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## Planning Commission Staff Report

**Meeting Date:** May 9, 2022

**From:** Chris Dietz, Planner 

**Location:** 14540 S. Outer 40 Rd.

**Description:** **Stoneridge Office Building Sign Package:** A Sign Package for a 9.27-acre tract of land zoned “PC” Planned Commercial District located along South Outer Forty, east of its intersection with Yarmouth Point Dr. (19R610400).

### **PROPOSAL SUMMARY**

Warren Sign Company, on behalf of BJC HealthCare, has submitted a request to amend an existing sign package for the Stoneridge Office Building development, located on the south side of Interstate 64. The nature of the request includes a relocation of wall signage along the north elevation, a reduction in sign area allowance on the east elevation and change in design of the sign located at the entrance to the development.

### **HISTORY OF SUBJECT SITE**

1999—City denied change of zoning request from “NU”—Non-Urban to “PC”—Planned Commercial.

2001—Site Rezoned from “NU” to “R5”—Residence District.

2003—Site Rezoned from “R5” to “PC”—Planned Commercial District for proposed office building use.

2006—Site Development Plan approved for a 3-story office building



Figure 1: Subject Site

2007—Ordinance amended to increase amount of allowed parking; Resulting Ordinance 2410 is still the governing ordinance today. Amended Site Development Plan and Sign Package approved by City Council.

**LAND USE AND ZONING OF SURROUNDING PROPERTIES**

The zoning and land use for the properties surrounding this parcel are as follows:

Direction	Zoning	Land Use
North	“R3” Residence District	I-64/US-40 & Vacant Woodland
East	“C-8” Planned Commercial District	Office-General
South	“R1-A” Residence District	Single-Family Residential
West	“R1-A” Residence District	Single-Family Residential

Table 1: Zoning and Land Use

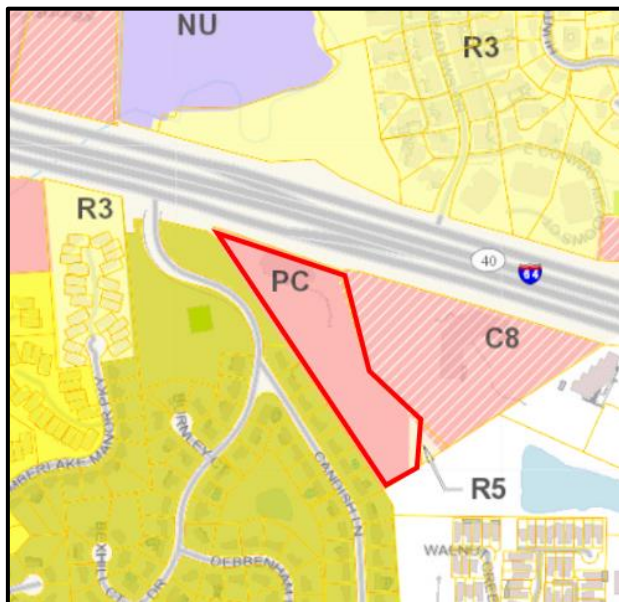


Figure 2: Zoning Map



Figure 3: Land Use Map

**COMPREHENSIVE PLAN**

The site is located within the Business and Office character area, as designated on the Land Use Plan in the City’s Comprehensive Plan. This area is characterized by and where concentrations of employment are located in the City, and includes both large-scale isolated buildings with numerous employees as well as areas containing multiple businesses that support and serve one another. The areas are typically buffered from surrounding development by transitional uses or landscaped areas and are often located in close proximity to major arterials, highways or thoroughfares.

**STAFF ANALYSIS**

**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.

### **Freestanding Signs**

#### UDC 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.

#### Existing Sign Criteria

Ordinance 2410 states that only one (1) freestanding monument sign is allowed, set back five feet (5') from South Outer Forty Right-of-Way. The sign is allowed a maximum height of ten feet (10') and a maximum area of 50 ft<sup>2</sup>. The construction of the sign is required to be comprised of materials similar to the office building with landscaping at its base. The approved sign package further limited that the height of the monument sign shall be no taller than eight feet (8').

Additionally, five (5) non-illuminated incidental signs, each totaling six (6) ft<sup>2</sup> in area and five (5) feet in height are also allowed. One of these signs was specifically conditioned by Planning Commission to be placed at the entrance to the site. The sign package also includes specific requirements for non-illuminated handicap parking signs. Staff notes that incidental signs do not typically require approval from the City.

#### Proposed Criteria

No changes are proposed for the existing monument sign. The applicant is proposing a new design for the incidental sign at the entrance that was conditioned by City Council. The proposed address sign will still maintain a height of 3'6" and width of 3'8". It will have a closed base with landscaping in nearly the same location where the sign exists today. Figures 5 and 6 below illustrate the changes proposed.

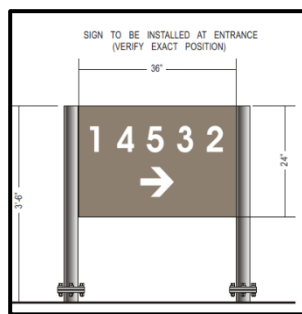


Figure 4: Existing Incidental Sign

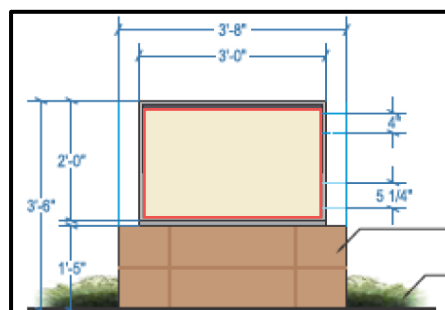


Figure 5: Proposed Incidental Sign

## Wall Signs

### UDC Sign Regulations

The UDC states that in buildings containing single or multiple tenants where public access to individual tenant space(s) is gained via interior entrances, said building shall be allowed no more than one (1) attached business sign on any two (2) walls having roadway frontage. Each wall sign may have an area not to exceed five percent (5%) of the area of the exterior wall of the tenant space on which the sign is placed, up to 300 ft<sup>2</sup>.

### Existing Criteria

The east elevation is currently allowed one set of illuminated channel letters and logo module with an illuminated logo cabinet totaling 226.65 ft<sup>2</sup> in area. The north elevation is currently allowed one sign totaling 256.56 ft<sup>2</sup>, located on the top *left* corner of the north elevation.

### Proposed Criteria

The applicant is requesting a slightly smaller size allowance on the east elevation from 226.65 sq. ft. to 225.4 sq. ft. for this sign (approximately 1.25 sq. ft. less). For the north elevation, one (1) wall sign on the top *right* corner, totaling 216.4 ft<sup>2</sup> in area is proposed. Though the proposed sign area is less than the current sign package, the specific location and dimensions of the north elevation wall signage are detailed in the current sign package, thus an amended sign package is warranted to change these criteria. The difference between the current and proposed sign criteria for the north elevation is illustrated in Figures 6 and 7, and Table 2.:

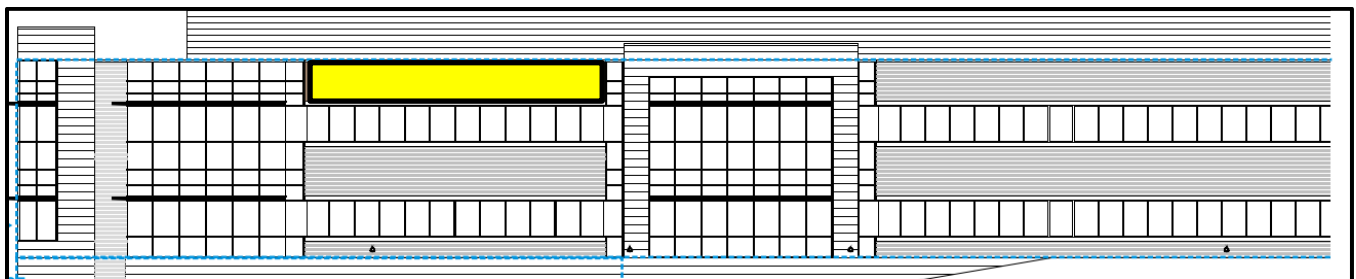


Figure 6: Current North Elevation Signage Criteria

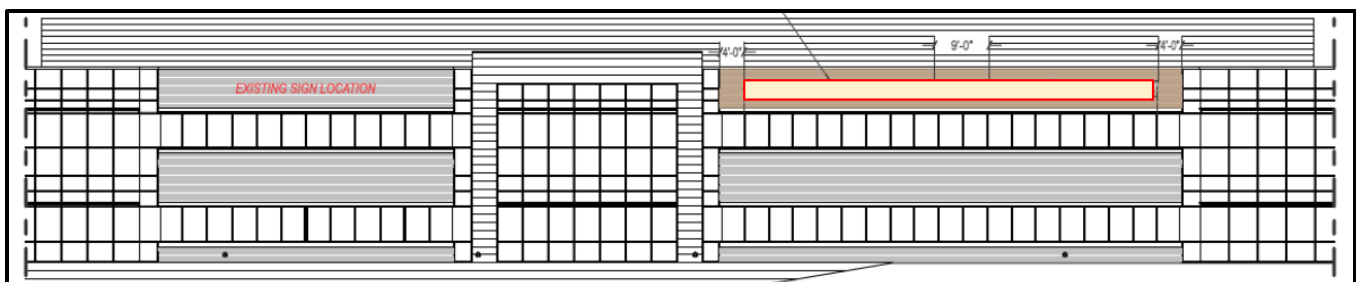


Figure 7: Proposed North Elevation Signage Criteria

<b>Criteria</b>	<b>Existing</b>	<b>Proposed</b>
Location	Top Left of N. Elevation	Top Right of N. Elevation
Height	5'6"	3'2"
Width	46'8"	68'4"

*Table 2: North Elevation Wall Sign Criteria*

**RECOMMENDATION**

Staff has reviewed the proposed Sign Package for the Stoneridge Office Building development and all required items have been submitted. All other signage not specifically listed in this sign package shall comply with the UDC. 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 the Stoneridge Office Building development.”
- 2) “I move to approve the Sign Package for the Stoneridge Office Building development with the following conditions...” (Conditions may be added, eliminated, altered or modified)

Attachments: Sign Package Packet



WASHINGTON UNIVERSITY & BARNES-JEWISH  
ORTHOPEDIC CENTER IN CHESTERFIELD

COMPREHENSIVE SIGN PACKAGE

**Background Narrative:**

The Barnes-Jewish Hospital and Washington University Physicians provides orthopedic services and well as outpatient surgery services at 14532 Outer 40 road. WU provides after hours orthopedic injury clinic walk in services.

The scope of this project updates all the highway facing building signage as well as the outer road wayfinding signage. All the new signs are public facing and will provide a confident arrival to the building. Patients often travel to appointments with anxiety, and it is important to give them the clear direction as to not add to their stress. If they miss the entrance to the building, they must loop around the freeway. The proposed signage is intended to support the patient's arrival.

The purpose of the comprehensive sign package is to provide better visibility to faded signage. The logos on the building are old and need to be updated with new legible fonts. BJC developed exterior building signage standards in the past few years that require simple messaging for better visibility.

The design of the signs complements the exterior building materials color palette. The white letters on the buff stone building face gives a clean and professional feeling. The proposed purple violet background color coordinates with the buildings black glass. Overall, the new signage will enhance the buildings appearance along the highway 64 corridor.

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 and 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 4-5.04.050 of the Unified Development Code

**Narrative/Wall Signage (north elevation only):**

One (1) illuminated sign on the north elevation / east end is being removed. It is 256.6 sq feet.

This sign is being replaced by one illuminated sign on the same north elevation, but on the west end. It is 216.4 sq feet, or 40 sq feet less than the current sign.

The sign being removed consists of a large and distinctive decorative green logo, individual channel letters and a BJC branded logo module.

The signage being removed has aluminum returns, acrylic faces and interior LED illumination

The signage being installed has aluminum returns, acrylic faces and interior LED illumination

Illumination of the signage components will remain via LED internally illuminated letters. The new signs will contain state of the/most current LED light sources vs. 12-year-old LED which was state of the art in 2010

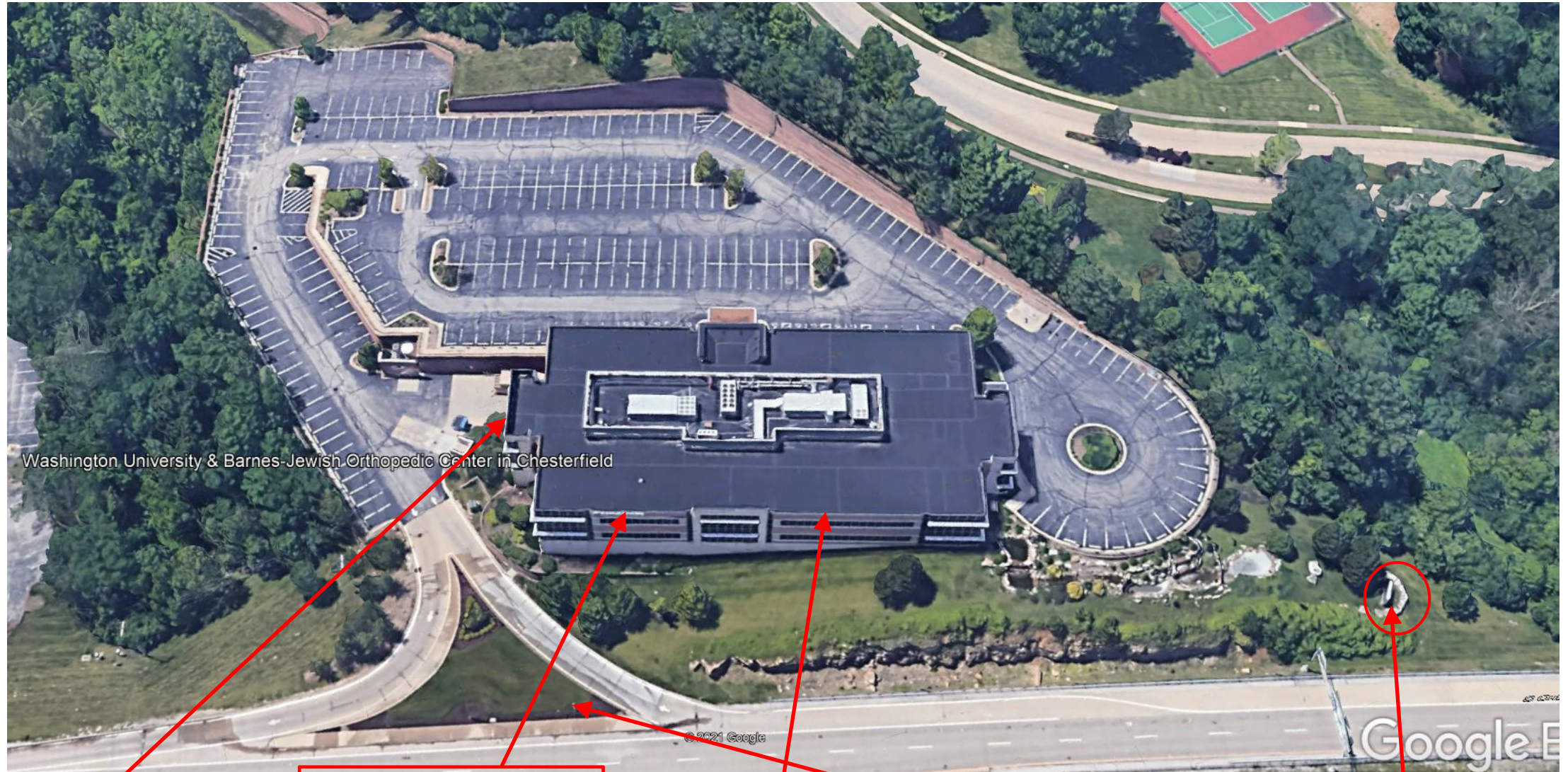


**Narrative: Incidental Sign at Entrance Island**

The current sign is a post and panel sign on the entry island. It is 6 sq. feet and is non-illuminated and will be removed. The sign has aluminum posts and ¼” thick aluminum face with vinyl graphics.

This sign will be replaced by an incidental sign.

This incidental sign is also 6 sq. feet. Has a 1’5” x 3’8” x 8” deep base made of aluminum. The sign cabinet sitting on the base will be 2’x 3’x 4’ deep, constructed of aluminum, painted with vinyl graphics applied to the face. The overall colors and scheme of the sign is designed to resemble Monument Sign 1. This sign is also non-illuminated.



Washington University & Barnes-Jewish Orthopedic Center in Chesterfield

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East Elevation Wall Sign

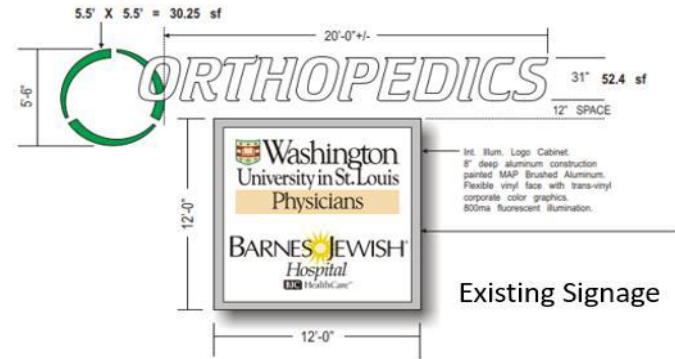
North Elevation East End. Remove Current 256.6 SF Sign

North Elevation West End. Install New 216.4 SF Sign

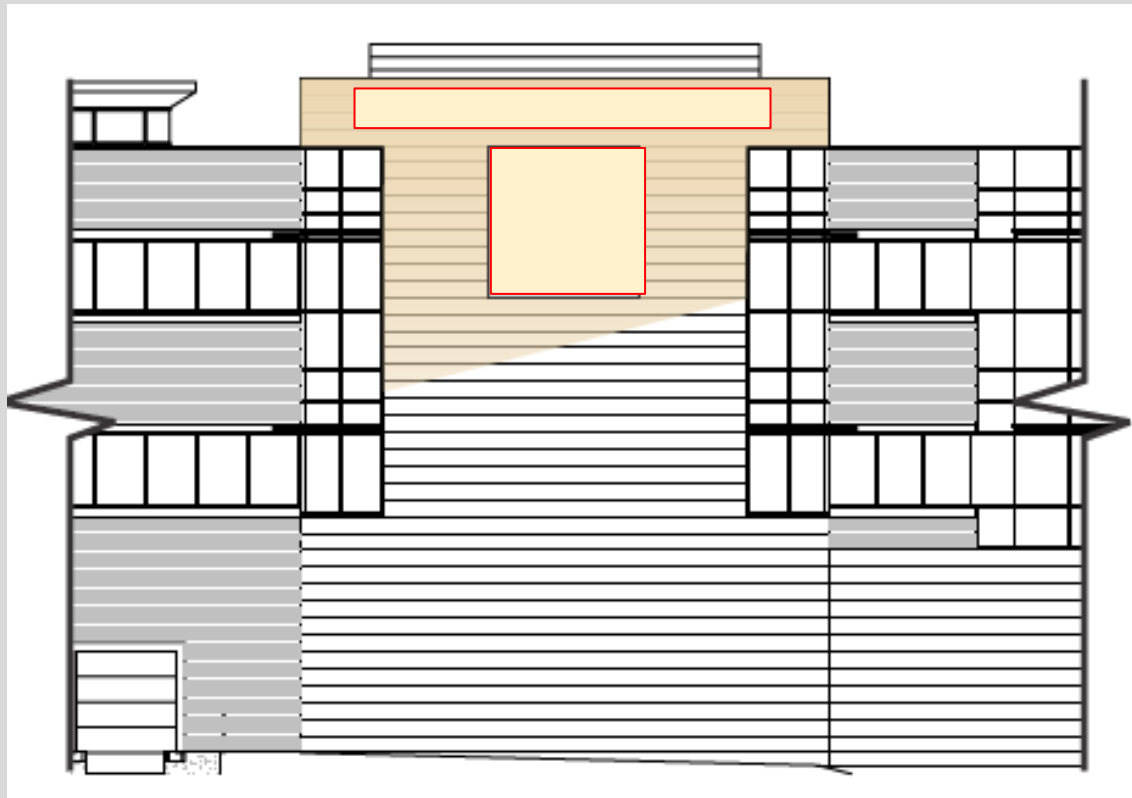
Incidental Ground Sign

Monument Sign #1

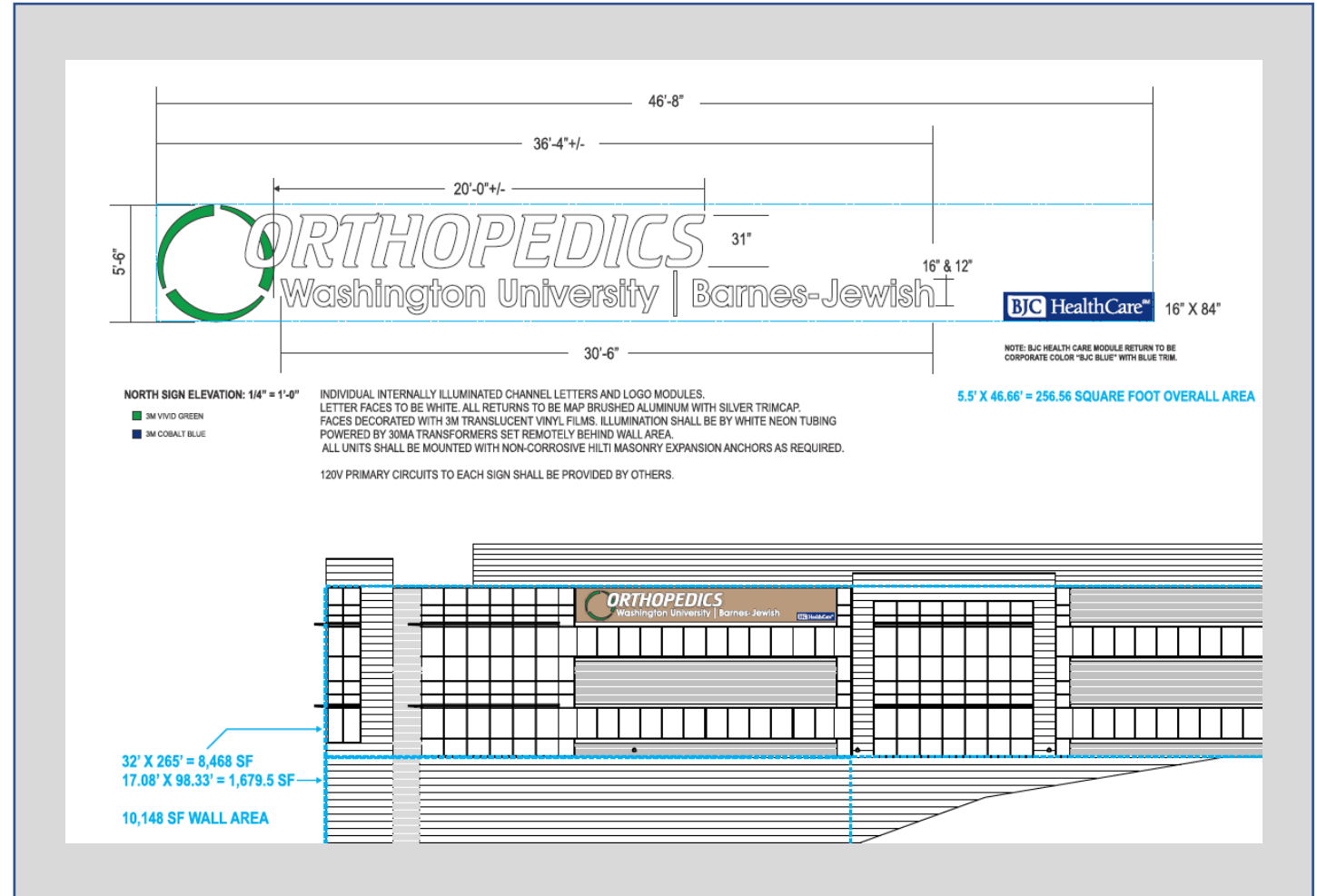
Existing East Elevation Signage



The existing 82.65 square foot logo and orthopedic sign are to be removed and replaced with a smaller 81.4 square foot sign. The 12x12 sign is to remain and to be refaced

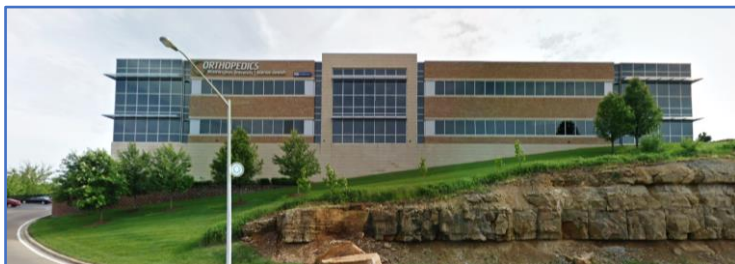


Current north elevation (left/east end)  
signage to be Removed= 256.6 SQ FEET

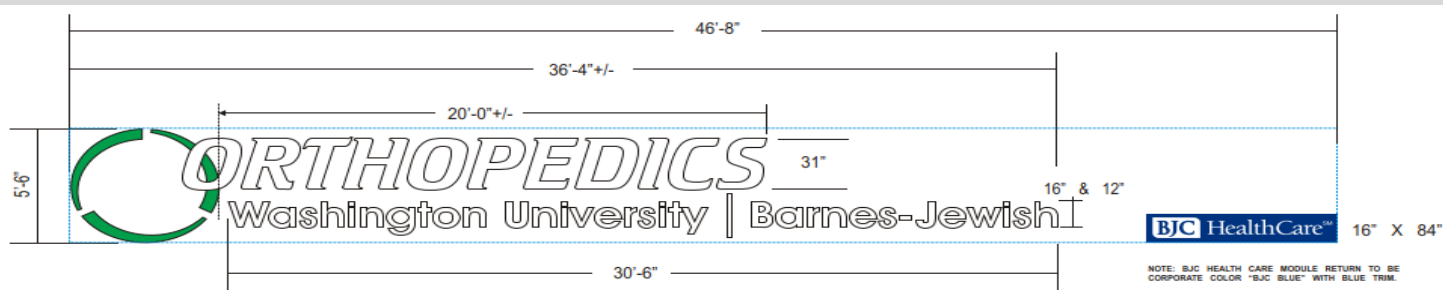


Existing = 256.6  
Proposed = 216.4

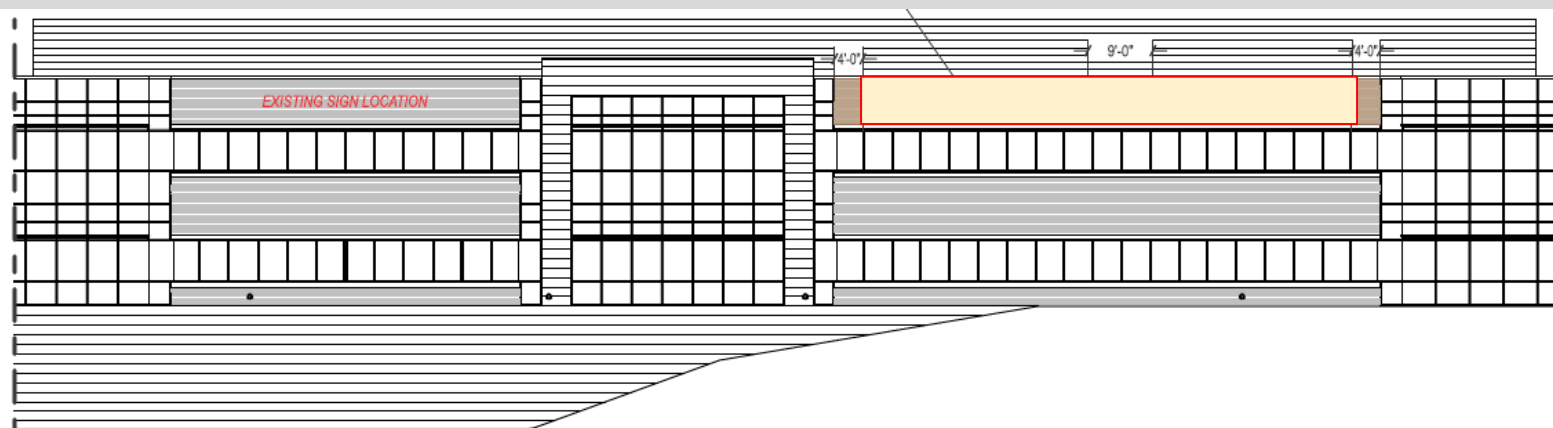
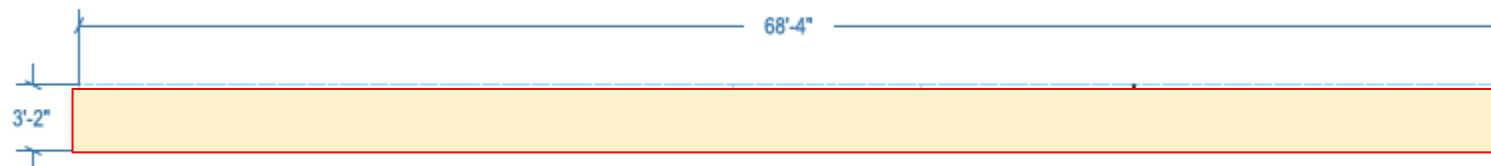
The north elevation signage repeats the two-color building letter set and then three individual logos underneath. We propose to move the building letter set to the large brick fade and putting two logos adjacent. This makes the information easier to read and organizes the information horizontally.



## Existing North Elevation Signage

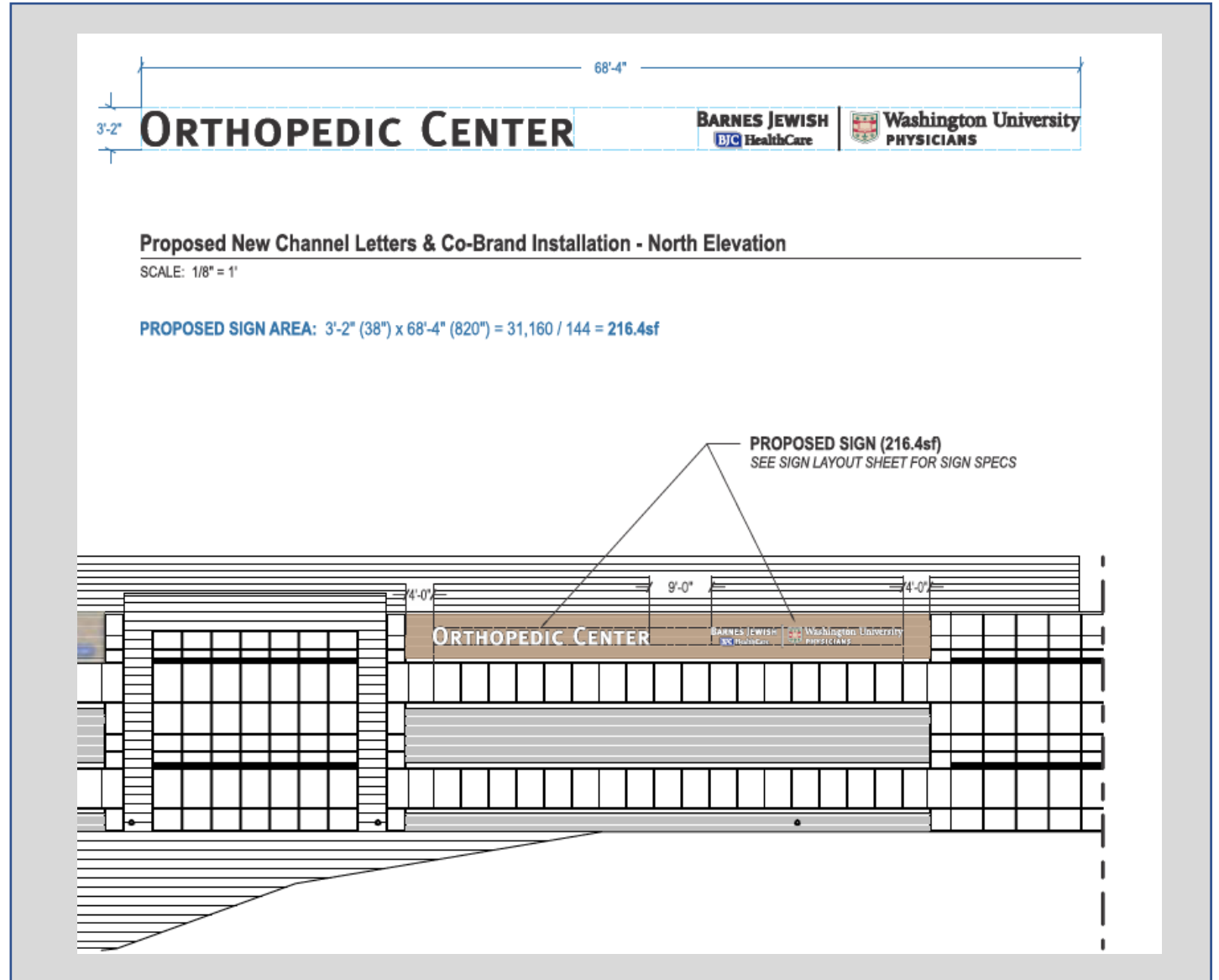


## Proposed North Elevation Signage



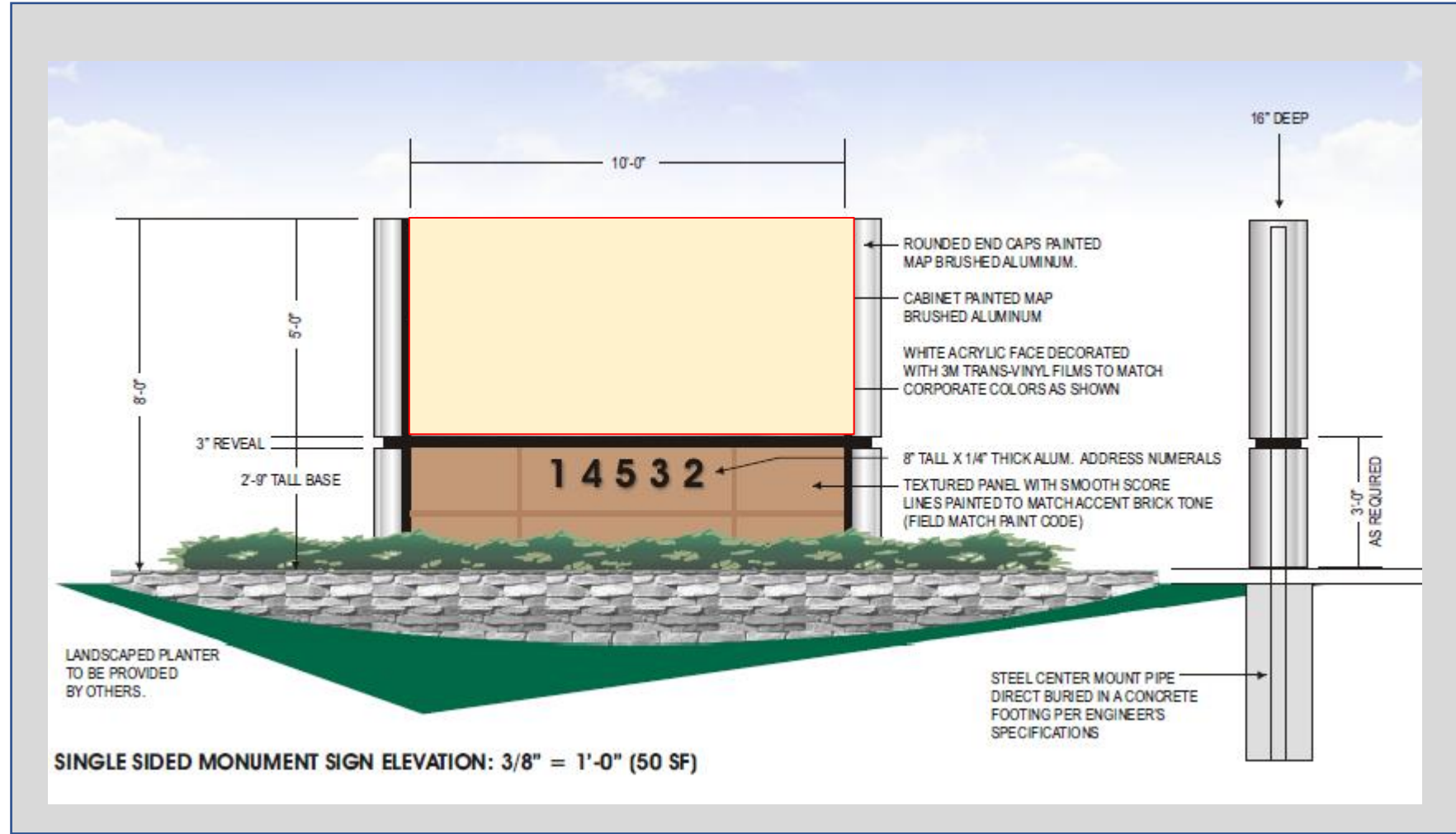
Proposed new north elevation (right/west end)

Signage to be installed = 216.4 SQ FT



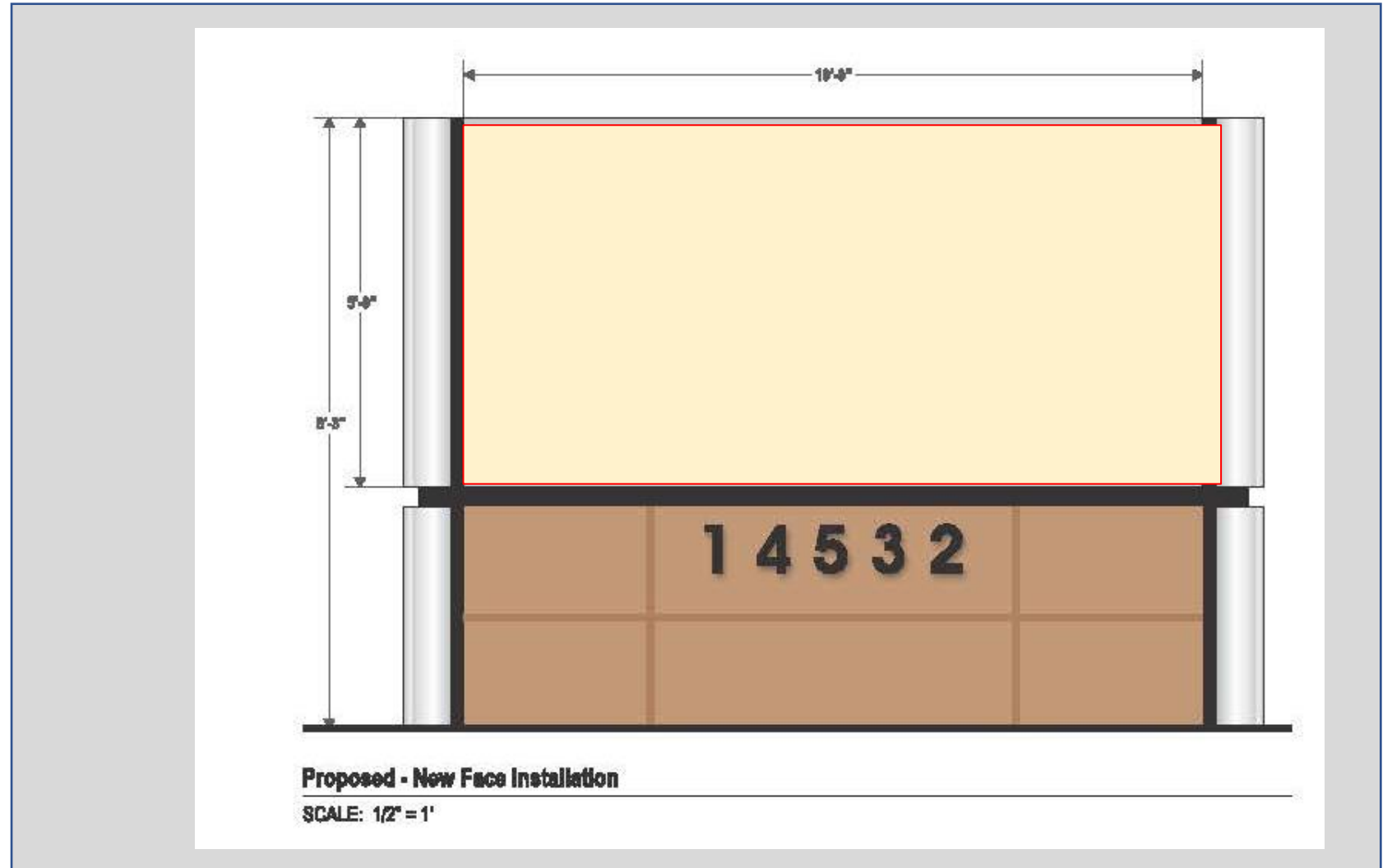
No change in size or location. Copy change only

Existing monument sign  
50 SQ FEET



Current size of existing monument Sign #1

No change in size or location. Copy change only







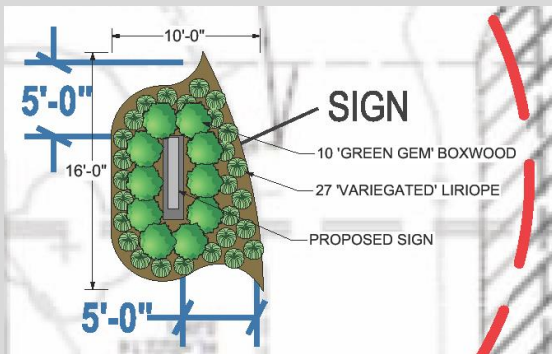
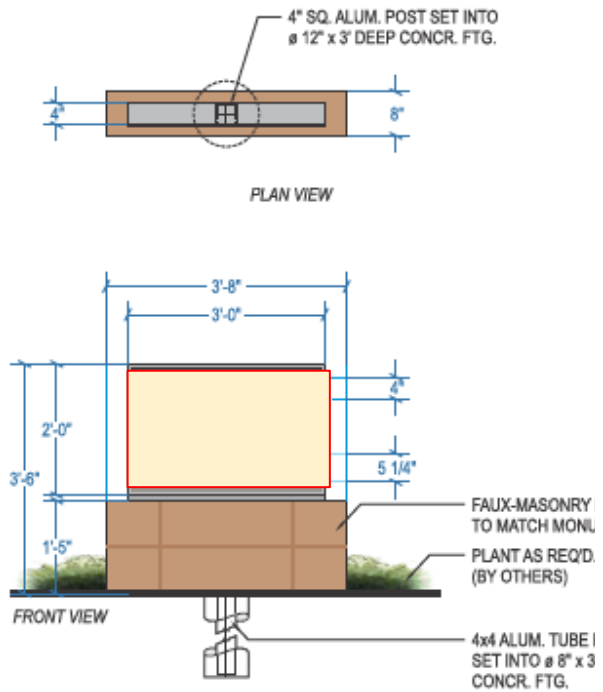
Current Sign = 6 s/f (to be removed)  
 Proposed Incidental = 6 s/f (to be added)

The post and panel shown in the picture (above) will be removed. We propose building a new entrance identifier (Incidental Sign) with landscaping to compliment the west monument. (Monument #1)

Landscape Plan:  
 Frisella will provide the landscaping services.

- Boxwood
- Liriope

Proposed



SIGN LOCATION	Existing	Proposed	Difference
East Elevation	226.65	225.4	-1.25
North Elevation	256.6	216.4	- 40.2
Monument # 1	50	50	0
Post and Panel	6	0	-6.0
Incidental Sign	0	6	+6.0
	539.25	497.8	- 41.45