



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

Planning Commission Staff Report

Meeting Date: November 14, 2022

From: Mike Knight, Assistant City Planner 9mK

Location: North of Olive Blvd. and west of River Valley Drive

Description: King of Kings, Sign Package: A Comprehensive Sign Package for a 7.0 acre tract of

land zoned R2 - Residence District located north of Olive Blvd. and west of River

Valley Drive.

SUMMARY

Warren Sign Company on behalf of King of Kings Lutheran Church has submitted a Comprehensive Sign Package for a 7.0 acre tract of landed zoned R2- Residence District. The sole purpose of the Comprehensive Sign Package is to replace an existing freestanding monument sign with a new freestanding monument sign that is not eligible for administrative approval and requires an approved Sign Package.



Figure 1: Aerial of the Subject Site

SITE HISTORY

The subject site was zoned R-2 Residence District by St. Louis County in 1965. The original Site Plan was approved by St. Louis County in 1974 for construction of a Church and school building. The Site Plan has been amended multiple times (1986, 1990, 2004 & 2018) throughout the years to accommodate building and parking expansion.

COMPREHENSIVE PLAN

The subject site is located in Ward 1 of the City of Chesterfield. The Land Use Plan within the City's Comprehensive Plan designates the subject site and all surrounding parcels as Suburban Neighborhood. This land use designation is characterized as land typically developed as a neighborhood for single-family detached homes with uniform housing densities. Buildings are oriented interior to the site and typically buffered from surrounding development by transitional uses, topography, preserved open space, or landscape areas. Below (Figure 2) is the Land Use Plan including the subject site and surrounding parcels.

The current use of the properties to the south, west, and north are all single family homes. To the east is both a Monarch Fire Protection District administrative building and a single family home that was most recently used as a travel agency. As one travels a short distance east from the subject, the corridor increases in commercial activity and residential density.

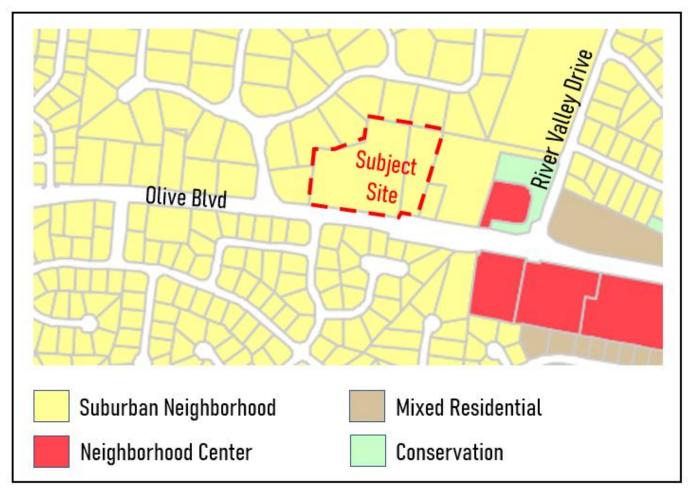


Figure 2: Comprehensive Plan

STAFF ANALYSIS

Existing Conditions

The Subject site has existing signs on the site. The Church itself has an attached wall sign along with multiple canopy signs. The site has directional signs at the entrance and exit which are considered/classified as incidental signs. There is one freestanding monument sign. This sign contains a brick base with a message board attached that requires a manual change in copy. Figure 3 is an image of the existing freestanding monument sign that is 8' 6" tall and 11' in length. The attached packet provides images of all the existing signs on the subject site.



Figure 3: Existing Monument Sign

Sign Package

The purpose of a sign package is to provide comprehensive, complementary and unified signage throughout a single planned zoning district, development or contiguous lots under common ownership. In addition, developments of a certain size, quality, or mix of uses may require special signage consideration. Therefore, in order to encourage superior design, quality and character, comprehensive sign packages allow for specialized review of signs and flexibility from standard signage requirements.

Consideration of flexibility in sign criteria is based on a number of review factors, including, but not limited to, the physical impact of the proposed comprehensive sign package, the quality of the proposed comprehensive sign package, and mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts.

The sole purpose of the Comprehensive Sign Package is to replace an existing freestanding monument sign with a new freestanding monument sign that is not eligible for administrative approval and requires an approved sign package.

City Staff may administratively approve a sign permit application that depicts one freestanding monument sign that is no more than 6' in height above the average existing finished grade at the base of the sign and in which the total outline area of signage per face shall not exceed 50 square feet.

The applicant is requesting one freestanding monument sign that is 6' in height. The sign has 3 signage areas, in which one of the areas utilizes an Electronic Message Center (EMC). Both the total outline area of signage and the utilization of an EMC exceeds what staff may approve and thus requires the Comprehensive Sign Package process for approval.

The applicant has submitted the required narrative statement as part of the application. The applicant states the purpose of the new sign is to increase visibility on Olive Blvd., modernize the appearance, and keep the community informed of the services King of Kings Lutheran Church offer. A full copy of the applicant's narrative may be found in the attached Planning Commission packet.

Electronic Message Center

The Unified Development Code has specific requirements for Electronic Message Centers. The proposed EMC complies with all of the requirements stated below.

- **Duration Of Image Display**. Each image displayed shall have a minimum duration of thirty (30) minutes.
- **Presentation**. The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, twirl, change color, or in any manner imitate movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted.
- **Transition**. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.
- Dimmer Control. The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.
- **Brightness**. The electronic message center shall not exceed a maximum of seven thousand (7,000) nits during daylight hours and a maximum illumination of six hundred (600) nits between sundown and sunrise measured from the sign's face at maximum brightness.
- **Fluctuating Or Flashing Illumination**. No portion of the electronic message center may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement.
- Malfunction And Non-Compliance. In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one (1) position.
- **Resolution And Pixel Spacing**. The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
- **Angle**. When the interior angle formed by the faces of a V-shaped sign is less than one hundred eighty degrees (180°), both faces of the sign must display the same image.

The Unified Development Code also states that In considering a sign package that includes an electronic message center, the Planning Commission shall consider the following additional items in their review:

- Proximity of the proposed electronic message center to other similar signs;
- Proximity and impact on adjacent land uses with particular consideration given to residential properties and uses;

- Impact of the total amount of signage on the site in conjunction with the use of the electronic message center;
- Nature and character of the roadway on which the project is located;
- Nature and character of the proposed use and area within which the project is located;
- Size of the project and roadway frontage; and
- Resolution of proposed sign accounting for size of sign, roadway characteristics, and other relevant features

The subject site has approximately 630 feet of frontage along the major arterial roadway known as Olive Boulevard. Olive is owned and operated by the Missouri Department of Transportation and has a posted speed limit of 45 miles per hour. The nearest approved electronic message centers are 3,100 and 3,600 linear feet away, both east of the subject site and on the south side of Olive Blvd. The first (3,100 feet) is for a furniture store approved by the City of Chesterfield Board of Adjustment in 2003. The other (3,600 feet) is for a church monument sign. Although the church sign was approved by the City of Chesterfield City Council in June of 2021, the sign has not been constructed to date.

Signage Outline Area

As previously referenced the Unified Development Code permits City Staff to administratively approve one signage outline area not to exceed 50 square feet. The applicant is requesting three signage areas for a total outline area just over 60 square feet. Below (Figure 4) depicts the 3 outline areas within the one free standing monument sign.



Figure 4: Proposed Monument Sign

Landscape

All permanent freestanding signs shall have landscaping, which may include, but not be limited to, shrubs, annuals, and other materials, adjacent to the sign base or structural supports. The applicant is proposing dwarf evergreen or lantanas surrounding the sign.

STAFF RECCOMENDATION

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

MOTION

The following options are provided to the Planning Commission for consideration relative to the application:

- 1.) "I move to approve (or deny) the King of Kings Sign Package."
- 2.) "I move to approve the King of Kings Sign Package with the following conditions..." (Conditions may be added, eliminated or modified)

Attachments: Planning Commission Packet

Comprehensive Plan Sign Regulations

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 sign requirements (Section 405.04.050) of the City of Chesterfield Unified Development Code.

I. SIGNS - FREESTANDING

A. ONE FREESTANDING SIGN PERMITTED

- 1. Maximum height of the freestanding sign is 6 feet tall
- 2. Three signage areas are permitted on both sides of the one sign
 - a. Signage Area 1
 - a) Outline area shall not exceed 10 square feet
 - b. Signage area 2
 - a) Outline area shall not exceed 18 square feet
 - c. Signage area 3
 - a) Outline area shall not exceed 32.2 square feet
 - (i) In addition, Signage Area 3 is permitted the use of an Electronic Message Center that shall comply with the following:
 - 1. **Duration of image display.** Each image shall have a minimum duration of 30 minutes.
 - 2. **Presentation**. The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, twirl, change color, or in any manner imitate movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted.
 - 3. **Transition**. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.

- 4. Dimmer Control. The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.
- 5. Brightness. The electronic message center shall not exceed a maximum of seven thousand (7,000) nits (candelas per square meter) during daylight hours and a maximum illumination of six hundred (600) nits (candelas per square meter) between sundown and sunrise measured from the sign's face at maximum brightness.
- 6. Fluctuating Or Flashing Illumination. No portion of the electronic message center may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement.
- 7. **Malfunction And Non-Compliance.** In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one (1) position.
- 8. **Resolution And Pixel Spacing. The** electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
- 9. **Angle.** When the interior angle formed by the faces of a V-shaped sign is less than one hundred eighty degrees (180°), both faces of the sign must display the same image.
- II. This document shall be read as a whole and any inconsistency to be integrated to carry out the overall intent of the document.

November 14th 2022

Comprehensive Sign Package



Purpose of a new sign for King of Kings.

Visibility - Between the easement restrictions, the curve on Olive from the West, and the surroundings, our current sign is not very visible for the community, especially from the West.

Modernization - Our current sign looks like a relic from the 80s and 90s, even though it is only 20+ years old, and it is important that we communicate to our community, guests and members that we are modernized and up to the Chesterfield image.

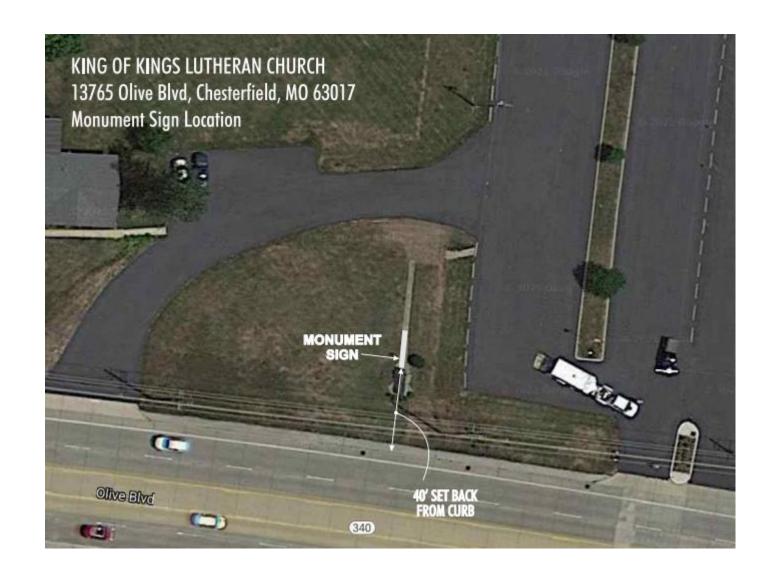
Serving Chesterfield - we want to keep the community informed of what we have to offer here at King of Kings. We offer many services to the Chesterfield residents.

- Amazing Preschool (which is always in high demand for our community)
- Multiple ministries for Adult, Young Adults, Seniors, and children
- Counseling through GriefShare, CODA, Al-Anon, and GA (Gamblers Anonymous).
- Polling Location
- Neighborhood Association meeting place

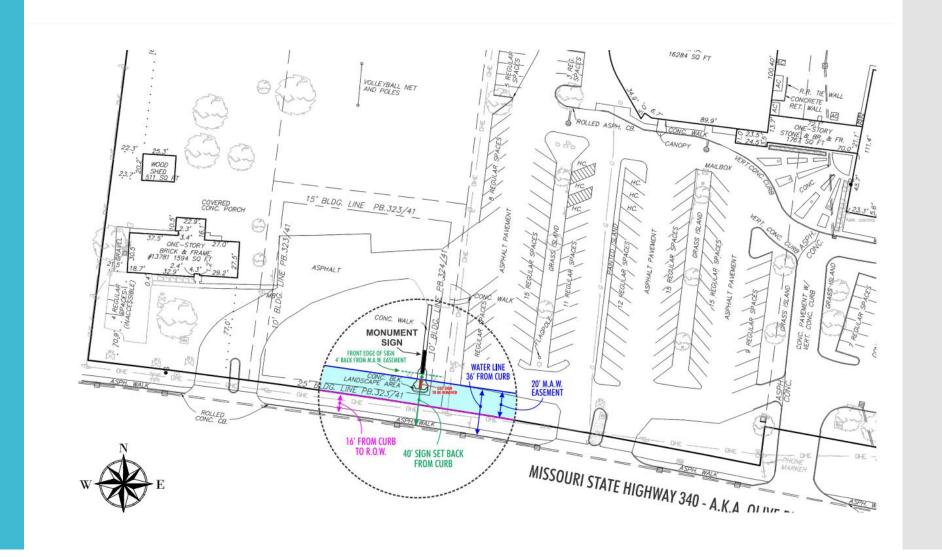
Existing Signage Plan



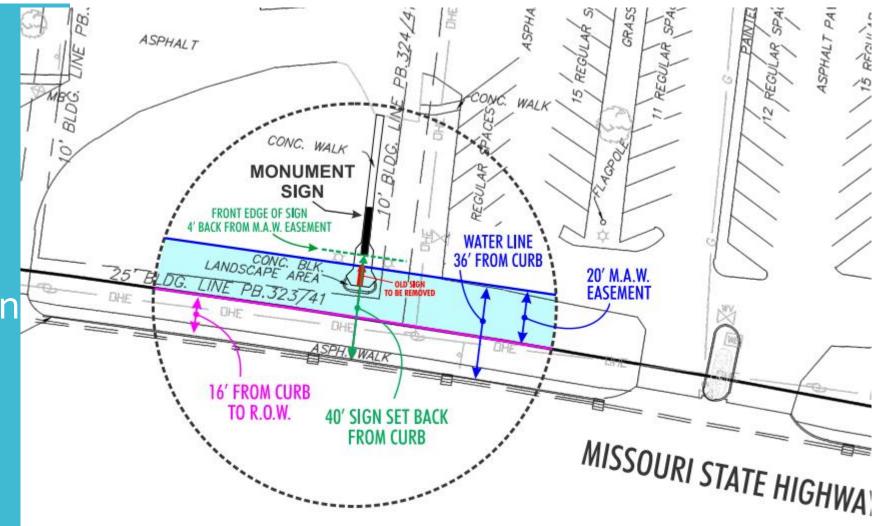
Site of new monument



Site of new monument



Site of new monument 8' back from origin sign



Approval from American Water



September 22, 2022

Gary Gossett King of Kings Lutheran Church 13765 Olive Blvd St. Louis, MO 63017

RE: Easement Encroachment

Dear Mr. Gossett:

This letter is in response to your email correspondence dated September 6, 2022 requesting an encroachment of a commercial sign structure on the 20' wide easement, as shown highlighted on the attached drawing of 13765 Olive Blvd.

Missouri-American Water Company has no objection to the installation of said commercial sign, as long as the sign is located outside of our 20' wide easement.

Should you have any questions, please contact me at (314) 996-2324.

Sincerely.

Terrance Green

American Water

727 Craig Road St. Louis, MO 63141 USA

T +1 314 996 2324 F +1 314 569 3972 E

terrancegreen@mawc.com i www.amwater.com

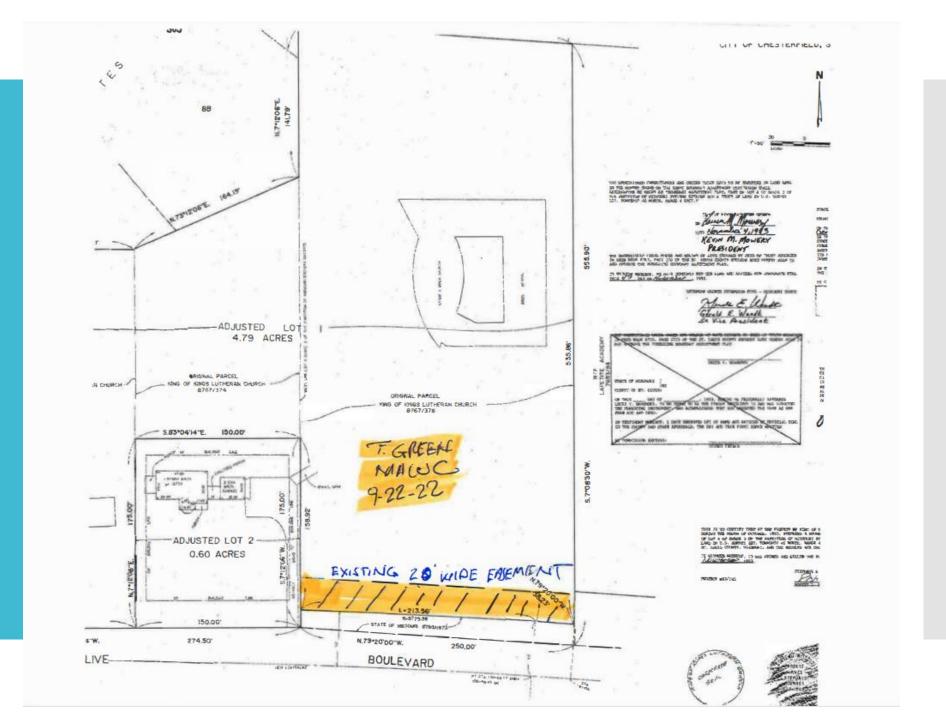
WE KEEP LIFE FLOWING"





amwater.com

Approval from American Water



Current sign to be replaced

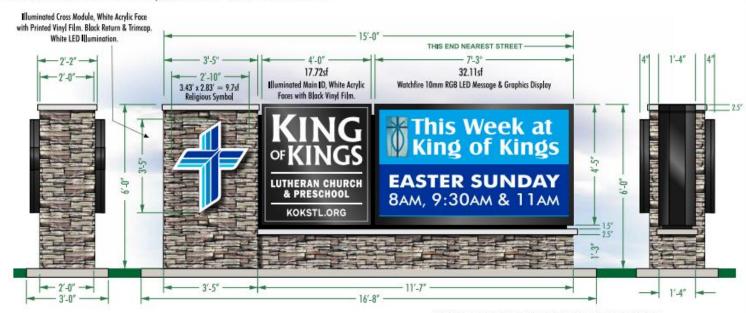
Our goals is to replace existing 20+ year old sign/monument with a larger, more noticeable signage and electronic bulletin board.

Current bulletin board size is $4' \times 6'$



Proposed Sign-

BECAUSE YOU WOULDN'T LET JUST ANYONE SIGN YOUR NAME --



D/F MONUMENT SIGN: 1/2" = 1'-0" (59.53sf)

FURNISH AND INSTALL ONE DOUBLE SIDED MONUMENT SIGN, EXISTING BRICK MONUMENT REMOVAL AND EXCAVATION WORK TO PREP AREA FOR NEW SIGN SHALL BE PERFORMED BY OTHERS. EXISTING PRIMARY ELECTRICAL SERVICE (METER) AT SIGN AREA SHALL BE RECONFIGURED TO ACCOMMODATE NEW SIGN BY WARREN. SIGN SHALL FEATURE A NEW ILLUMINATED MAIN ID CABINET, NEW WATCHFIRE 10MM MESSAGE AND GRAPHICS DISPLAY UNIT. TEXTURE PLUS FAUX STONE VENEER OVER ALUMINUM COLUMN & BASE STRUCTURE WITH ILLUMINATED RELIGIOUS SYMBOL SIGN SHALL BE SUPPORTED BY STEEL UPRIGHTS DIRECT BURIED IN CONCRETE FOOTINGS AS REQUIRED. ID SIGN & EMC CABINETRY SHALL BE ALUMINUM SKIN OVER ANGLE FRAMING PAINTED WITH ACRYLIC POLYURETHANE FINISH (SATIN BLACK). ALL INTERNAL ILLUMINATION SHALL BE BY WHITE LEDS POWERED BY LOW VOLTAGE POWER SUPPLIES. ALL ELECTRICAL COMPONENTS SHALL BE UL LISTED. SIGN SHALL HAVE A UL LISTED DISCONNECT SWITCH AND BEAR A UL LABEL. ALL FINAL EARTH WORK. LANDSCAPING SHALL BE PERFORMED AND PROVIDED BY OTHERS.



EXISTING SIGN ELEMENTS SHALL BE REMOVED FROM MONUMENT & DISPOSED BY WARREN SIGN. BRICK MONUMENT DEMOLITION & AREA EXCAVATION WORK SHALL BE BY OTHERS.





THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES, THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. | COPPRIGHT © 2001 MARREN SIGN COMPANY ALL RIGHTS RESERVED



WARREN SIGN

2955 Arnold Tenbrook Road, St. Louis, WO 63010 P: 636.282.1300 F: 636.282.3388 warrensign.com

KING of KINGS LUTHERAN CHURCH

PROJECT

MONUMENT SIGN REPLACEMENT LOCATION Chesterfield, NO 63017

DATE 3/26/21

SAVED AS

DRAWING NO.

REVISED

DESIGNED BY

Keith Hempen UADP UNION APPLIATED DESIGN PROPERSIONA

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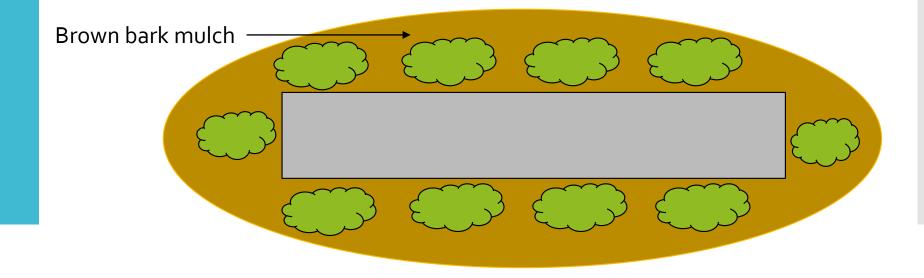


PROUDLY CELEBRATING



Landscape Plan





Sign submittal statements:

- 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.
- 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 04-05 of the Unified Development Code.
- The quality and capabilities of the EMC offer flexibility to meet current city standards.

EMC Specifications

PRODUCT SPECIFICATIONS

Pixel Pitch: W10mm LED RGB

Pixel Matrix: 120 X 210

Cabinet Size: 4ft 5in H x 7ft 3in L x 5in D

Viewing Area: 4ft H x 7ft L

Cabinet Style: Double Face Twinpak (Slim)

Character Size: 15 lines / 42.0 Characters at a 3" type

Approx. Weight: 727.00 Lbs.

Warranty: Standard 5 Year Watchfire warranty applies.

Mfg. Lead Time: 3-6 weeks (after this document is signed &

returned and receipt of down payment).

returned and receipt of down payment).

Electrical Service: 120 VOLT 34.0 amps (17.00 per face) Single

Phase Service. Refer to the Installation manual for details on wiring. Based on 18 hours of operation a day, plus or minus 10% depending on how the sign is programmed.

Example: 21.2 KWHrs a day x \$0.07 =

\$1.48/Day

STANDARD FEATURES

Brightness Daytime 7000 NITs Maximum; Nighttime 700

NITs Maximum

Color LED RGB

Color Capability Min. 1.2 Quintillion
Includes Ignite Graphics Software

Video Up to 30FPS

Viewing Angles 150 Horizontal/95 Vertical

OPTIONS

Software Ignite OPx

Communications OPx - 4G Wireless w/ Life-of-Sign Cellular

Data Plan

Software Training Web Based Software Training

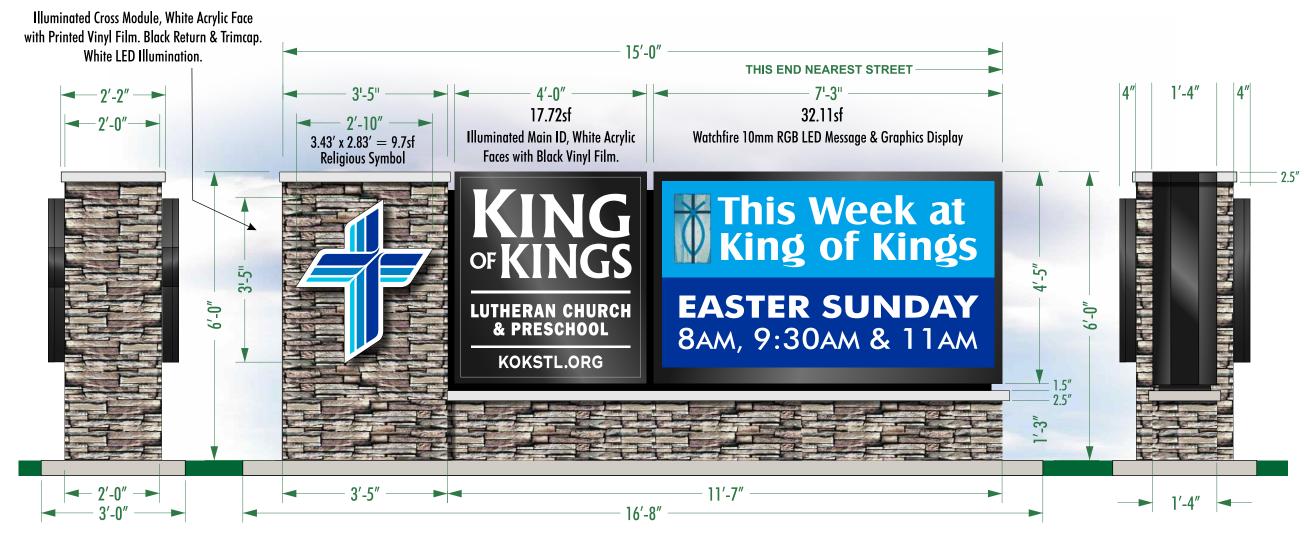
Cabinet Separation Standard Up To 15 Feet Power Requirements Standard As Quoted

Temperature Sensor w/100-Step Photocell w/15 ft Cable

Sign Mounting Kit Not Ordered / Not Required
Warranty Standard 5-Year Parts Warranty
Personal Computer PC Not ordered. Ignite Included

Technician On-Site Not Ordered
Spare Parts Kit Not Ordered
Custom Artwork Not Ordered

OPx Customer Email (required):



D/F MONUMENT SIGN: 1/2" = 1'-0" (59.53sf)

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TEXTURE PLUS
LEDGESTONE SELECT
CREAM FROST

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WARREN SIGN

2955 Arnold Tenbrook Road, St. Louis, MO 63010 P: 636.282.1300 F: 636.282.3388 warrensign.com

- C L I E N T
 KING of KINGS LUTHERAN CHURCH
- PROJECT
 MONUMENT SIGN REPLACEMENT
- LOCATION
 13765 Olive Blvd.
 Chesterfield, MO 63017
- D A T E 3/26/21
- S A V E D A S KOK MONSIGN OPTION B
- DRAWING NO. JK 031621
- R E V I S E D
- DESIGNED BY Keith Hempen UADP

UNION AFFILIATED DESIGN PROFESSIONAL

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PROUDLY CELEBRATING



(l)

BECAUSE YOU WOULDN'T LET JUST ANYONE SIGN YOUR NAME TO LET JUST ANYONE SIGN YOUR SIGN YOUR SIGN YOUR NAME TO LET JUST ANYONE SIGN YOUR SIGN 15'-0" **~** 2′-2″ **→** THIS END NEAREST STREET 2'-0" 4'-5" 4"---10'-0" 2.5" 1′-3″ GRADE **4**"-69.37" **←** 24" **►** 46.5" **←** 24" **←** 30.5" monument sign pipe & footing detail: 1/2" = 1'-0" 16'-8" 4" steel pipe concrete 0 in concrete mow pad footing **→** 30.5" **→** 46.5" 69.37" 53.62"

plan view: 1/2" = 1'-0"



WARREN SIGN

2955 Arnold Tenbrook Road, St. Louis, MO 6301 P: 636.282.1300 F: 636.282.3388 warrensign.com

- C L I E N T KING of KINGS LUTHERAN CHURCH
- PROJECT
 MONUMENT SIGN PIPE & FOOTING DETAIL
- LOCATION 13765 Olive Blvd. Chesterfield, MO 63017
- D A T E 3/11/22
- S A V E D A S KOK PIPE & FOOTING DETAIL
- DRAWING NO. JK 031621B
- R E V I S E D 4/8/22
- DESIGNED BY
 Keith Hempen UADP

UNION AFFILIATED DESIGN PROFESSIONAL

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PROUDLY CELEBRATING





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Terrance Green

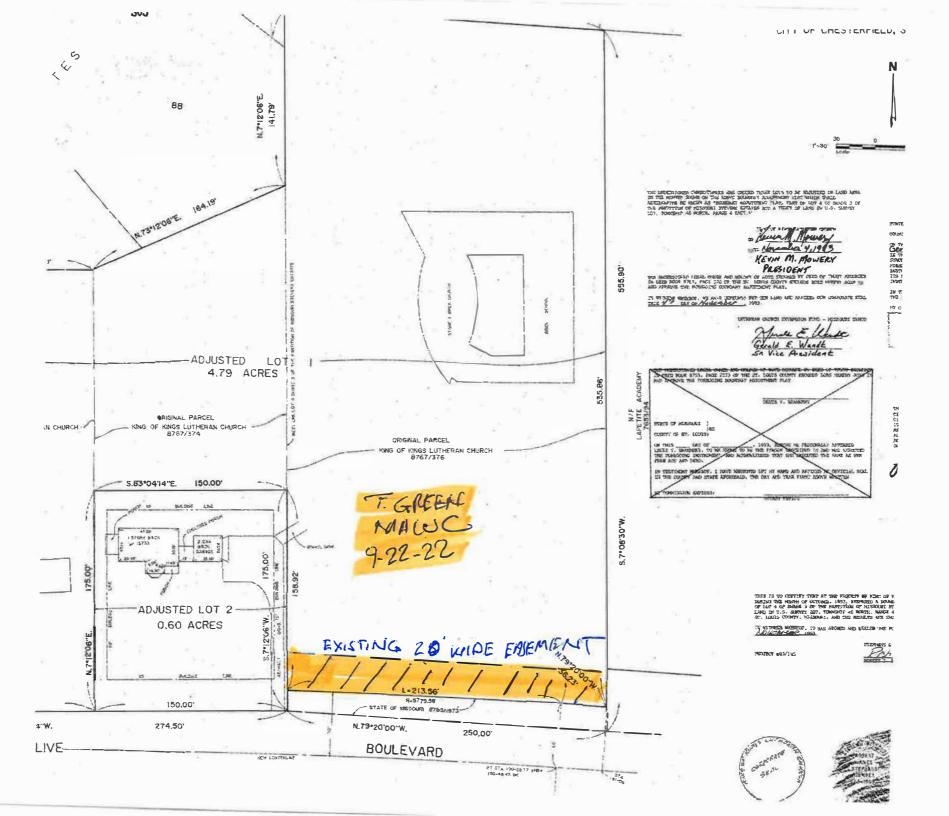
American Water

727 Craig Road St. Louis, MO 63141 USA

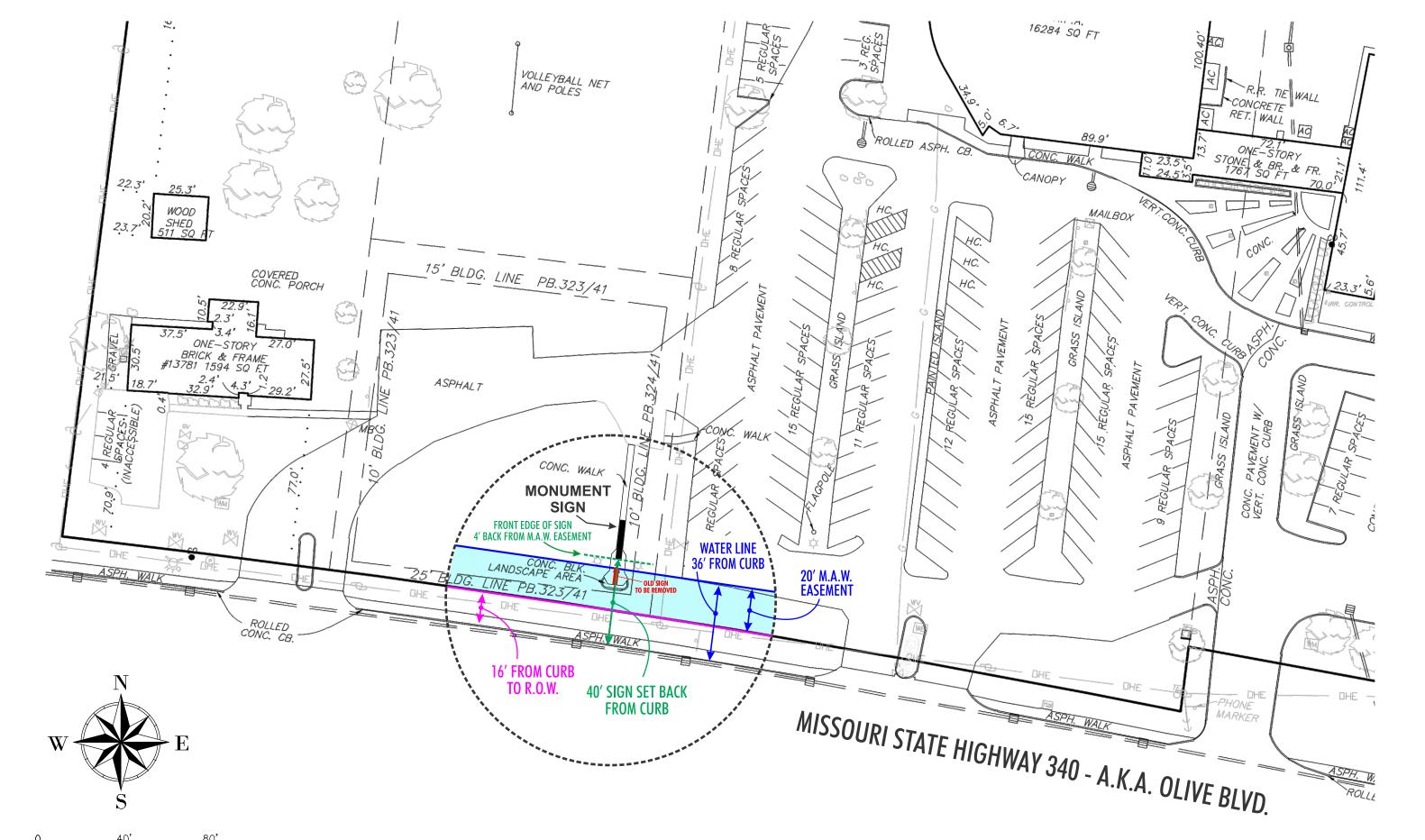
T +1 314 996 2324 F +1 314 569 3972

Ε

terrancegreen@mawc.com l www.amwater.com







SCALE: 1"= 40'