.185% of the wall area.**

# EAST BUILDING | SOUTH ELEVATION | 1 ARNAGE BLVD.



EAST BUILDING | SOUTH ELEVATION:  $1/16'' = 1'-0''$   $19' \times 196.33' = 3,730.27sf \times 5\% = 186.51sf$

**Total square footage being requested is 44.59 square feet, which is 1.16% of the wall area.**

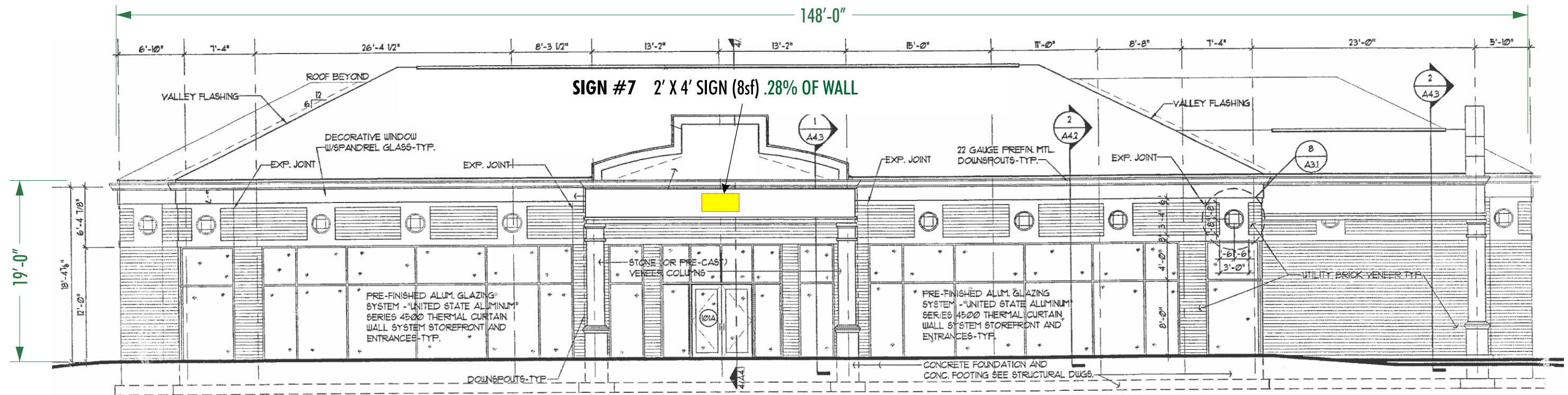


HOLMAN MOTORCARS | CHESTERFIELD, MO  
LAMBORGHINI SIGN PLAN  
PRESENTED BY: BILL BEHRENS  
JULY 23, 2021



**WARRENSIGN**  
2955 Arnold Tenbrook Rd., Arnold, MO 63010  
Ph: 636-282-1300, www.warrensing.com

# EAST BUILDING | WEST ELEVATION | 1 ARNAGE BLVD.



EAST BUILDING | WEST ELEVATION: 3/32" = 1'-0" 19' X 148' = 2,812sf X 5% = 140.6sf

Total square footage being requested is 8 square feet for a total of .28% of the wall area.



HOLMAN MOTORCARS | CHESTERFIELD, MO  
 LAMBORGHINI SIGN PLAN  
 PRESENTED BY: BILL BEHRENS  
 JULY 23, 2021

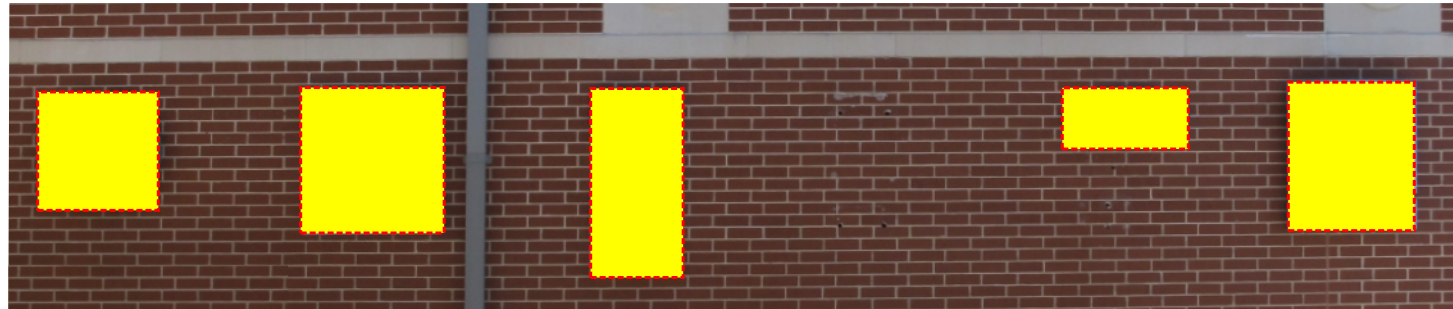


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# EAST BUILDING | WEST ELEVATION | 1 ARNAGE BLVD.

**SIGN #8**

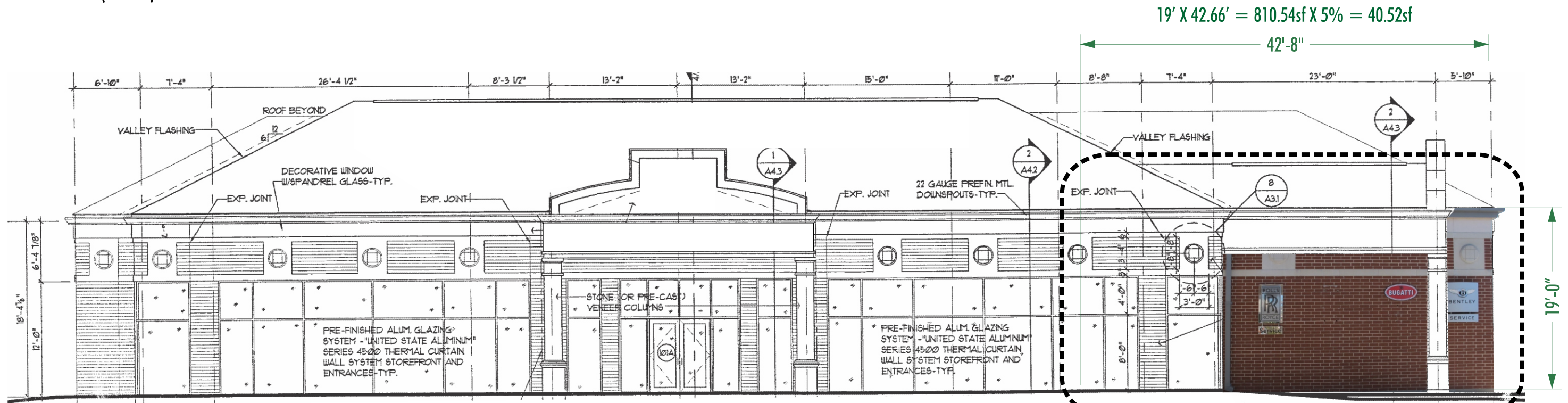
3.33' X 3.33' (11.08sf)    4' X 4' (16sf)    5.25' X 2.5' (13.12sf)    1.75' X 3.5' (6.12sf)    4' X 3.5' (14sf)



**SIGN ELEVATION @ SERVICE CORRIDOR: 3/16" = 1'-0"**  
 (60.32sf) 7.4% OF WALL



**PHOTO @ SERVICE CORRIDOR**



**EAST BUILDING | WEST ELEVATION: 3/32" = 1'-0"**

**SERVICE CORRIDOR BEYOND**

**There is a total of 60.32 square feet of signage, totaling approximately 7.4% of the wall area.**

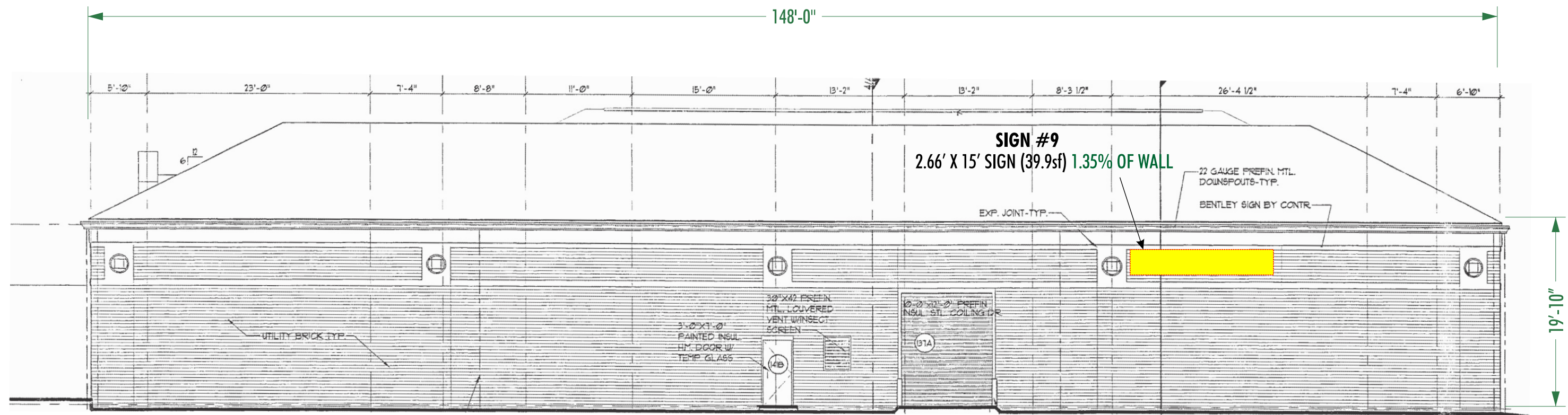


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# EAST BUILDING | EAST ELEVATION | 1 ARNAGE BLVD.



EAST BUILDING | EAST ELEVATION: 3/32" = 1'-0"    19.83' X 148' = 2,934.84sf X 5% = 146.74sf

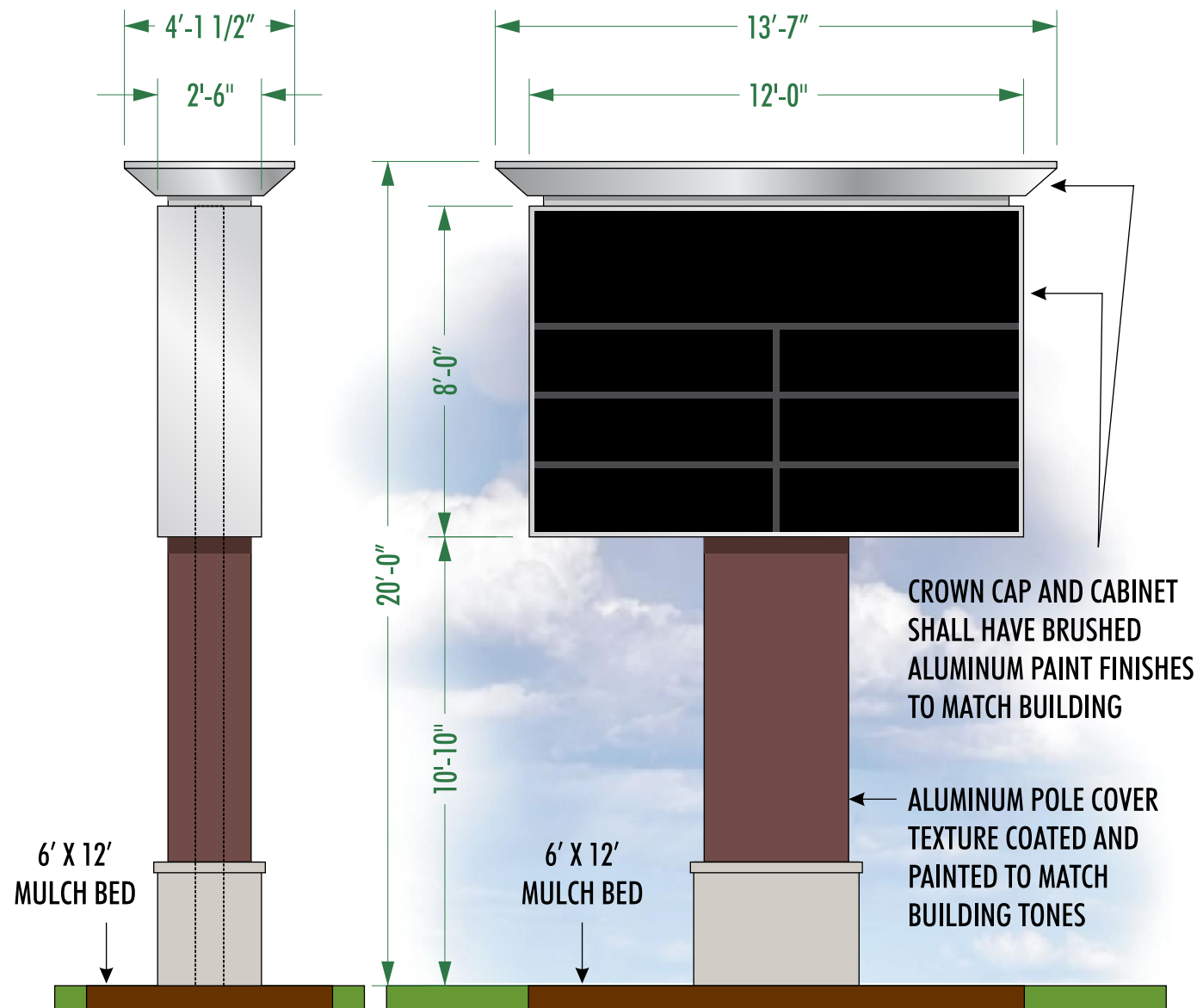
**Total square footage being requested is 39.9 square feet, which is 1.35% of the wall area.**



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**SIGN ELEVATION: 1/4" = 1'-0" (96sf)**

ONE DOUBLE SIDED, INTERNALLY ILLUMINATED SIGN. ALUMINUM SKIN OVER ANGLE FRAMING WITH ACRYLIC POLYURETHANE FINISHES TO MATCH BUILDING. ALL FACES SHALL BE WHITE ACRYLIC DECORATED WITH VINYL FILM OVERLAYS. ILLUMINATION SHALL BE BY WHITE LEDS POWERED BY LOW VOLTAGE POWER SUPPLIES. SIGN SUPPORTED BY A STEEL CENTER MOUNT PIPE DIRECT BURIED IN A CONCRETE FOOTING PER ENGINEER'S SPECIFICATIONS. PIPE CONCEALED BY AN ALUMINUM POLE COVER WHICH SHALL BE TEXTURE COATED AND PAINTED TO MATCH BUILDING. A PRIMARY ELECTRICAL CIRCUIT SHALL BE BROUGHT TO SIGN LOCATION BY OTHERS. WARREN SIGN SHALL MAKE FINAL CONNECTION AT TIME OF INSTALLATION. SIGN BUILT WITH UL LISTED ELECTRICAL COMPONENTS AND SHALL HAVE A WATERPROOF UL LISTED DISCONNECT SWITCH AND BEAR A UL LABEL.

FOOTING PER ENGINEER'S SPECIFICATIONS

**SITE PLAN: 1" = 60'**

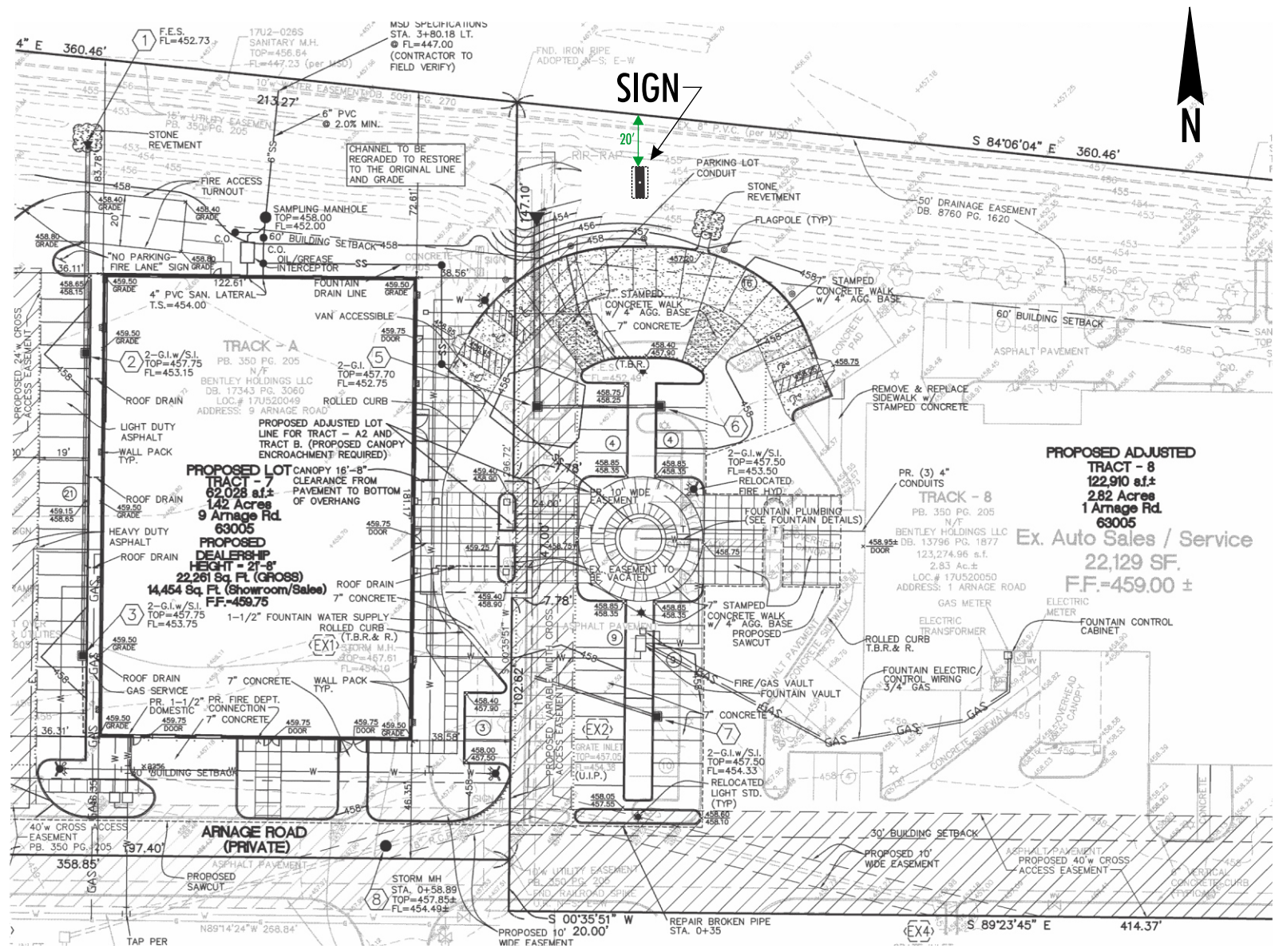


PHOTO OF SIGN LOCATION



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