



**PLANNING COMMISSION  
OF THE CITY OF CHESTERFIELD  
MEETING SUMMARY  
MARCH 14, 2022**

The meeting was called to order at 7:00 p.m.

**I. ROLL CALL**

**PRESENT**

Commissioner Caryn Carlie  
Commissioner Allison Harris  
Commissioner Nathan Roach  
Commissioner Jane Staniforth  
Chair Merrell Hansen

**ABSENT**

Commissioner John Marino  
Commissioner Debbie Midgley  
Commissioner Guy Tilman  
Commissioner Steve Wuennenberg

Councilmember Mary Monachella, Council Liaison  
Mr. Justin Wyse, Director of Planning  
Ms. Shilpi Bharti, Planner  
Mr. Chris Dietz, Planner  
Ms. Mary Ann Madden, Recording Secretary

Chair Hansen acknowledged the attendance of Councilmember Mary Monachella, Council Liaison; Councilmember Mary Ann Mastorakos, Ward II; Councilmember Dan Hurt, Ward III; and Councilmember Gary Budoor, Ward IV.

**II. PLEDGE OF ALLEGIANCE**

**III. SILENT PRAYER**

**IV. PUBLIC HEARINGS** - Commissioner Staniforth read the “Opening Comments” for the Public Hearings.

- A. 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).

**STAFF PRESENTATION:**

Planner Christopher Dietz explained that requests to amend sign criteria are typically handled through a Sign Package. This request is different in that the sign criteria is embedded into the governing ordinance, which requires a public hearing as an ordinance amendment. The sign criteria being proposed specifically pertain to Lots 7 and 8; however, since it is an ordinance amendment, the entire River Crossings development is impacted by it.

### Site History

In 2001, the site was rezoned from “C-8” Planned Commercial District to “PC” Planned Commercial District. At the time of rezoning, the sign package was approved and embedded within Ordinance 1772. The Sign Criteria was updated in 2002 to include criteria for project identification signs and modifications to all freestanding sign criteria.

In 2007, an Amended Site Development Section Plan was approved for Lots 7 and 8. Open space, maximum building area, and building height requirements were amended in 2009 via Ordinance 2566, which is the current governing ordinance for the subject site.

### Request

The applicant is requesting to amend the Sign Criteria, specifically for Lots 7 and 8, in three areas:

1. Highway 40 (I-64) monument signage;
2. Building (Wall) signage; and
3. Special Note – limits the total area of freestanding signage in the River Crossings development

### Highway 40 (I-64) Monument Signage

	Existing Criteria	Proposed Criteria
Quantity	1	1
Area	50 sq. ft.	100 sq. ft.
Height	6 ft.	20 ft.

- The proposed location of the monument sign is currently being shown within a stormwater master channel, which is not permitted. The location of the monument sign will be reviewed as a separate process through an Amended Site Plan.
- The proposed monument sign is categorized as a pole sign, which typically is not allowed in the City of Chesterfield.
- The proposed sign is a static sign vs. an electronic sign.
- It was noted that there are some sign packages in the vicinity of the subject site that specifically prohibit highway signage.

### Building (Wall) Signage Request

- Lots 7 and 8: Two signs on the north and south elevations with a combined area not to exceed **5%** on each elevation.
- Lots 7 and 8: Two signs on the east/west elevations with a combined area not to exceed **8%** on each elevation.
- Lot 8 only: Additional logo signage around the service area (quantity unspecified).

### Removal of Special Note

- The current language limits all total freestanding signage at **350 square feet**; the Applicant seeks to remove this requirement completely.
- The proposed freestanding signage total would be **400 square feet**.

**PETITIONER’S PRESENTATION:**

- 1. Mr. Bill Behrens, Warren Sign Company, 2925 Tenbrook, Arnold, MO.

Mr. Behrens stated that Holman Motorcars sells multiple brands of luxury cars, which requires displaying the brands’ logos on the walls. The proposed plan includes signage already installed, along with the flexibility to add additional signage in the future as needs warrant.

**Request – East/West Elevations**

The request is to allow 2 signs on the two walls of the buildings facing each other across the courtyard (east/west elevations) with a maximum of 8% of the wall area.

Mr. Behrens referred to material handed out to the Commission members showing both the current and proposed signage for Lamborghini, and explained that Lamborghini’s signage is on a wall which shares signage with Rolls Royce. In order for Lamborghini to meet its brand standards, 8% of the wall area is needed vs. the 5% standard.

**Request - Logo Signage in Service Drive**

The request is to allow more than 2 signs within the service drive with a maximum of 8% of the wall area.

**Request – North/South Elevations**

The request is to allow 2 signs with a maximum of 5% of the wall area.

**Current Signage / Requested Signage**

Mr. Behrens provided the following information about the current wall signage and requested signage for possible future use.

<b>Lot 7</b>	<b>Current</b>	<b>Request</b>
North Elevation	1 Aston-Martin sign	1 additional sign
South Elevation	Proposed Lotus sign	1 additional sign
East Elevation	1 Lamborghini sign; 1 Rolls Royce sign	

<b>Lot 8</b>	<b>Current</b>	<b>Request</b>
North Elevation	None	2 signs
South Elevation	Bentley sign	1 additional sign
West Elevation	None	2 signs

**Monument Sign**

Mr. Behrens stated that the request is for a 100 sq. ft. monument sign, which matches what is allowed by ordinance on the Chesterfield Airport Road side of the site.

The current ordinance allows a 6-foot tall, 50 sq. ft. monument sign, which is typically seen in residential areas, such as in front of a church. Because the subject site is located along Highway 40, they feel a larger sign is required. He explained that the site is nearly obstructed from the highway by a line of trees. The intent is to get some identity which can be seen from Highway 40. He also indicated that they are open to changing the base of the sign.

## Discussion

Councilmember Monachella requested information about the wall signage facing Highway 40, specifically as to the height placement of the signage. Mr. Behrens replied that the signs are about 15 feet off the ground, which are obscured by the tree line.

2. Ms. Kaylene Grey, General Manager of Holman Motorcars, 1 Arnage Boulevard, Chesterfield, MO.

Ms. Grey stated that there are only 37 Lamborghini dealerships in North America, with the closest one to Chesterfield in Chicago. Having such a dealership is “very prestigious for the City of Chesterfield”. To keep the relationship in good standing with Lamborghini, they have to meet Lamborghini’s compliancy standards and by failing to do this, they have been financially penalized over the past two years. She asked that the request be approved so that Lamborghini can have its updated signage.

3. Mr. Matt Kennan, Regional Real Estate Manager for Holman Automotive, 6160 S. Broadway, Littleton, CO.

Mr. Kennan stated that Holman acquired the subject dealership two years ago with all the signage currently on the building, and no additional signage has been added. They learned that one of the signs does not appear to have been approved by the City.

Their intent in modifying the sign criteria is to ensure they are compliant with City code, and to request additional signage for other brands who want their identity on the buildings.

He noted that certified mailings were sent out to all the owners within River Crossings development who are governed by this ordinance. Holiday Inn, across the street from the dealership, sent back a consent indicating its approval of the request.

4. Mr. Joe Bealmear, Real Estate Attorney with the Polsinelli Law Firm, 100 S. 4<sup>th</sup> Street, St. Louis, MO.

Mr. Bealmear stated that they represented Holman Motorcars in the acquisition of the subject building and have been assisting them with the signage process. He stated he was available for any questions.

## SUMMARY OF DISCUSSION ITEMS

It was the general consensus that the Commission had concerns about the requested monument sign. Staff was asked to provide information about how such a sign could impact ongoing projects along Highway 40, and to provide zoning information for the areas along Highway 40.

Mr. Justin Wyse, Director of Planning, clarified that the Commission has the ability to vote on the wall signage separately from the monument sign.

- B. **P.Z. 03-2022 530 N. Eatherton Road (Rise Development)**: A request for a zoning map amendment from the “NU” Non-Urban District to “LI” Light Industrial for 16.6 acres located on the east side of North Eatherton Road (17W130064).

**STAFF PRESENTATION:**

Planner Shilpi Bharti gave a PowerPoint presentation showing photographs of the site and surrounding area. Ms. Bharti then provided the following information about the request:

**Request**

The Applicant is requesting to rezone from “NU” Non-Urban District to “LI” Light Industrial in order to allow *Warehousing* use.

<b>Light Industrial Development Standards</b>	
Minimum Lot Size	45,000 square feet
Maximum Height	35 feet
Minimum front, side, and rear yard building setback	30 feet
Minimum front, side, and rear yard parking setback	25 feet
Open Space	35%
Landscape Buffers	Required

**Comprehensive Plan**

The subject site is within the Industrial Land Use. The Industrial land use typically supports manufacturing and production uses, including warehousing, distribution, light manufacturing, airport support businesses and assembly operations.

**Development Policies**

- Limit curb cuts on arterial streets.
- Primary entrance points should be aligned with access points immediately across the street.
- Connectivity may vary as industrial parks may have low connectivity due to dead ends and lack of connection to adjacent areas.
- Landscape buffering should be utilized between roadways to screen areas of surface parking.

The following uses are permitted in the LI District:

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|---|--|
| <ol style="list-style-type: none"> <li>1. Administrative offices for educational or religious institutions</li> <li>2. Churches or other places of worship</li> <li>3. Parks</li> <li>4. Postal stations</li> <li>5. Public building facilities owned or leased by the City of Chesterfield</li> <li>6. Public safety facility</li> <li>7. Cemetery</li> <li>8. Office, general</li> <li>9. Plumbing, electrical, air conditioning, and heating equipment sales, warehousing repair facility</li> <li>10. Restaurant, take-out</li> <li>11. Carwash, self-service</li> <li>12. Commercial service facility</li> <li>13. Telecommunications structure</li> </ol> | <ol style="list-style-type: none"> <li>14. Industrial sales, services, and storage</li> <li>15. Kennel, boarding</li> <li>16. Laboratory-professional, scientific</li> <li>17. Mail order sales warehouse</li> <li>18. Manufacturing, fabrication, assembly, processing, or packing except explosives or flammable gases or liquids</li> <li>19. Professional and technical service facility</li> <li>20. Self-storage facility</li> <li>21. Warehouse, general</li> <li>22. Vocational school with outdoor training</li> <li>23. Public utility facilities</li> <li>24. Public facilities over 60 feet in height</li> </ol> |
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## **Restrictions**

The City's Unified Development Code sets the following use restrictions to this district:

- No drive-through windows shall be allowed in conjunction with any of the permitted, accessory, or conditional uses.
- Businesses shall only be open to the public between the hours of 7:00 A.M. and 8:00 P.M.
- Loading or unloading of deliveries shall be permitted only between the hours of 7:00 A.M. and 7:00 P.M.
- All principal uses shall be conducted within a fully enclosed building.
- Outdoor storage or display of merchandise, materials, or equipment must be fully screened.

## **Discussion**

Noting that the site abuts the City of Wildwood, Commissioner Staniforth asked for information about the zoning designation for that property. Staff replied that the zoning on the Wildwood parcel is "M3" Planned Industrial, which is compatible with Chesterfield's Light Industrial zoning.

## **PETITIONER'S PRESENTATION:**

Mr. Jim Sapp, 8070 Castleton Road, Indianapolis, IN

Mr. Sapp provided information about RISE Commercial District which exists to make industrial warehouse space affordable and accessible for all businesses. Amenities, tools, and hands-on training are provided to help businesses go from start-up to scale-up. RISE Commercial District exists as an accelerator to make industrial warehouse plus office space affordable and accessible for all organizations. The company describes itself as "co-warehousing" which provides a fenced and gated area with security video.

Each business has its own warehouse ranging in size from 500 to 5,000 sq. ft. Each site offers free wi-fi, free conference rooms, public restrooms, and gross leases (all-inclusive of utilities, dumpster and management fees) with flexible terms. The subject site would house 125 businesses employing 450 people.

## **Discussion**

### **Gated Community**

Chair Hansen asked for more information on the term "gated community" for this site. Mr. Sapp explained that the tenants entering the site must enter a gate code. The gates go up vertically in 8 seconds.

### **Delivery Hours**

Commissioner Staniforth noted that the Light Industrial District permits deliveries only between the hours of 7:00 A.M. and 7:00 P.M. and inquired about the anticipated delivery hours for the proposed site. Mr. Sapp replied that deliveries are between 8 A.M. and 5:00 P.M. but there are businesses that need to pick up products from the warehouse prior to 7:00 A.M. He asked that this concern be reviewed in order to avoid any issues with companies that need access to their warehouse prior to 7:00 A.M.

Mr. Justin Wyse, Director of Planning, indicated that Staff would review this issue.

**SPEAKERS – NEUTRAL:**

Mr. Richard Lusa, 513 North Eatherton, Chesterfield, MO

Mr. Lusa stated that he owns the property across the street in the City of Wildwood, which is leased to the Fence and Deck Depot. He expressed concern about the amount of traffic the subject site may generate and how it could affect his facility across the street.

**Discussion**

Responding to questions from Commissioner Harris, Mr. Lusa stated that the Fence and Deck Depot employs about 8-9 people and deliveries are made 2-3 times per week. The company has 4-5 crews which come in and out of the site each morning and afternoon.

**ISSUES**

- Hours for loading and unloading
- Traffic generation

**V. APPROVAL OF MEETING SUMMARY**

Commissioner Roach made a motion to approve the Meeting Summary of the February 28, 2022 Planning Commission Meeting. The motion was seconded by Commissioner Staniforth.

Commissioner Carlie amended the motion to correct the Meeting Summary on page 5 as noted below (shown in red):

Upon roll call, the vote to approve was as follows:

Aye: Commissioner Wuennenberg, Commissioner Marino,  
Commissioner Roach, Commissioner Staniforth,  
Commissioner Tilman, Chair Hansen

Nay: None

The motion passed by a vote of ~~9-6~~ to 0.

The motion to approve the Meeting Summary, as corrected, passed by a voice vote of **3 to 0**. (Commissioners Carlie and Harris abstained.)

**VI. PUBLIC COMMENT - None**

**VII. SITE PLANS, BUILDING ELEVATIONS AND PLATS - None**

**VIII. UNFINISHED BUSINESS - None**

**IX. NEW BUSINESS**

Commissioner Carlie reported that the March 10<sup>th</sup> Architectural Review Board meeting was cancelled, and stated that she would act as the Planning Commission Liaison for the April 14<sup>th</sup> meeting.

**X. COMMITTEE REPORTS - None**

**XI. ADJOURNMENT**

The meeting adjourned at 8:07 p.m.

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Jane Staniforth, Secretary