

Planning Commission Staff Report

Project type:	Sign Package
Meeting Date:	October 24, 2022
From:	Shilpi Bharti, Planner <i>SB</i>
Location:	Chesterfield Commons North.
Description:	<u>Chesterfield Commons North (17107 Chesterfield Airport Road) Sign Package:</u> A Sign package request for Chesterfield Commons North located on 9.50 acres of land zoned C8 – Planned Commercial District.

PROPOSAL SUMMARY

First Community Credit Union has submitted a Sign Package for Chesterfield Commons North. The Sign Package is requested to have three signs on the south and north façades of the First Community Financial Services building located at 17107 Chesterfield Airport Road.

HISTORY OF SUBJECT SITE

The Chesterfield Commons North is a 9.5 acre tract of land located north of Chesterfield Airport Road zoned “C8” – Planned Commercial District in 1997 following the ordinance 1344. In 2004, City of Chesterfield Ordinance 2081 was passed which repealed City of Chesterfield Ordinance 1344. In 2018, ordinance 2081 was amended to amend the legal description and development criteria. The current ordinance governing the site is ordinance 3024. The Record Plat of the site was approved in 2000. The Chesterfield Commons North initially consisted of five (5) lots. Lot three (3) is now Bluestone Commons subdivision. The subject site is Lot 5 of Chesterfield Commons North subdivision.

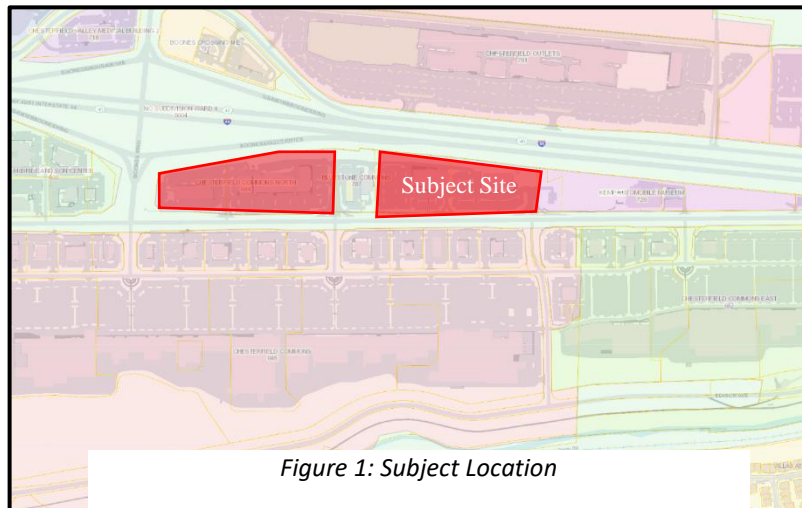


Figure 1: Subject Location

A similar request to allow an additional wall sign was made in April of 2011. The request was to have two signs on north elevation. At that time the motion to approve the project failed.

The images below show the existing building and wall signage located at 17107 Chesterfield Airport Road.



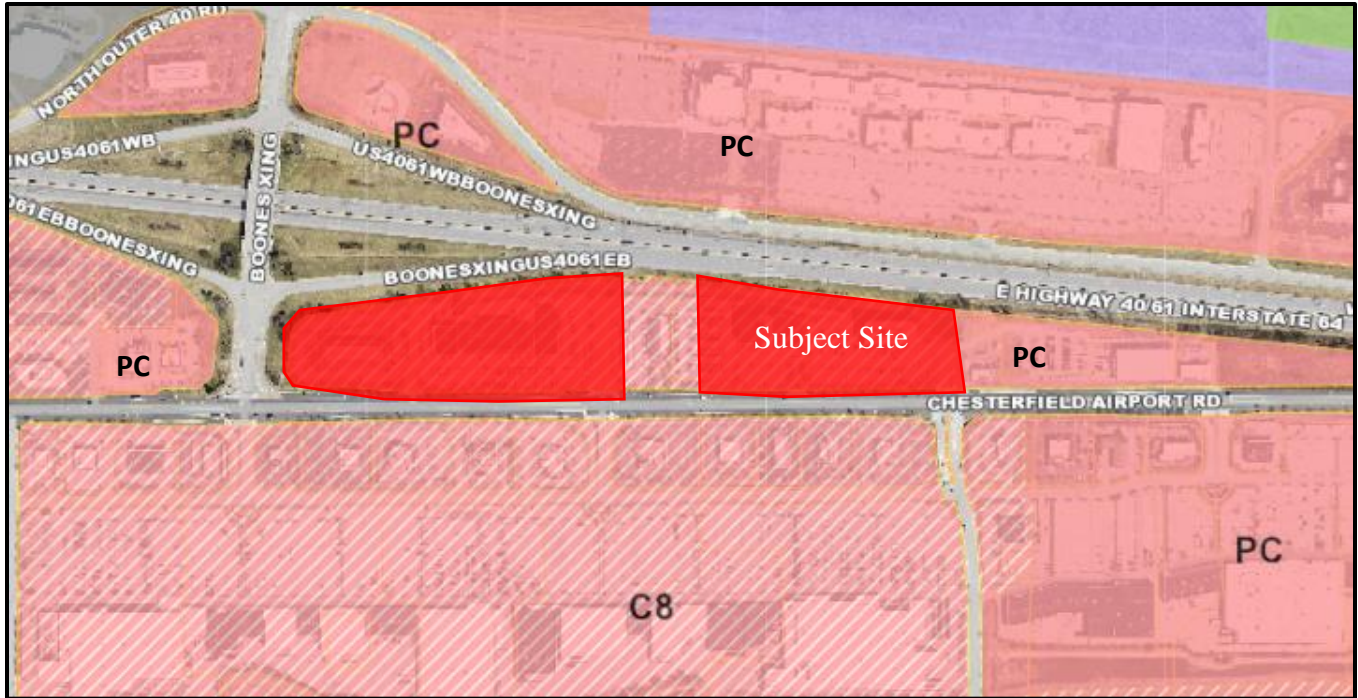
Figure 2: South Elevation facing Chesterfield Airport Road



Figure 3: North Elevation facing I-64

SURROUNDING LAND USE AND ZONING

Property south of the subject site is zoned “C8”- Planned Commercial District. Properties north, east and west of the subject site are zoned “PC”–Planned Commercial District.



STAFF ANALYSIS

The subject site has two frontages; the south elevation faces Chesterfield Airport Road and the north elevation faces I-64. The applicant is requesting three signs on the south and north elevations. The square feet of the proposed three signs will be 300 Sqft i.e. 3.5% of building elevation. As per City of Chesterfield Unified Development Code, *“each business occupying a tenant space or being the sole occupant of a freestanding building shall have no more than one (1) attached business sign on any two (2) walls of a building that are exterior walls of the particular building or tenant space.”*

The table below presents the matrix requested by the applicant and allowed sign area as per City of Chesterfield Unified Development Code.

Elevation	Max number of Signs Permitted by UDC	Wall Signs		
		Total Requested	Max area allowed by UDC	Total Sign area Requested
East	0	0	-	-
West	0	0	-	-
North	1	3	300 Sqft	300 Sqft
South	1	3	300 Sqft	300 Sqft

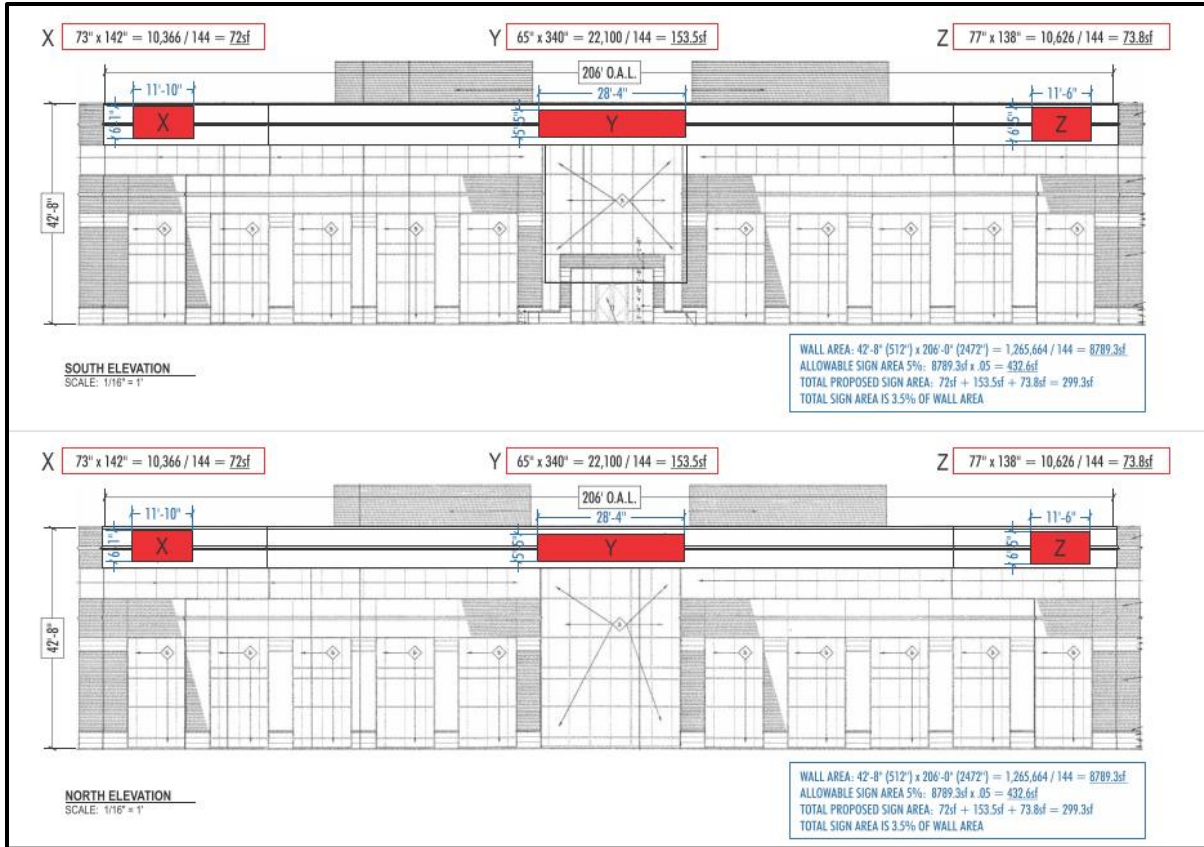


Figure 4: Applicant request

DEPARTMENTAL INPUT

Applicant has submitted Sign Package seeking flexibility in number of signs. The applicant has met all filling requirements for a comprehensive Sign Package. As per City of Chesterfield Unified Development Code, Comprehensive Sign Package requires Planning Commission approval. All outstanding comments have been addressed at this time.

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 Chesterfield Commons North, 17107 Chesterfield Airport Road as presented."
- 2) "I move to approve the Sign Package for Chesterfield Commons North, 17107 Chesterfield Airport Road with the following conditions..." (Conditions may be added, eliminated, altered or modified)

Attachments: Attachment A
Sign Package Request

SIGN REGULATIONS

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

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.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to the City of Chesterfield Sign Code.

Lot 5 – As depicted on Exhibit A

I. SIGNS – ATTACHED TO WALL

Specific Criteria for One Building

1. North Elevation - Permitted three (3) signs
 - a. The total outline area of signage shall not exceed 300 square feet in outline area.
2. West Elevation - Permitted three (3) signs
 - b. The total outline area of signage shall not exceed 300 square feet in outline area.

II. This document shall be read as a whole and any inconsistency to be integrated to carry out the overall intent of the document.

EXHIBIT A

Exhibit A



V. Comprehensive Sign Package Submittal

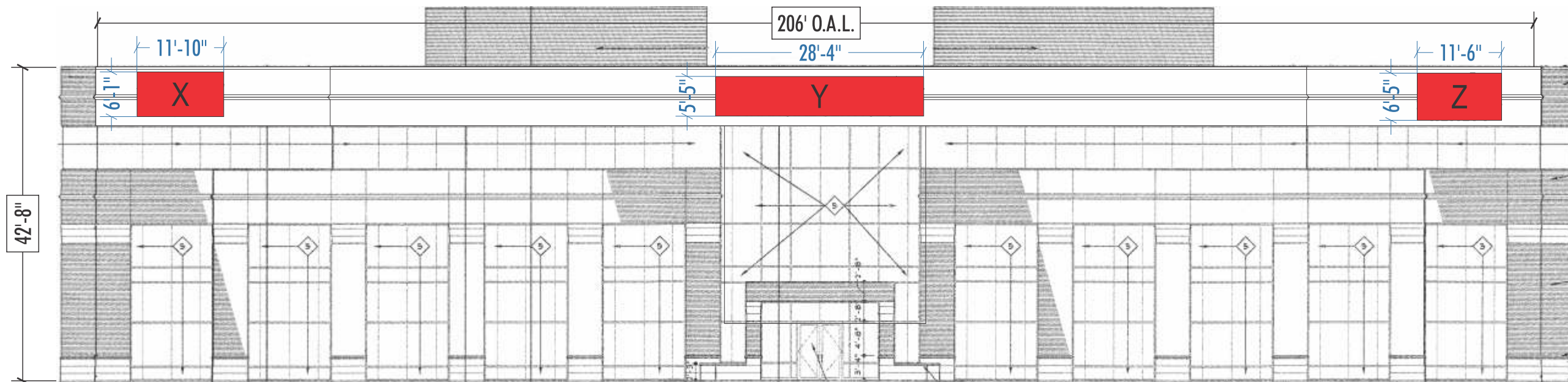
1.) Narrative

First Community Credit Union has continued to grow requiring us to expand the footprint of our Corporate Offices here in Chesterfield. We have purchased 17107 Chesterfield Airport Rd (the building directly east of our corporate building) thus increasing the size of our corporate campus. As one of the larger local employers in Chesterfield, we look forward to providing some of our newer services to the community that will be operating out of the First Community Financial Services Building. With that being said, this is where we would like to propose a change to the standard sign package when installing signage on the building. Since this is a building we purchased we are working with the previous owner's architectural concept to fit our signage. With the offsets of the building we feel that (3) signs accent the architecture of the building giving it a well-balanced conservative appearance. The sign package would consist of (3) modest signs sticking to a red, white & blue color scheme. The signage would help us to convey to our members and the community that the First Community Realty & Investment Service offices are located inside the First Community Financial Services Building eliminating the confusion of what building to enter for specific services. First Community not only wants to celebrate expanding our campus in Chesterfield by branding the new building but would like to continue upholding the appealing image that the city has in our region.

X $73'' \times 142'' = 10,366 / 144 = 72\text{sf}$

Y $65'' \times 340'' = 22,100 / 144 = 153.5\text{sf}$

Z $77'' \times 138'' = 10,626 / 144 = 73.8\text{sf}$



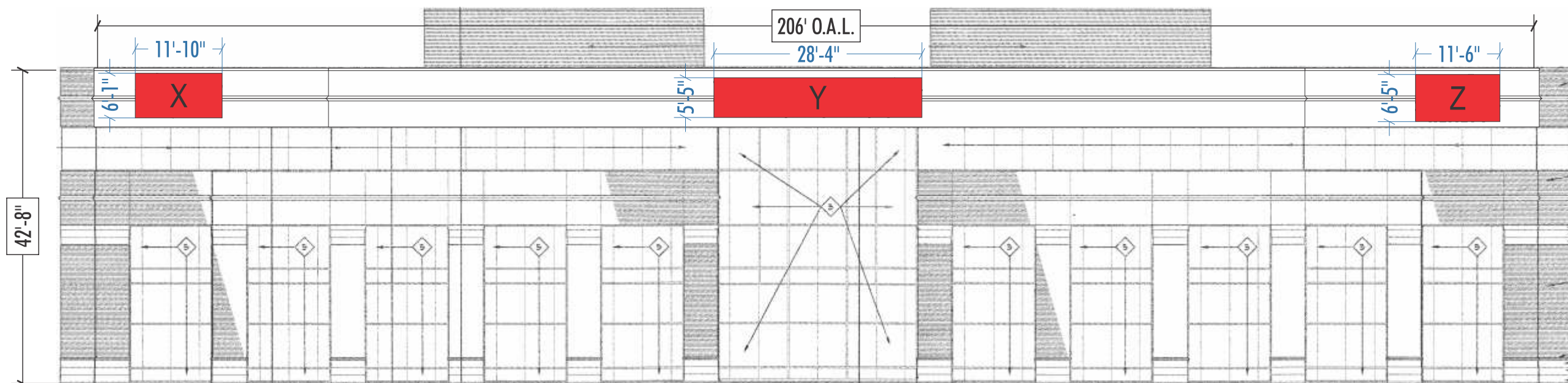
SOUTH ELEVATION
SCALE: 1/16" = 1'

WALL AREA: 42'-8" (512") x 206'-0" (2472") = 1,265,664 / 144 = 8789.3sf
 ALLOWABLE SIGN AREA 5%: 8789.3sf x .05 = 432.6sf
 TOTAL PROPOSED SIGN AREA: 72sf + 153.5sf + 73.8sf = 299.3sf
 TOTAL SIGN AREA IS 3.5% OF WALL AREA

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NORTH ELEVATION
SCALE: 1/16" = 1'

WALL AREA: 42'-8" (512") x 206'-0" (2472") = 1,265,664 / 144 = 8789.3sf
 ALLOWABLE SIGN AREA 5%: 8789.3sf x .05 = 432.6sf
 TOTAL PROPOSED SIGN AREA: 72sf + 153.5sf + 73.8sf = 299.3sf
 TOTAL SIGN AREA IS 3.5% OF WALL AREA



WARREN SIGN

ST. LOUIS METRO AREA -
2955 Arnold Tenbrook Rd.
Arnold, MO 63010
636-282-1300

CLIENT
FIRST COMMUNITY

LOCATION
17107 Chesterfield
Airport Rd.,
Chesterfield, MO 63005

PROJECT
Wall Signs

SAVED AS
First Community
/17107 Chesterfield AP
/Wall Signs

DRAWING NO.
BB040122.3-B

DATE
04.01.2022

REVISION
082422 UPDATED ART & LAYOUT

REVISION
082622 COLORS

REVISION
-

REVISION
-

REVISION
-

REVISION
-

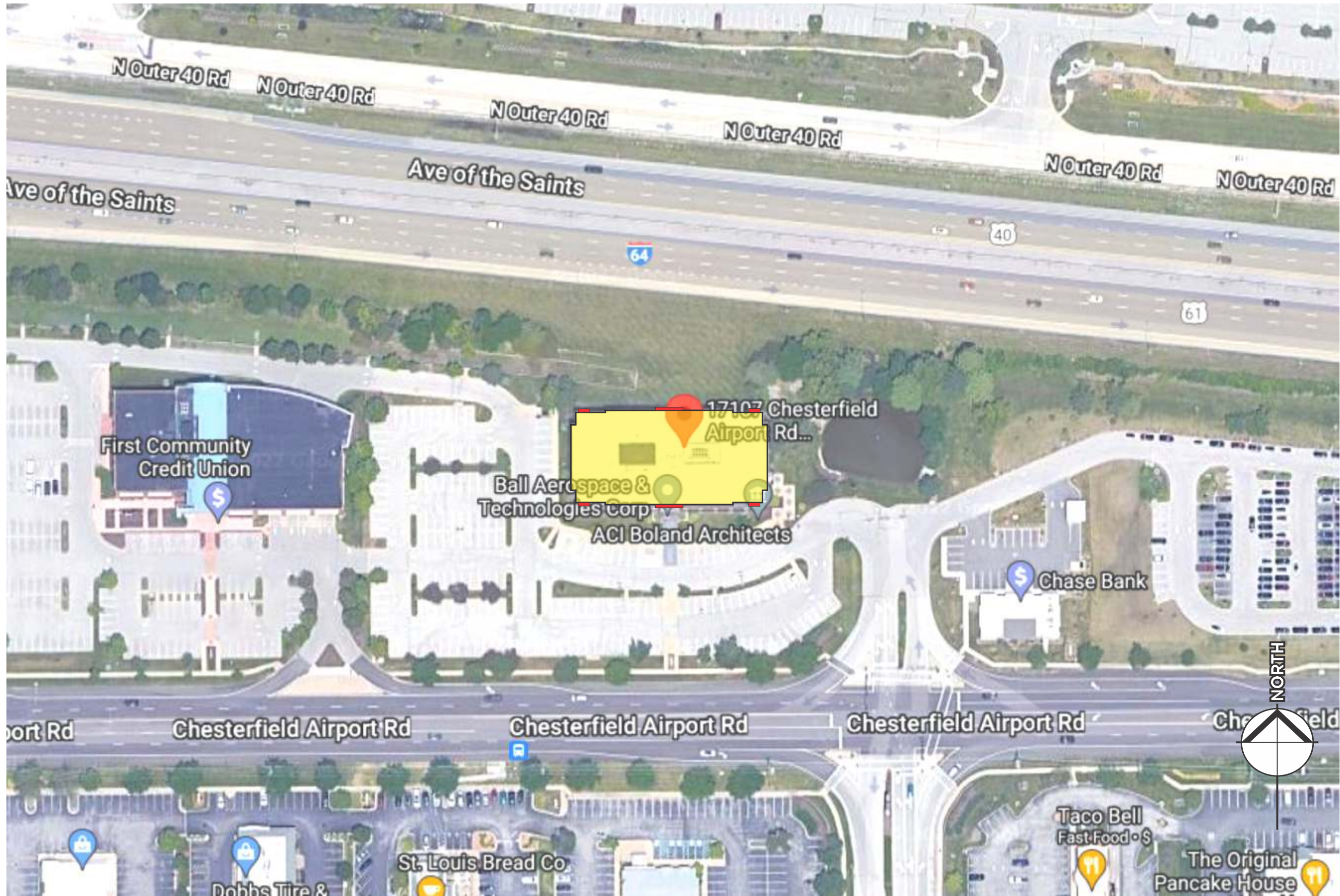
DESIGNED BY
Scott Wynn

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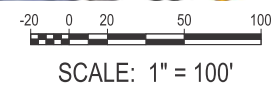
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SITE PLAN



ST. LOUIS METRO AREA -
2955 Arnold Tenbrook Rd.
Arnold, MO 63010
636-282-1300

CLIENT
FIRST COMMUNITY

LOCATION
17107 Chesterfield
Airport Rd.,
Chesterfield, MO 63005

PROJECT
Wall Signs

SAVED AS
First Community
/17107 Chesterfield AP
/Wall Signs

DRAWING NO.
BB040122.4

DATE
04.01.2022

REVISION
082422 LOCATIONS

REVISION
082622

REVISION
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DESIGNED BY
Scott Wynn

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