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Planning Commission Staff Report

Meeting Date: October 24, 2022

From: Alyssa Ahner, Planner

Location: 100, 110, & 120 Long Road

Description: Steve W. Wallace, Sign Package: A Sign Package for a 2.8-acre tract of land

zoned "C8"-Planned Commercial District located south of Chesterfield

Airport Road and east of Long Road.

PROPOSAL SUMMARY

Farnsworth Group, Inc., on behalf of McDonald's Real Estate, has submitted a sign package for two (2) lots comprising the Steve W. Wallace subdivision. This request includes criteria for attached wall signs, gas station canopy signs, and freestanding signs. The primary reason behind requesting the sign package is to allow McDonalds a third attached wall sign. It is similar to the request made in 2020 for the McDonalds located at 1701 Clarkson Rd and the request made in 2021 for the McDonalds located at 13559 Olive Blvd.



Figure 1: Subject Site

HISTORY OF SUBJECT SITE

- 1997 Rezoned "NU" Non-Urban District to a "C8" Planned Commercial District under governing Ordinance 1248 permitting a co-use convenience store/fast food restaurant, under canopy gas dispensing, and a freestanding three (3) bay oil/lube operation.
- 1997 Rezoned from a "C8" Planned Commercial District to a new "C8" Planned Commercial District to fix errors relative to signage and entrances under governing Ordinance 1328.
- 2015 Rezoned from "C8" Planned Commercial District to a new "C8" Planned Commercial District to modify development criteria and add permitted uses under governing Ordinance 2841.
- 2017 Rezoned from "C8" Planned Commercial District to a new "C8" Planned Commercial District to modify development criteria under current governing Ordinance 2975.

ZONING AND LAND USE

The subject site is zoned "C8" Planned Commercial under the provisions of Ordinance 2975.

Direction	Zoning	Land Use
North	"NU" — Non-Urban & "PC" – Planned Commercial	Vacant/Undeveloped
South	"PC" – Planned Commercial	Autobody Repair/Office
East	"PC"—Planned Commercial	Church/Office
West	"C8" – Planned Commercial & "M3" Planned Industrial	Office/Retail

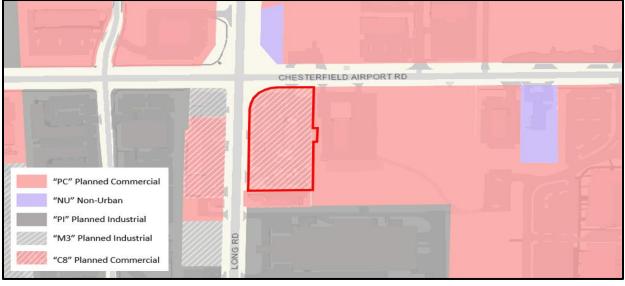


Figure 2: Zoning Map



Figure 3: Land Use Map

COMPREHENSIVE PLAN

The subject site is located within Ward 4 of the City of Chesterfield. The City of Chesterfield Land Use Plan indicates the subject site as being part of the Regional Commercial land use designation. The description states; "Areas that serve regional commercial needs (emphasizing retail, dining, entertainment, hotel, and leisure components) and draw visitors from both Chesterfield and the surrounding areas. Multiple buildings planned and developed together using unified project development standards".

STAFF ANALYSIS

The purpose of a Sign Package 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.

I. Freestanding Signs (Existing Onsite Today)

The development is permitted one freestanding sign per lot per the Unified Development Code. The two freestanding signs listed below exist onsite today and there are no proposed changes.

Lot 1 (McDonalds/BP)

- 1) One freestanding sign
- 2) 8 feet tall including the base
- 3) Outline square footage of 150

Lot 2 (Northwest Tire & Auto)

- 1) One freestanding sign
- 2) 4 feet tall excluding the 8-inch base
- 3) Outline square footage of 12

II. Freestanding Signs (Proposed)

The signs are to be governed as read on the Attachment A. There are no changes from what exists on site today on either lot. There is currently one freestanding sign for Lot 1 and one freestanding sign for Lot 2.

III. Attached Wall Signs (Existing Onsite Today)

Lot 1 is currently permitted one wall sign on any two elevations for each business in the couse building. This means that McDonalds is currently allowed one sign on any two elevations and BP is allowed one wall sign on any two elevations for a total of four signs. The applicant is requesting the sign package to allow a third attached wall sign for McDonalds.

Lot 2 is currently permitted one wall sign on any two elevations. The list below details the existing signs and there are no proposed changes.

Lot 1 (McDonalds/BP)

- 1) Permitted a total of four signs (2 for McDonalds & 2 for BP)
- 2) One wall sign on any two elevations per business
- 3) Each sign shall not exceed 5% of the façade that they are on

Lot 2 (Northwest Tire & Auto)

- 1) Permitted a total of two signs
- 2) One wall sign on any two elevations
- Each sign shall not exceed 5% of the façade that they are on

IV. Attached Wall Signs (Proposed)

There is a table below detailing the breakdown of sign location and the percentage of the elevation they encompass for the co-use building located on Lot 1. The applicant is proposing a total of five signs (3 for McDonalds split between two elevations and 2 for BP split between two elevations) which is one more than what exists on the building today. There are no changes proposed from what exists on Lot 2, however, a table has also been provided to show the breakdown of sign location and percentage of the elevation they encompass. The signs are to be governed as read on the Attachment A.

Co-Use Building on Lot 1 (McDonalds/BP)

Elevation	Sign 1	Sign 2	Sign 3	Sign 4	Sign 5	Total
North		14 sq ft		20 sq ft		2 signs or
(1,080 sq ft)		Or		Or		3.2 % of elevation
		1.3%		1.9%		
East						0 signs or
(1,800 sq ft)						0% of elevation
South	32.8 sq ft					1 sign or
(1,105 sq ft)	Or					3% of elevation
	3%					
West			14 sq ft		20 sq ft	2 signs or
(1,753 sq ft)			Or		Or	1.9% of elevation
			.8%		1.1%	

Single Use Building on Lot 2 (Northwest Tire & Auto)

Elevation	Sign 1	Sign 2
North (608 sq ft)		24 sq ft or 3.9%
West (1,388 sq ft)	66 sq ft or 4.75%	

V. Canopy/Awning Signs (Existing/Proposed)

The applicant is proposing three (3) signs on the gasoline service canopy. These three (3) signs exist on site today but two of them are slightly larger than what the Unified Development Code would allow. Per the UDC, "the outline area of the message shall not exceed fifteen percent (15%) of the horizontal projection in elevation of the exterior surface of the awning or canopy." A table has been provided below to show what exists on site today and are proposed to remain the same.

Elevation	Sign 1	Sign 2	Sign 3
North (82.5 sq ft)	12.9 sq ft or 15.6%		
South (82.5 sq ft)		12.9 sq ft or 15.6%	
West (240 sq ft)			12.9 sq ft or 5.4%

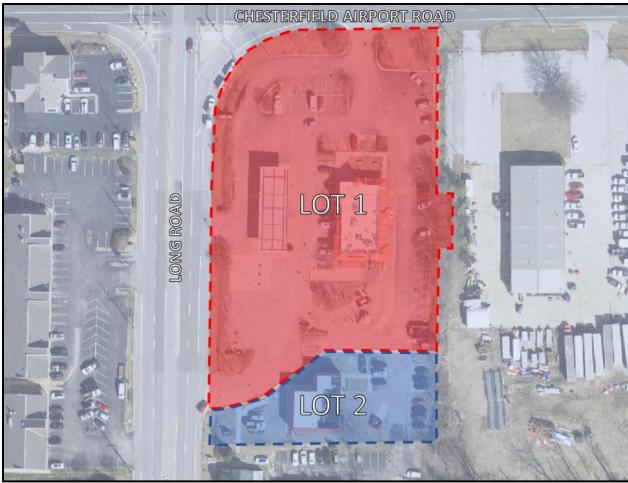


Figure 4: Lot 1 and Lot 2 of Steve W. Wallace subdivision

STAFF RECOMMENDATION

Staff has reviewed the Sign Package request and found that it meets the requirements to be presented to the Planning Commission for review, and staff recommends action.

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 Steve W. Wallace, as presented.
- 2) "I move to approve the Sign Package for Steve W. Wallace with the following conditions..."

(Conditions may be added, eliminated, altered or modified)

Attachments

- 1. Attachment A
- 2. Applicant's Supplemental Packet

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 1 – As depicted on Exhibit A

I. SIGNS – ATTACHED TO WALL

Specific Criteria for One Building

- 1. North Elevation Permitted two (2) signs
 - a. Signage Area 1
 - i. Outline area shall not exceed twenty-eight (28) square feet
 - b. Signage Area 2
 - i. Outline area shall not exceed twenty (20) square feet
- 2. West Elevation Permitted two (2) signs
 - a. Signage Area 1
 - i. Outline area shall not exceed twenty-eight (28) square feet
 - b. Signage Area 2
 - i. Outline area shall not exceed twenty (20) square feet
- 3. South Elevation Permitted one (1) sign
 - a. Signage Area 1
 - i. Outline area shall not exceed thirty-three (33) square feet

II. SIGNS – FREESTANDING

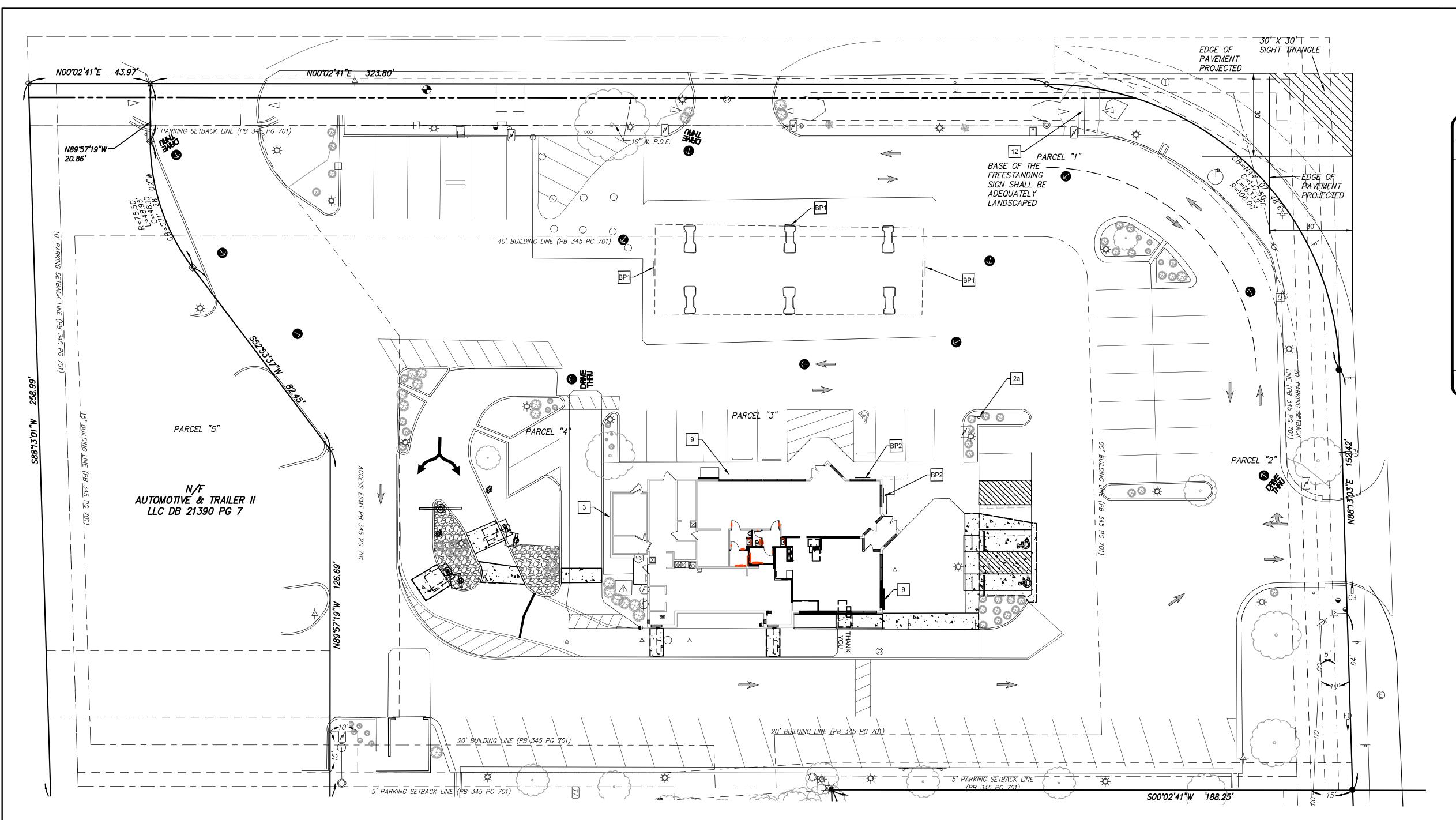
- 1. Permitted one (1) sign in the location depicted on the Site Plan
 - a. Outline area shall not exceed one hundred fifty (150) square feet including the base
 - b. Sign shall not exceed eight (8) feet in height including the base

III. SIGNS – AWNING/CANOPY

- 1. Permitted one (1) sign on any three (3) elevations
 - a. Outline of signage area shall not exceed thirteen (13) square feet
- IV. 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





0	10	20		
	SCA	\LE: 1"=	:20'	

MCDONALD'S SIGN LEGEND

SIGN

3 McDONALD'S

9 Arch

12 Existing Road Sign

BP1 Existing Canopy Mounted BP Emblem

BP2 Existing Building Mounted Shop Sign to be removed and reinstalled

VERIFY SIGNAGE WITH SIGN ORDER REQUEST FORM.
VERIFY LOCATIONS WITH McDONALD'S REPRESENTATIVE.

SIGN PERMITS TO BE APPLIED FOR AND PICKED UP BY THE SIGN CONTRACTOR

			MCDON	ALD'S SIGN AREA	TABLE	
MARKER	DESCRIPTION	QUANTITY	BOXED AREA IN SQUARE FEET	TOTAL AREA IN SQUARE FEET BOXED	SIGN COLORS	REMARKS
3	McDONALDS	1	32.84	32.84	WHITE (MODIFIED ACRYLIC MOLDED FACES/LETTER BODIES)	NEW BUILDING MOUNTED, DEVIATES FROM UDC (ADDITIONAL WALL MOUNTED SIGN ONE SIGN ALLOWED ON 3 BLDG FACES)
9	ARCH	2	14.00	28	YELLOW	NEW BUILDING MOUNTED
12	EXISTING ROAD SIGN	1	150/2 =75	150/2 = 75	SIGN PANELS - YELLOW ARCHES - WHITE McDONALD'S AND GREEN YELLOW AND WHITE BP LOGO AND PRICE PANELS	EXISTING ROAD SIGN NO CHANGE EXISTING NON CONFORMING SIGN
BP1	BP EMBLEM	3	13	39	MULTI GREEN WITH YELLOW AND WHITE SUNBURST EMBLEM ON A WHITE MEDALLION	EXISTING CANOPY MOUNTED
BP2	"SHOP"	2	20	40	MULTI GREEN WITH WHITE LETTERS	EXISTING BUILDING MOUNTED

Business signs: attached to wall.

General provisions.

(1) Subject to the specific regulations set out below, 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. In addition to identifying a particular business, such signs may be used for the name and logo of the building or development project.

(2) The outline area of each sign shall not exceed five percent (5%) of the wall area of the business on which said sign is attached. No business sign shall exceed three hundred (300) square feet in outline

For a business being the sole occupant of a building located on a corner lot or a lot with double frontage, said business may have one (1) attached business sign on any three (3) walls of a building that are exterior

Informational signs.

(a)Informational signs shall not exceed sixteen (16) square feet in outline area per facing. Freestanding informational signs shall not extend more than six (6) feet above the elevation of the adjacent street or elevation of the average existing finished grade at the base of the sign, whichever is higher.

(b)No informational sign shall be located on or over a public right—of—way without approval of the City of Chesterfield, and/or St. Louis County Department of Highways and Traffic, and/or the Missouri Department of Highway and Transportation as applicable.

(c)The height of all informational signs shall not exceed six (6) feet when located within the minimum front yard setback of each particular zoning district.

(d)Outdoor public artwork or public art displays are permitted one (1) information sign. Signage shall not exceed three (3) feet in height, from grade to top of sign, and the sign face shall not exceed ten (10) inches by ten (10) inches or five (5) inches by twenty (20) inches in outline area. Requests for modification to the size limitation shall be reviewed by the City of Chesterfield City Council. Said modification shall require a two-thirds-vote of the City Council.

A restaurant with a drive—up or drive—through food pickup facility may have either one (1) freestanding or one (1) wall menu sign not to exceed thirty—two (32) square feet in area associated with the order station. No freestanding menu sign shall exceed eight (8) feet in height or width or be illuminated in any manner other than from an internal source.

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	(\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	<u></u>		2		ADDRESS
	DATE							
PLAN APPROVAL	SIGNATURE (2 REQUIRED)					CO-SIGN SIGNATURES		

THIS SHEET HAS BEEN SIGNED,
SEALED, AND DATED ELECTRONICALLY
Farnsworth Group, Inc.
Missouri State Certificate of Authority
#001321

FG JOB NO 0171150.00

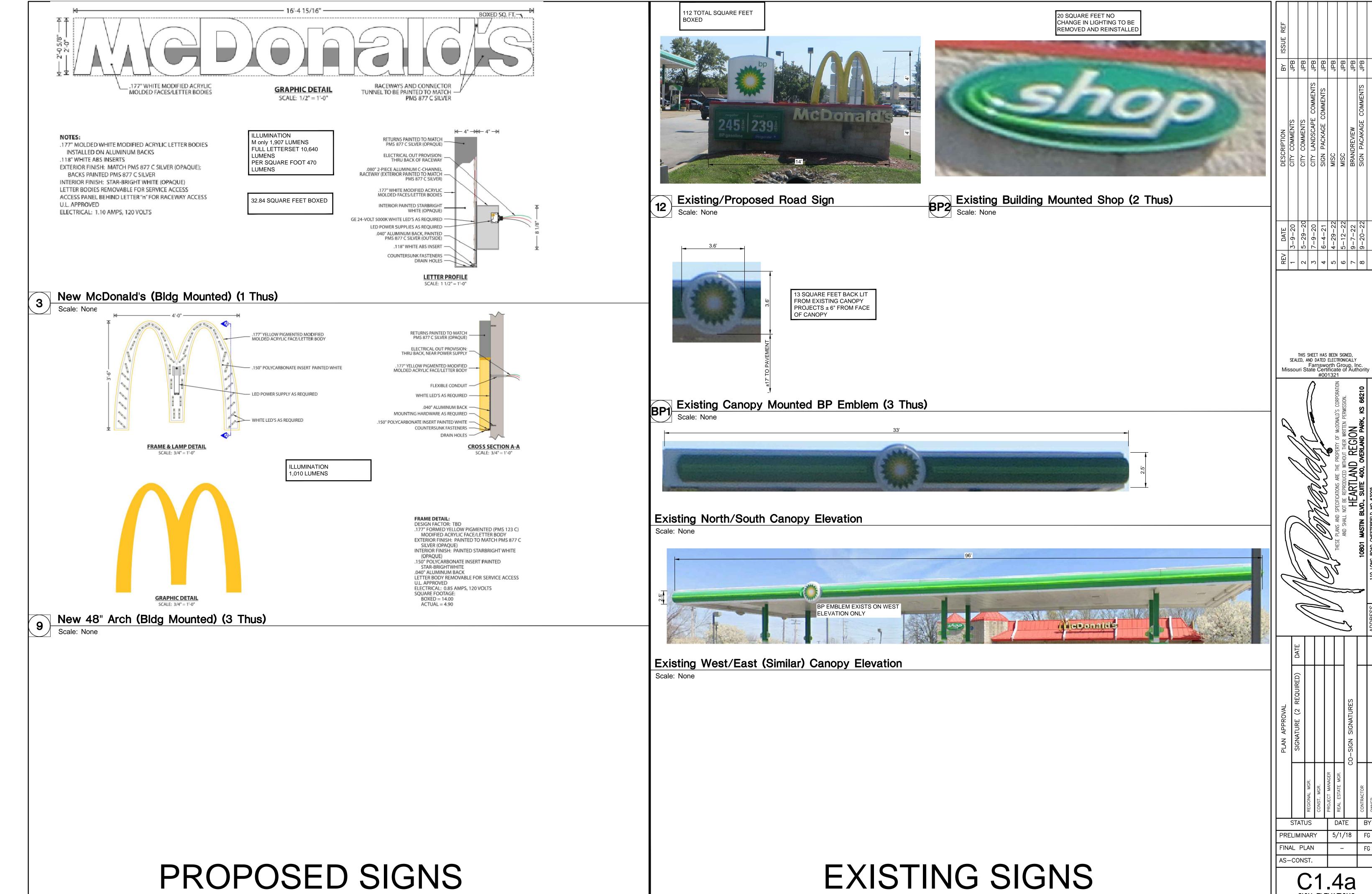
DATE

STATUS

PRELIMINARY

FINAL PLAN

AS-CONST.



SIGN ELEVATIONS

FG JOB NO 0171150.0

