

Planning Commission Staff Report

Project type:	Sign Package
Meeting Date:	December 12, 2022
From:	Shilpi Bharti, Planner <i>SB</i>
Location:	Shelbourne Senior Living.
Description:	Shelbourne Senior Living Sign Package: A Sign Package request for Shelbourne Senior Living located on 8.2 acres of land zoned UC – Urban Core District.

PROPOSAL SUMMARY

Dover Development has submitted a Sign Package for Shelbourne Senior Living. The applicant is requesting two monument signs along Chesterfield Parkway West.

HISTORY OF SUBJECT SITE

In 1973, prior to the City's incorporation, this site was zoned "C8" Planned Commercial District following the St. Louis County Ordinance 6815. The site was part of Chesterfield Village Mall. Later in 2018, the site was rezoned from "C8" Planned Commercial to "UC" Urban Core District following the City of Chesterfield Ordinance 2980. The Site Development Plan for the site was approved in 2018. Later in 2021, Site Plan was amended to include minor changes to the building and courtyard. The Amended Site Development Plan was approved by Planning Commission in 2021. The site does not have a comprehensive sign package and currently follows the UDC sign requirements.



Figure 1: Subject Location

SURROUNDING LAND USE AND ZONING

The property is surrounded by “C8” Planned Commercial on the north and east sides. Property west of the subject site is zoned “R8” Residential District, and south of the subject site is zoned “R6” Residential District. In the City of Chesterfield Land use map, the subject site is designated as City Center.

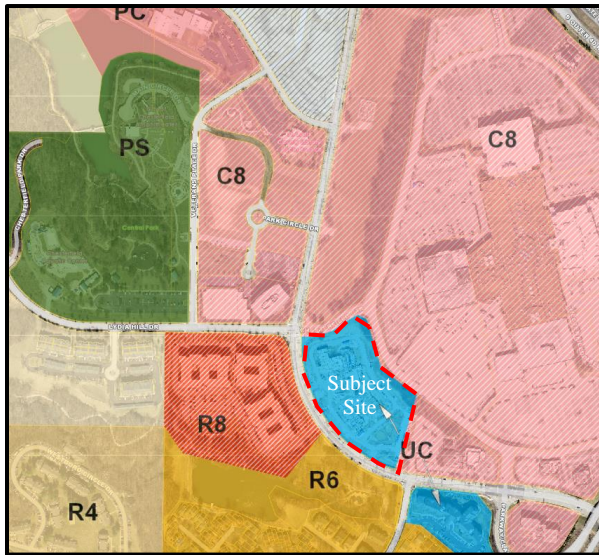


Figure 2: Zoning map

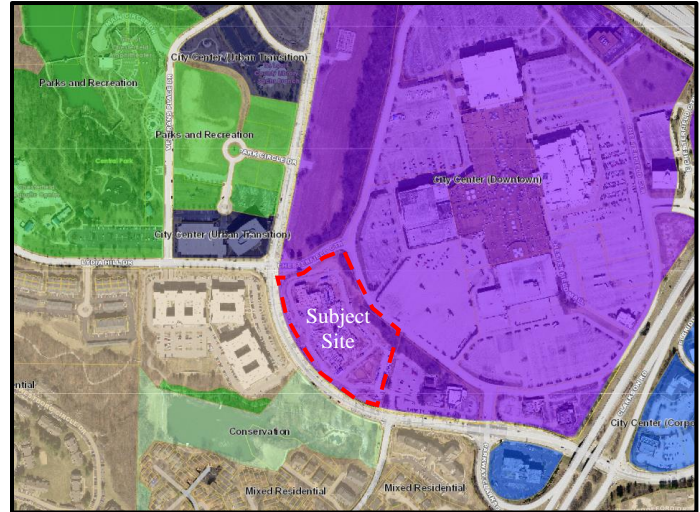


Figure 3: Land use map

STAFF ANALYSIS

The frontage of the subject site is semicircular in shape. The frontage faces Chesterfield Parkway West. The site has one access points from Chesterfield Parkway West and one cross access with the property to the east. The applicant is requesting two monument signs, one at each access. The area of each monument sign will be 12 square feet and will be 4’-8” high. As per City of Chesterfield Unified Development Code, “each developed lot may have no more than one (1) freestanding business sign facing each roadway on which the lot has frontage.”

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

Max. number of Signs Permitted by UDC	Total Requested	Max. height allowed	Max. height proposed	Max. area allowed by UDC	Total Sign area Requested
1 each frontage	2	6’	4’-8”	50 Sqft	24 Sqft

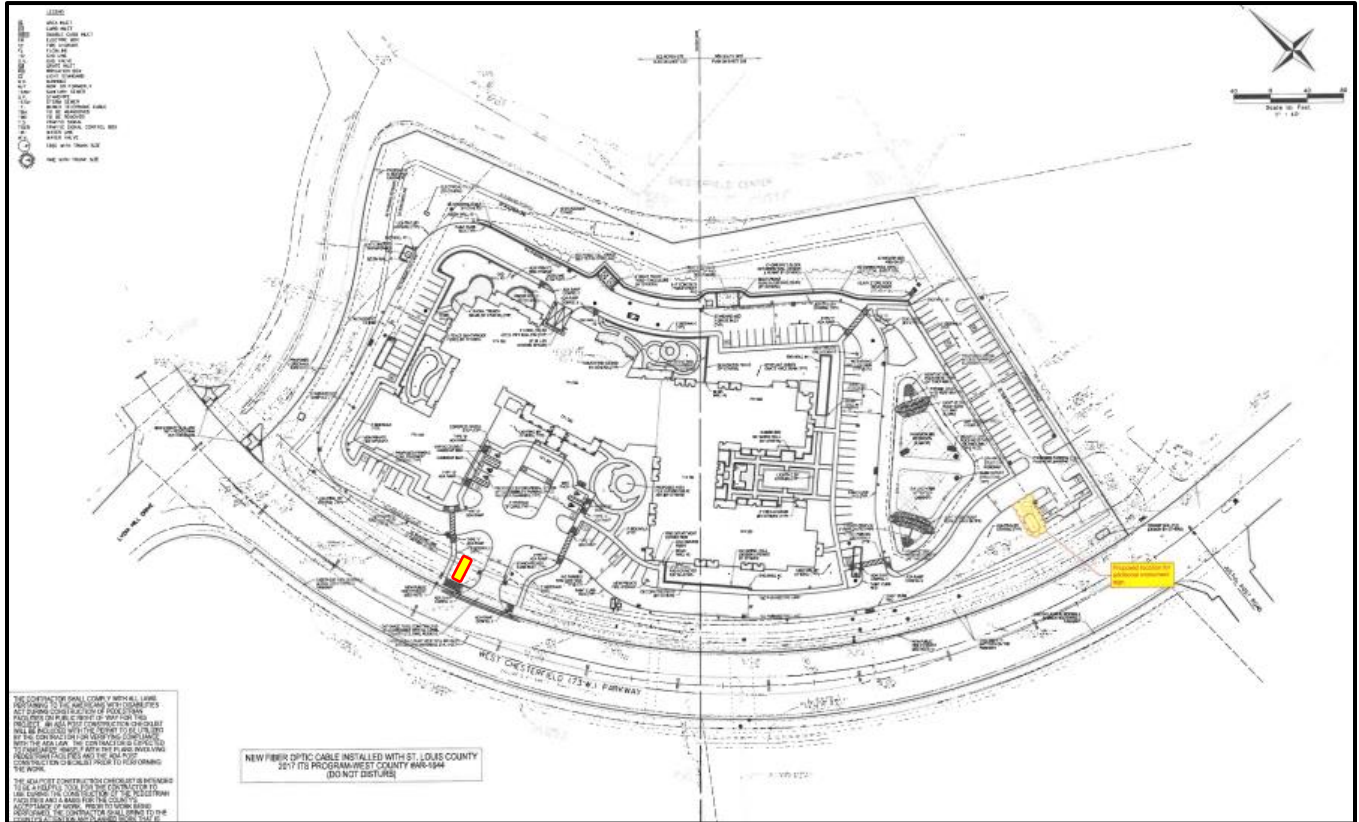


Figure 4: Applicant request

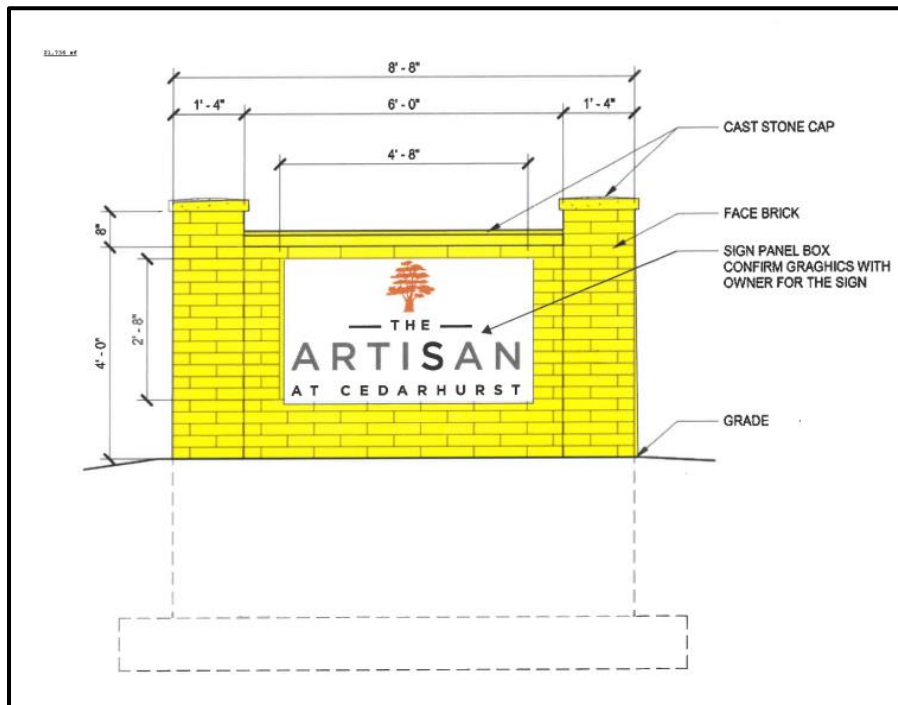


Figure 5: Proposed Monument Sign

STAFF RECOMMENDATION

The applicant has submitted a Sign Package seeking flexibility in the number of signs. The applicant has met all filing requirements for a comprehensive Sign Package. As per City of Chesterfield Unified Development Code, a Comprehensive Sign Package requires Planning Commission approval, 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 Shelbourne Senior Living as presented."
- 2) "I move to approve the Sign Package for Shelbourne Senior Living 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 sign requirements (Section 405.04.050) of the City of Chesterfield Unified Development Code.

I. SIGNS - FREESTANDING

A. TWO FREESTANDING SIGN PERMITTED

1. Maximum height of the freestanding sign is 6 feet tall
2. One signage area is permitted on each monument sign.
 - a. Signage Area
 - a) Outline area shall not exceed 12 square feet

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 11, 2022

City of Chesterfield
Department of Planning
690 Chesterfield Parkway West
Chesterfield, MO 63017

RE: Additional Signage Request for Shelbourne Senior Living, located at 16255 West Chesterfield Parkway, Chesterfield 63017

Zoning: "UC" Urban Core District
Parcel ID: 18S110193

Dear Department of Planning Members:

We are requesting relief from City of Chesterfield Unified Development Code, section 405.04.050 D (the "Code"), specifically, the maximum number of signs allowed. A single, illuminated, 12 square-foot monument sign has been approved for this project and would respectfully request an additional 12 square-foot monument sign for the following reasons.

Our understanding and interpretation of the Code is that although we are requesting an exception related to the *number* of signs, the total *square feet* of the signage at our project will be less than half the maximum square footage allowed by the Code. That is, we are requesting a total of 24 square feet of signage, whereas the maximum allowable is 50 square feet.

Furthermore, the curved shape of the lot frontage combined with the building layout make the placement and usage of a single monument sign problematic from a visibility perspective. In particular, the entrance for the Independent Living ("IL") portion of the building will be easily confused with the entrance to the Assisted Living ("AL") and Memory Care ("MC") if each are not clearly marked.

As you might imagine, the age of the residents and visitors to the facility will be advanced. As such, obvious signage indicating the location of the entrance from Chesterfield Parkway that is both easily visible to all and straightforwardly defines the various portions of the building will be in the best interest of local seniors' health, safety, and wellbeing.

Approving this deviation will in no way be detrimental to the public safety, health, welfare or detrimental to other property or improvements in the neighborhood. In fact, the strict application of the requirements of this applicable zoning ordinance would deprive our project of rights and privileges currently enjoyed by other property owners in the same zoning district.

DOVER DEVELOPMENT
300 Hunter Avenue, Suite 200, St. Louis, MO 63124-2013
tschurmann@dover-development.com
O: (314) 500-0648
M: (314) 707-7668



Finally, we believe our request is consistent with the spirit and purpose of the zoning code, the City of Chesterfield's Comprehensive Plan, and the architectural themes of this development as the proposed new sign will be built to identical specifications of the previously approved monument sign. It will blend seamlessly with developments in the immediate area and will be well within the spirit of the street and community.

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.

Supporting information showing the approved monument sign, location of the proposed second monument sign and graphic designs for both can be found in **Exhibit A** attached.

For these reasons, we formally request relief from the Code so that our sign package can be increased from one sign to two.

Thank you for your consideration and time to review this proposal. Please let us know if you have any other questions or require further information.

Sincerely,

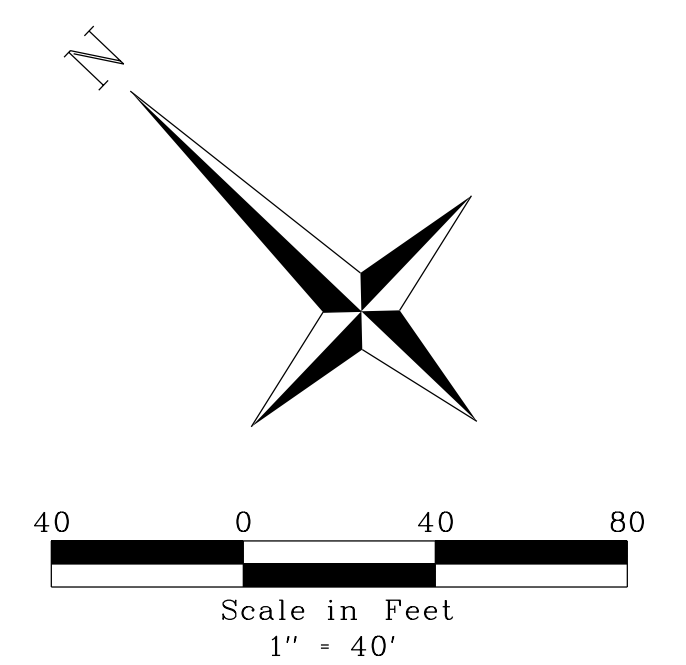
Tim Schurmann
Development Manager



EXHIBIT A

DOVER DEVELOPMENT
300 Hunter Avenue, Suite 200, St. Louis, MO 63124-2013
tschurmann@dover-development.com
O: (314) 500-0648
M: (314) 707-7668

- LEGEND**
- AREA INLET
 - CURB INLET
 - DOUBLE CURB INLET
 - ELECTRIC BOX
 - FIRE HYDRANT
 - FLOWLINE
 - GAS LINE
 - G.V.
 - GRATE VALVE
 - IRRIGATION BOX
 - LIGHT STANDARD
 - MANHOLE
 - N/F
 - NOW OR FORMERLY
 - SAN
 - SANITARY SEWER
 - STANDPIPE
 - STORM SEWER
 - BURIED TELEPHONE CABLE TO BE ABANDONED
 - TO BE REMOVED
 - T.S.
 - TRAFFIC SIGNAL
 - TSCB
 - TRAFFIC SIGNAL CONTROL BOX
 - W.V.
 - WATER VALVE
 - TREE WITH TRUNK SIZE
 - PINE WITH TRUNK SIZE



NEW FIBER OPTIC CABLE INSTALLED WITH ST. LOUIS COUNTY 2017 ITS PROGRAM-WEST COUNTY #AR-1644 (DO NOT DISTURB)

THE CONTRACTOR SHALL COMPLY WITH ALL LAWS PERTAINING TO THE AMERICANS WITH DISABILITIES ACT DURING CONSTRUCTION OF PEDESTRIAN FACILITIES ON PUBLIC RIGHT OF WAY FOR THIS PROJECT. AN ADA POST CONSTRUCTION CHECKLIST WILL BE INCLUDED WITH THE PERMIT TO BE UTILIZED BY THE CONTRACTOR FOR VERIFYING COMPLIANCE WITH THE ADA LAW. THE CONTRACTOR IS EXPECTED TO FAMILIARIZE HIMSELF WITH THE PLANS INVOLVING PEDESTRIAN FACILITIES AND THE ADA POST CONSTRUCTION CHECKLIST PRIOR TO PERFORMING THE WORK.

THE ADA POST CONSTRUCTION CHECKLIST IS INTENDED TO BE A HELPFUL TOOL FOR THE CONTRACTOR TO USE DURING THE CONSTRUCTION OF THE PEDESTRIAN FACILITIES AND A BASIS FOR THE COUNTY'S ACCEPTANCE OF WORK. PRIOR TO WORK BEING PERFORMED, THE CONTRACTOR SHALL BRING TO THE COUNTY'S ATTENTION ANY PLANNED WORK THAT IS IN CONFLICT WITH THE DESIGN OR WITH THE REQUIREMENT SHOWN IN THE CHECKLIST. SITUATIONS MAY ARISE WHERE THE CHECKLIST MAY NOT FULLY ADDRESS ALL REQUIREMENTS NEEDED TO CONSTRUCT A FACILITY TO THE FULL REQUIREMENTS OF CURRENT ADA LAW. IN THOSE SITUATIONS, THE CONTRACTOR SHALL PROPOSE A SOLUTION TO THE ENGINEER THAT IS COMPLIANT WITH CURRENT ST. LOUIS COUNTY / ADA REQUIREMENTS.

IT IS ENCOURAGED THAT THE CONTRACTOR MONITOR THE COMPLETED SECTIONS OF THE NEWLY CONSTRUCTED PEDESTRIAN FACILITIES IN ATTEMPTS TO MINIMIZE IMPACTS THAT HIS EQUIPMENT, SUBCONTRACTORS OR GENERAL PUBLIC MAY HAVE ON THE TOLERANCES AS ESTABLISHED IN THE CHECKLIST.

- GENERAL NOTES**
- PUBLIC FIRE HYDRANTS ALONG CHESTERFIELD PARKWAY WEST MUST HAVE TWO FEET (2) CLEAR SPACE FROM FACE OF CURB TO HYDRANT AND MUST NOT ENCRoACH ON SIDEWALK.
 - WORK ALONG CHESTERFIELD PARKWAY WEST IS TO BE IN ACCORDANCE WITH ST. LOUIS COUNTY STANDARDS AND SPECIFICATIONS.

ADA COMPLIANCE CERTIFICATION:

THIS IS TO CERTIFY THAT THE UNIMPROVED EXISTING SIDEWALK ALONG THE FRONTAGE TO ST. LOUIS COUNTY ROADS MEETS CURRENT ST. LOUIS COUNTY ADA STANDARDS.

RYAN L. HOLMES, P.E.
PE-2017018988

CALL MISSOURI ONE CALL SYSTEMS INC. TWO FULL WORKING DAYS IN ADVANCE OF STARTING

WORK MISSOURI ONE-CALL 1-800-344-7483

THE UNDERGROUND UTILITIES SHOWN HEREIN WERE PLOTTED FROM AVAILABLE INFORMATION AND DO NOT NECESSARILY REFLECT THE ACTUAL EXISTENCE, OR NON EXISTENCE, SIZE, TYPE, NUMBER, OR LOCATION OF THESE OR OTHER UTILITIES. THE GENERAL CONTRACTOR SHALL BE RESPONSIBLE FOR VERIFYING THE ACTUAL LOCATION OF ALL UNDERGROUND UTILITIES IN THE FIELD, SHOWN OR NOT SHOWN, PRIOR TO ANY GRADING, EXCAVATION, OR CONSTRUCTION OF IMPROVEMENTS. THESE PROVISIONS SHALL IN NO WAY ABSOLVE ANY PARTY FROM COMPLYING WITH THE UNDERGROUND FACILITY SAFETY AND DAMAGE PREVENTION ACT, CHAPTER 319, RSMO.

VOLZ Incorporated

ENGINEERING
LAND PLANNING
LAND SURVEYING
TRANSPORTATION
CONSTRUCTION MANAGEMENT

10849 Indian Head Ind'l. Blvd., St. Louis, Missouri 63132
314.426.8212 Main | 314.890.1250 Fax
www.volzinc.com
Certificate of Authority #203

PROJECT NO:		DATE:	
550650		12 MARCH 2021	
REVISIONS			
NO.	DESCRIPTION	DATE	

OVERALL SITE PLAN

10MSD-00589
STL CO. HT 43809
MSD BASE MAP NO. 18S
19S

C04

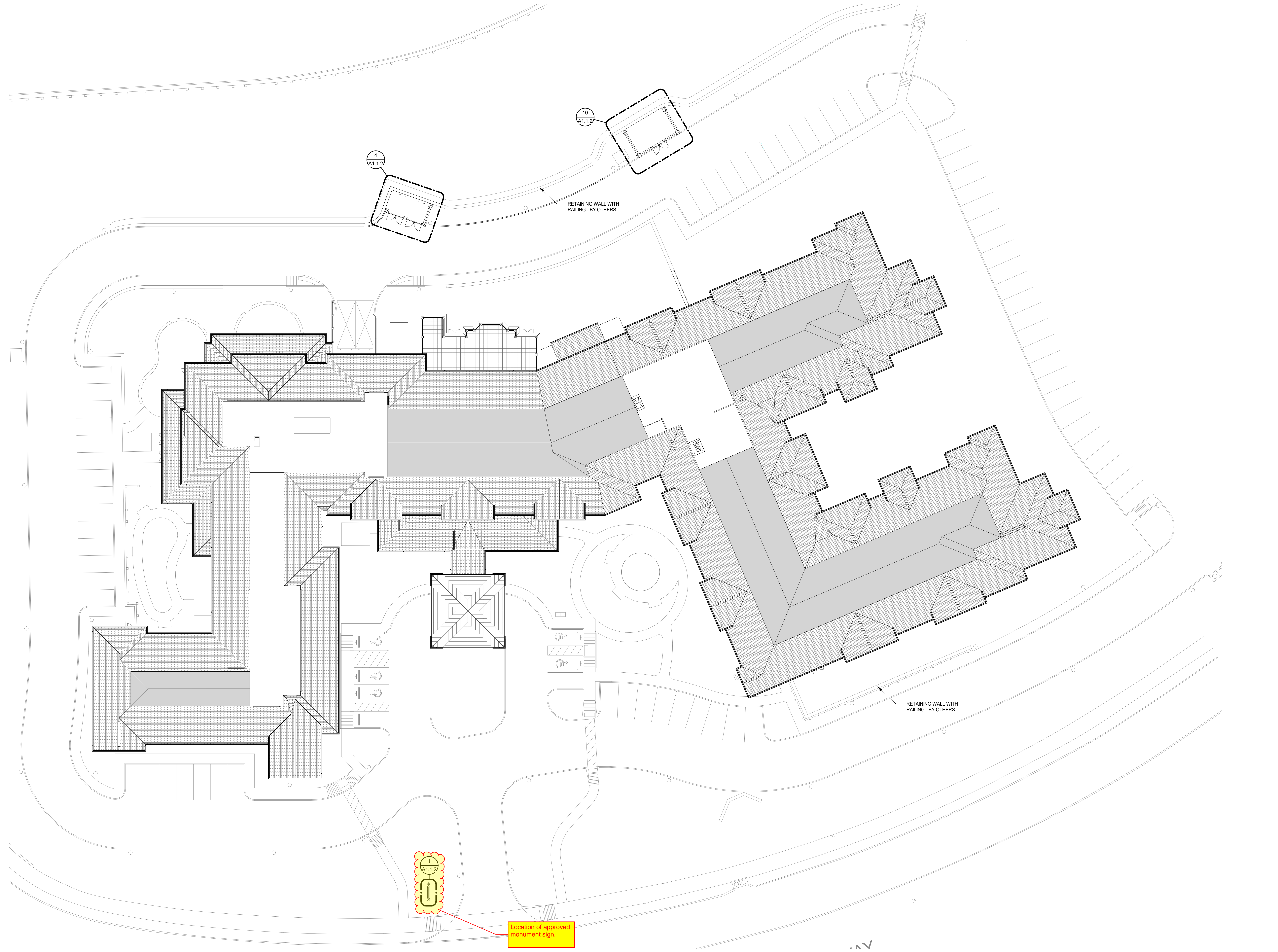
MOSELEY ARCHITECTS

8001 BRADDOCK ROAD, SUITE 400, SPRINGFIELD, VA 22151
PHONE (703) 426-9067 FAX (703) 426-9280
MOSELEYARCHITECTS.COM

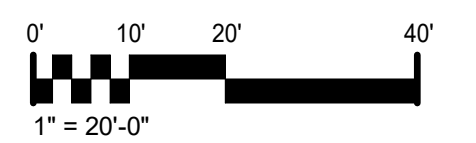
RYAN L. HOLMES, P.E.
Professional Civil Engineer | PE-2017018988

SHELBOURNE CHESTERFIELD

16255 WEST CHESTERFIELD PARKWAY
CHESTERFIELD, MO 63017
SHELBOURNE HEALTHCARE DEVELOPMENT
550650



N
SITE PLAN
 1" = 20'-0"



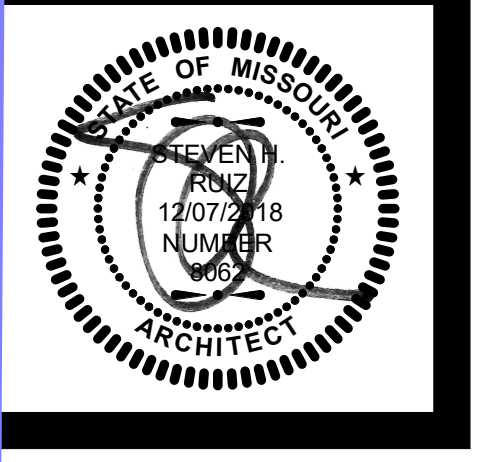
PROJECT NO.	DATE	
550650	12 MARCH 2021	
REVISIONS		
NO.	DESCRIPTION	DATE
0	PERMIT SUBMISSION	03/12/21

**ARCHITECTURAL
 SITE PLAN**

SHELBOURNE CHESTERFIELD
 805 CHESTERFIELD CTR.
 CHESTERFIELD, MO 63017
 SHELBOURNE HEALTHCARE DEVELOPMENT
 550650

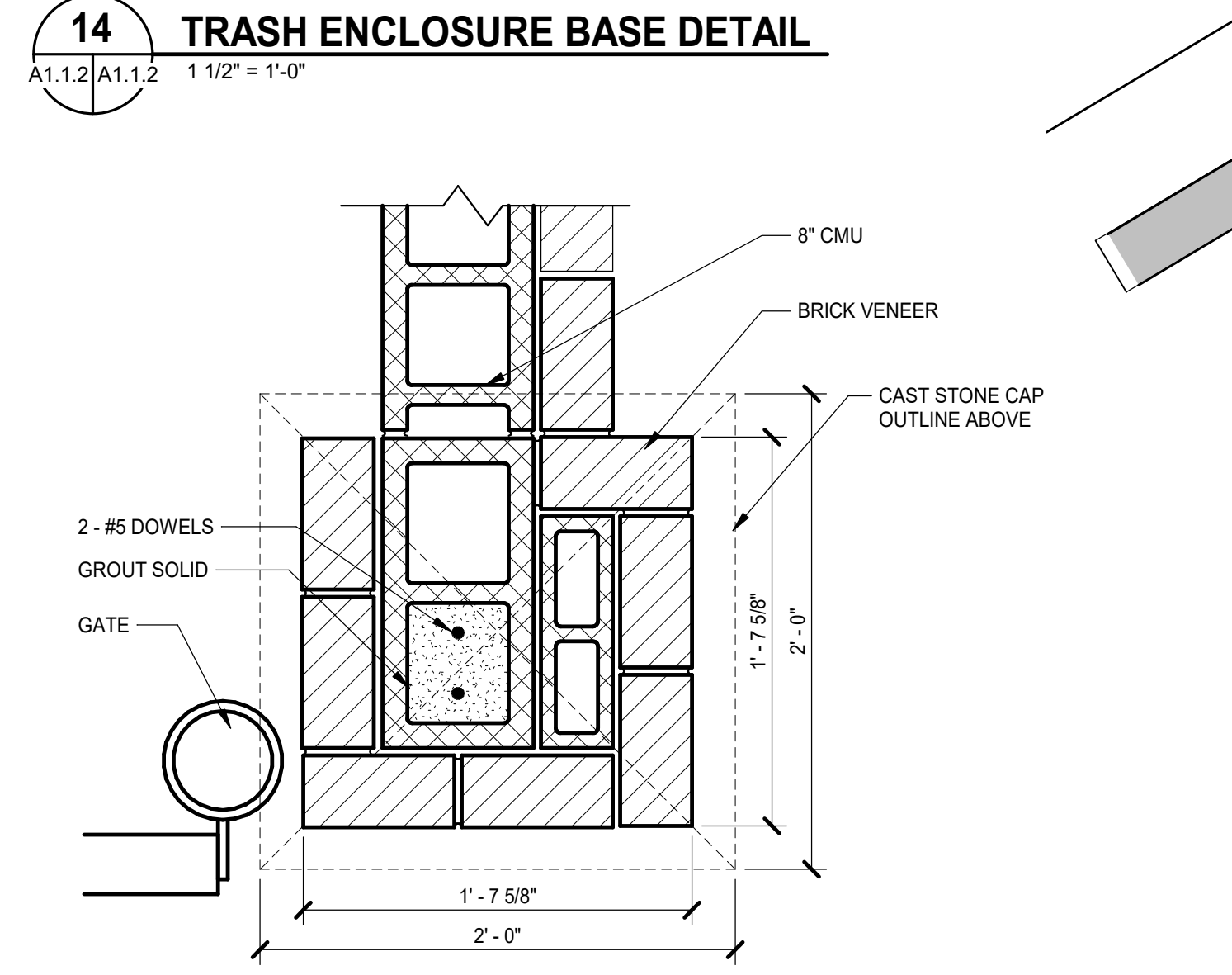
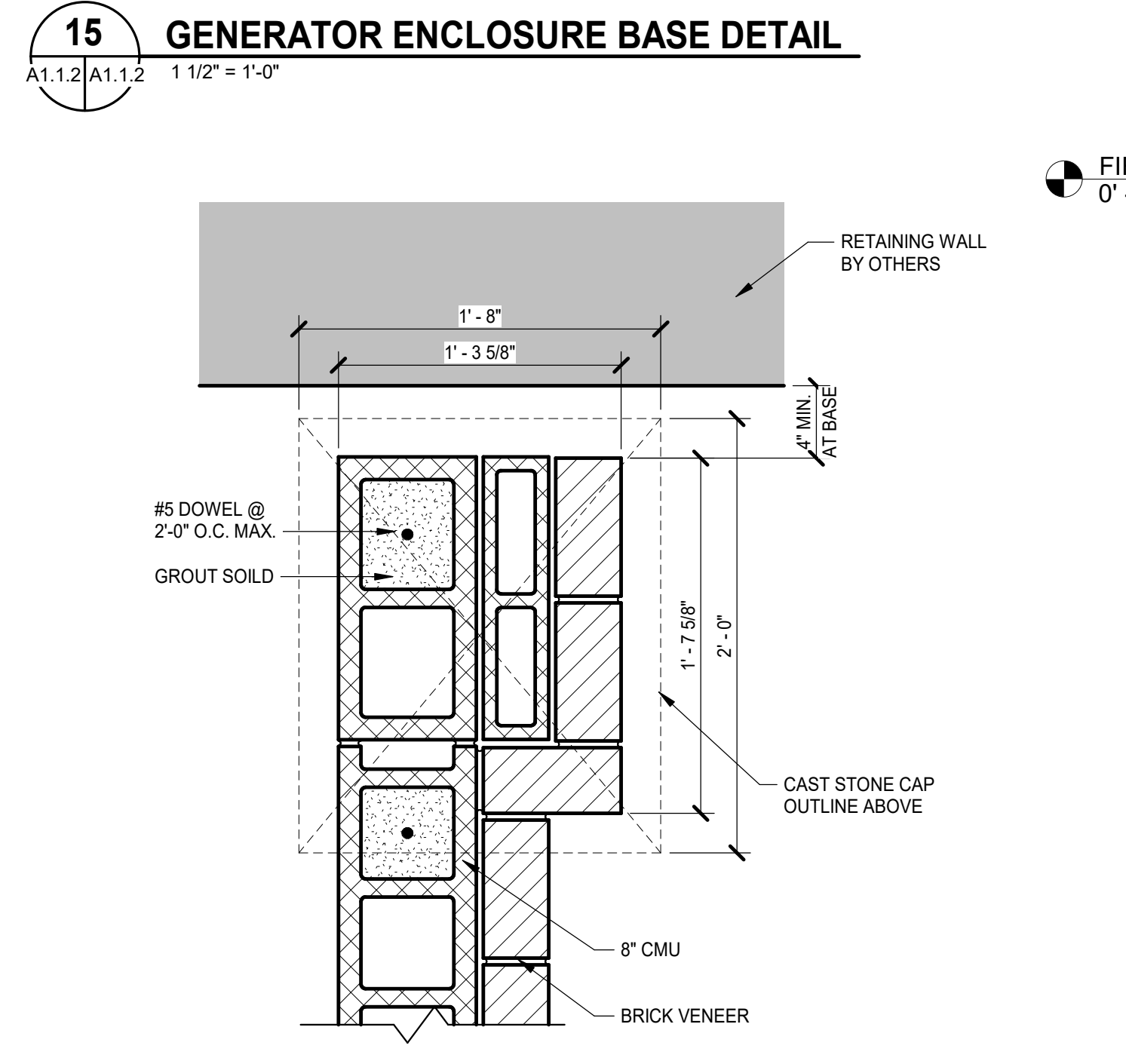
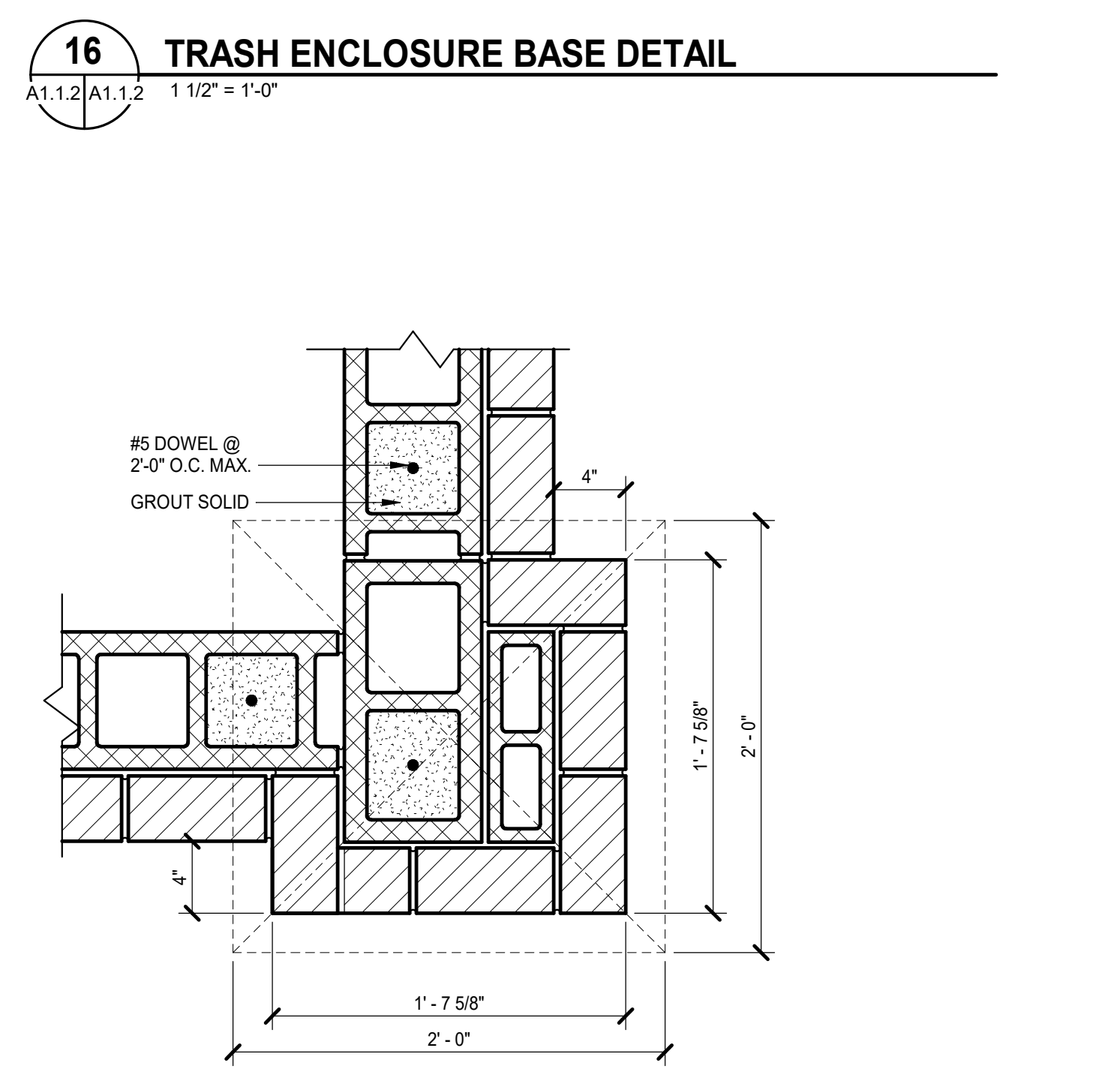
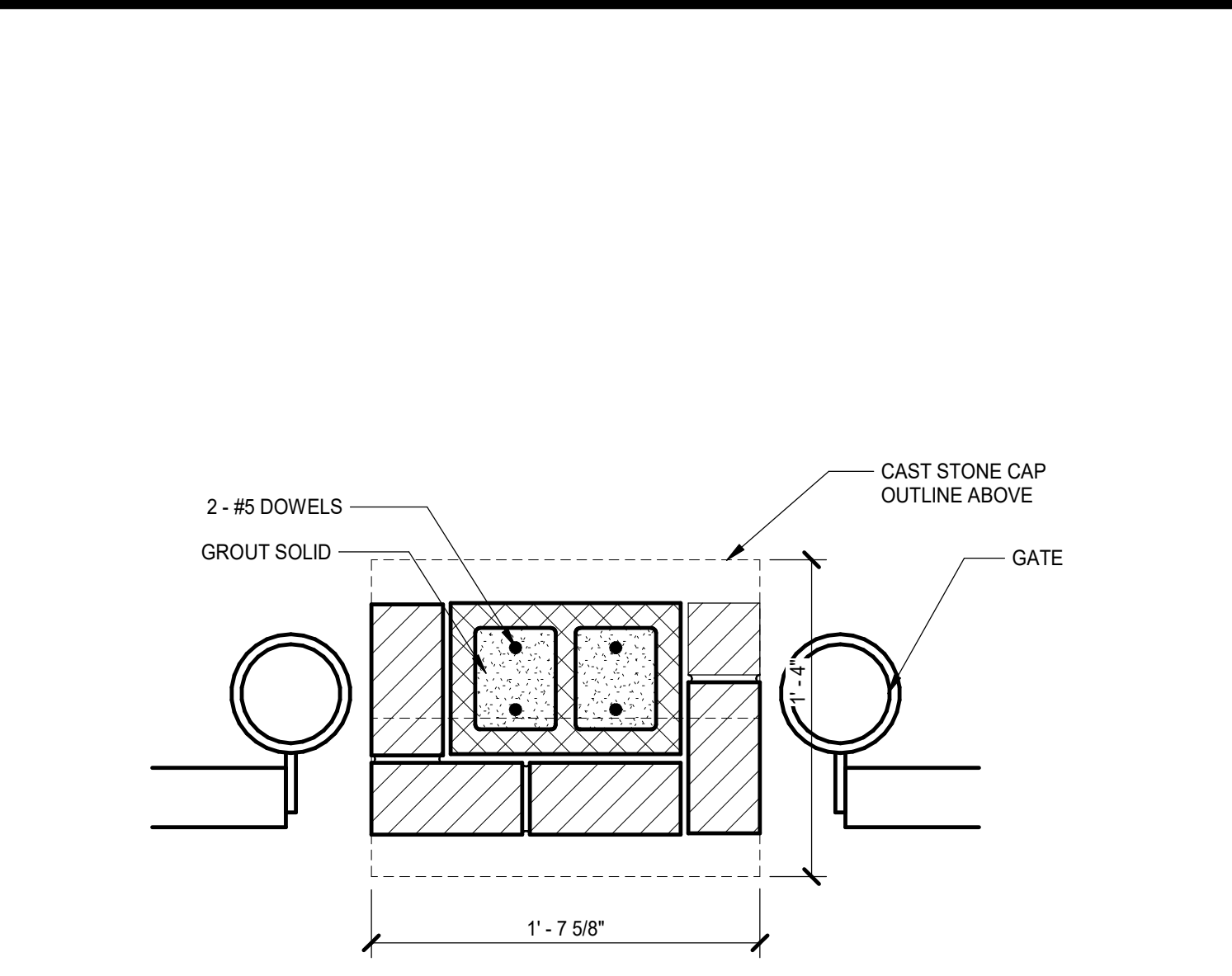
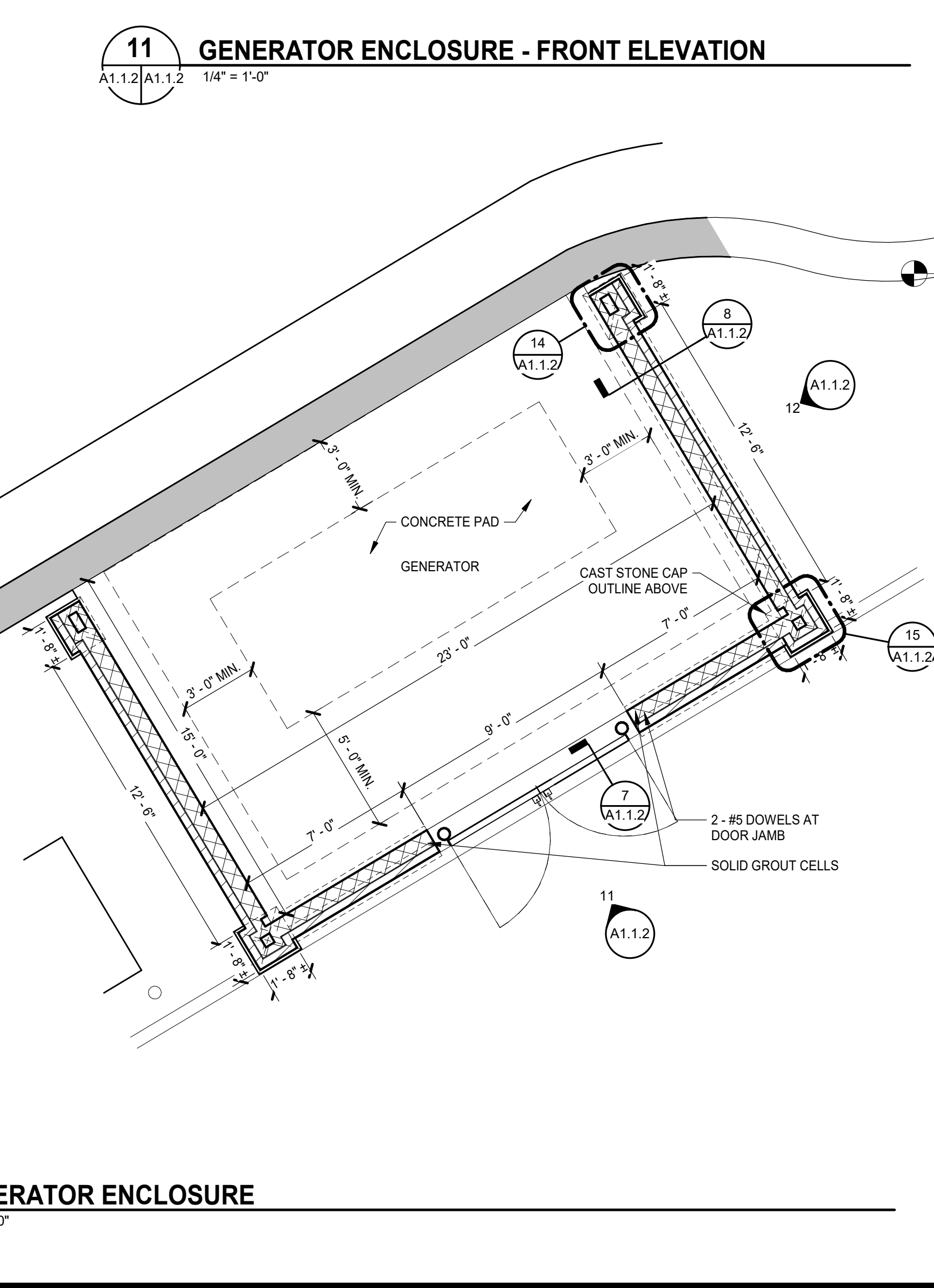
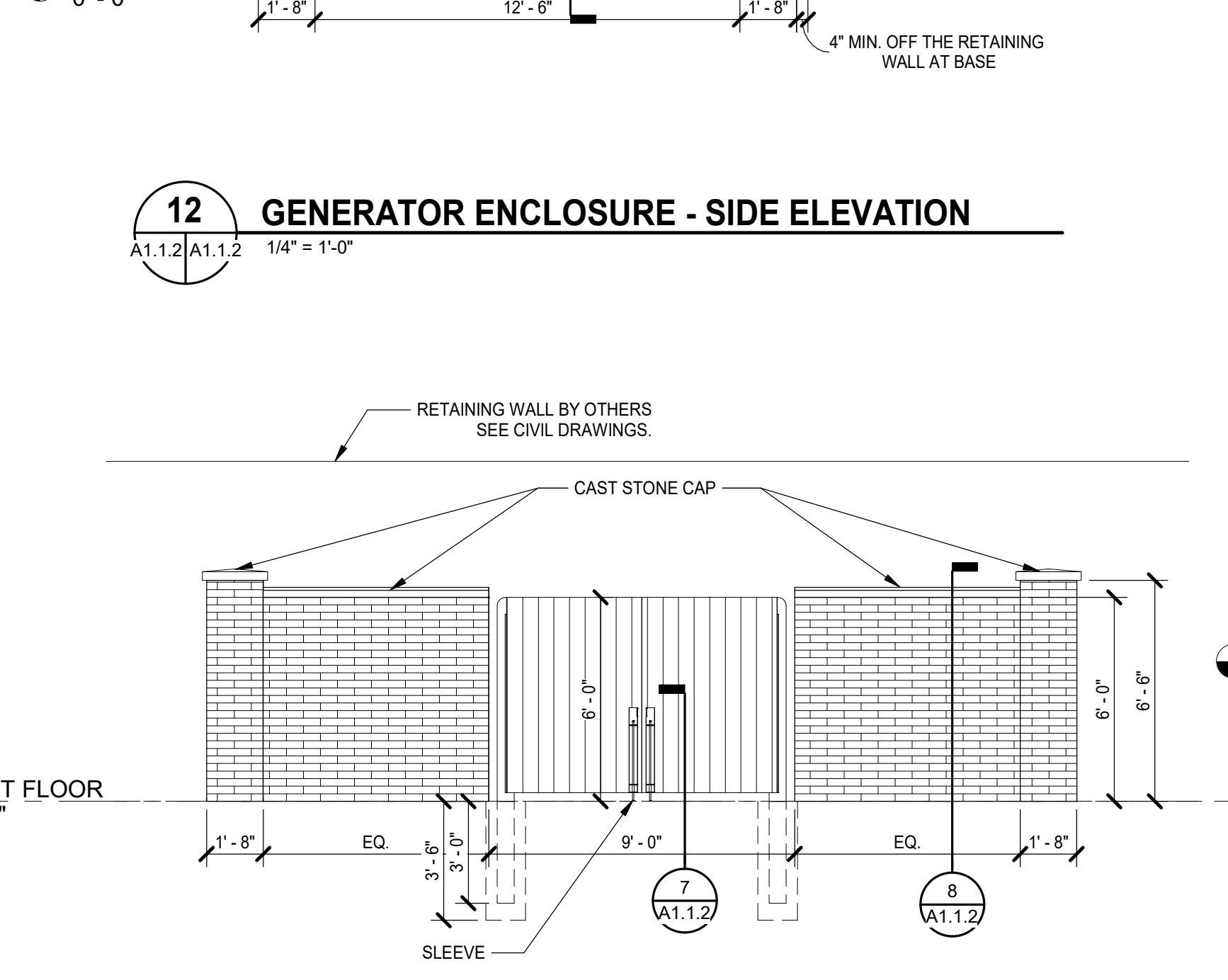
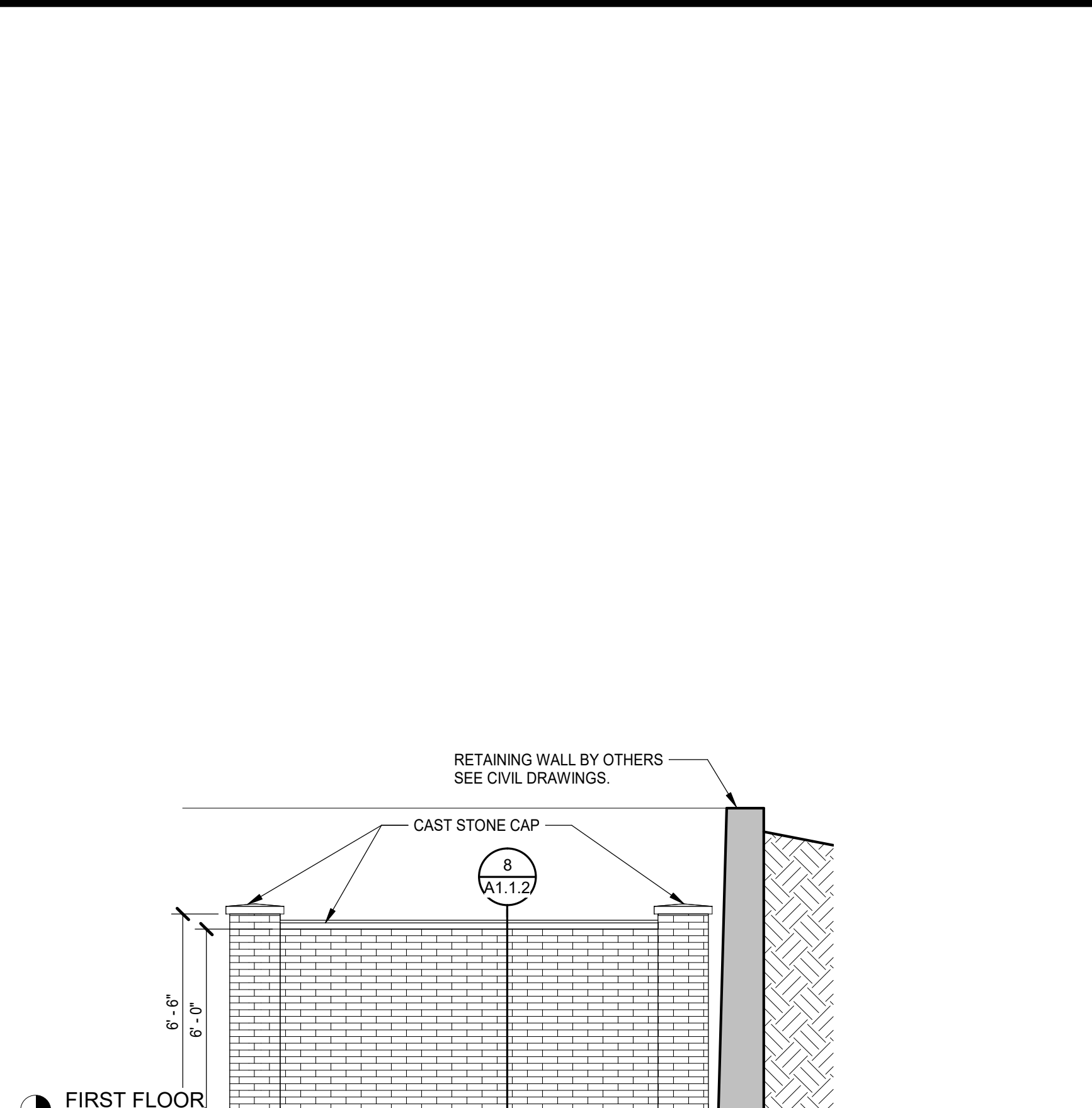
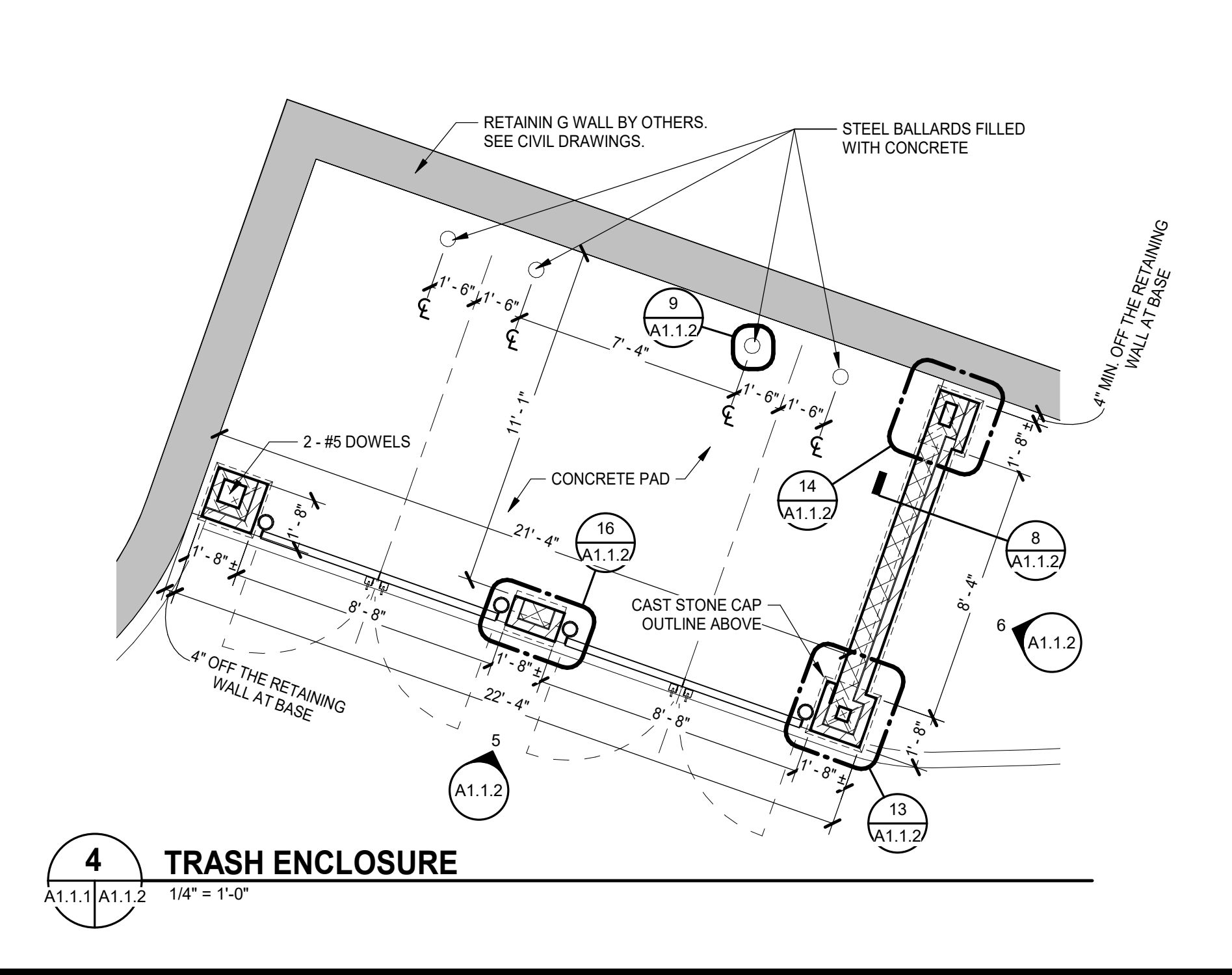
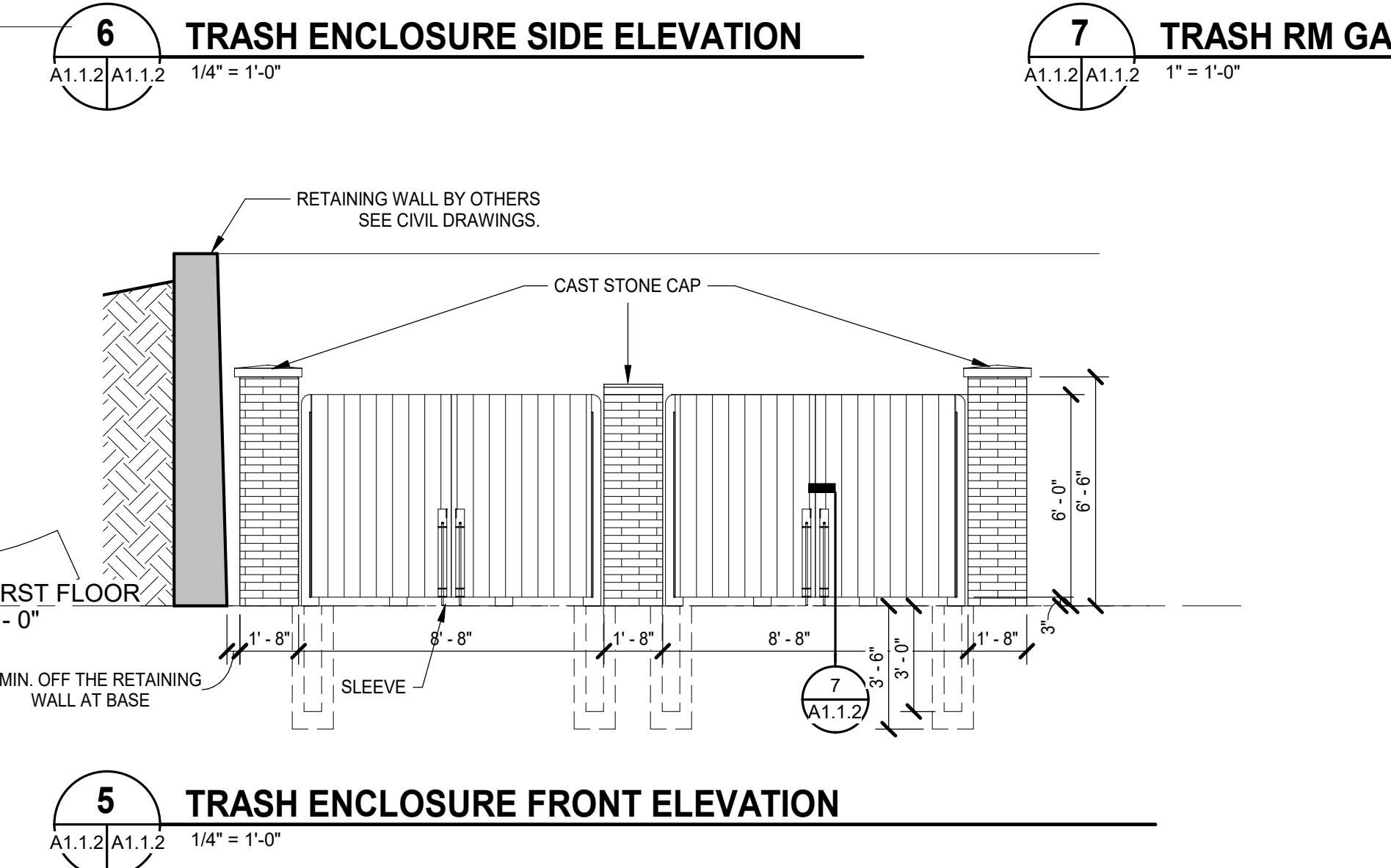
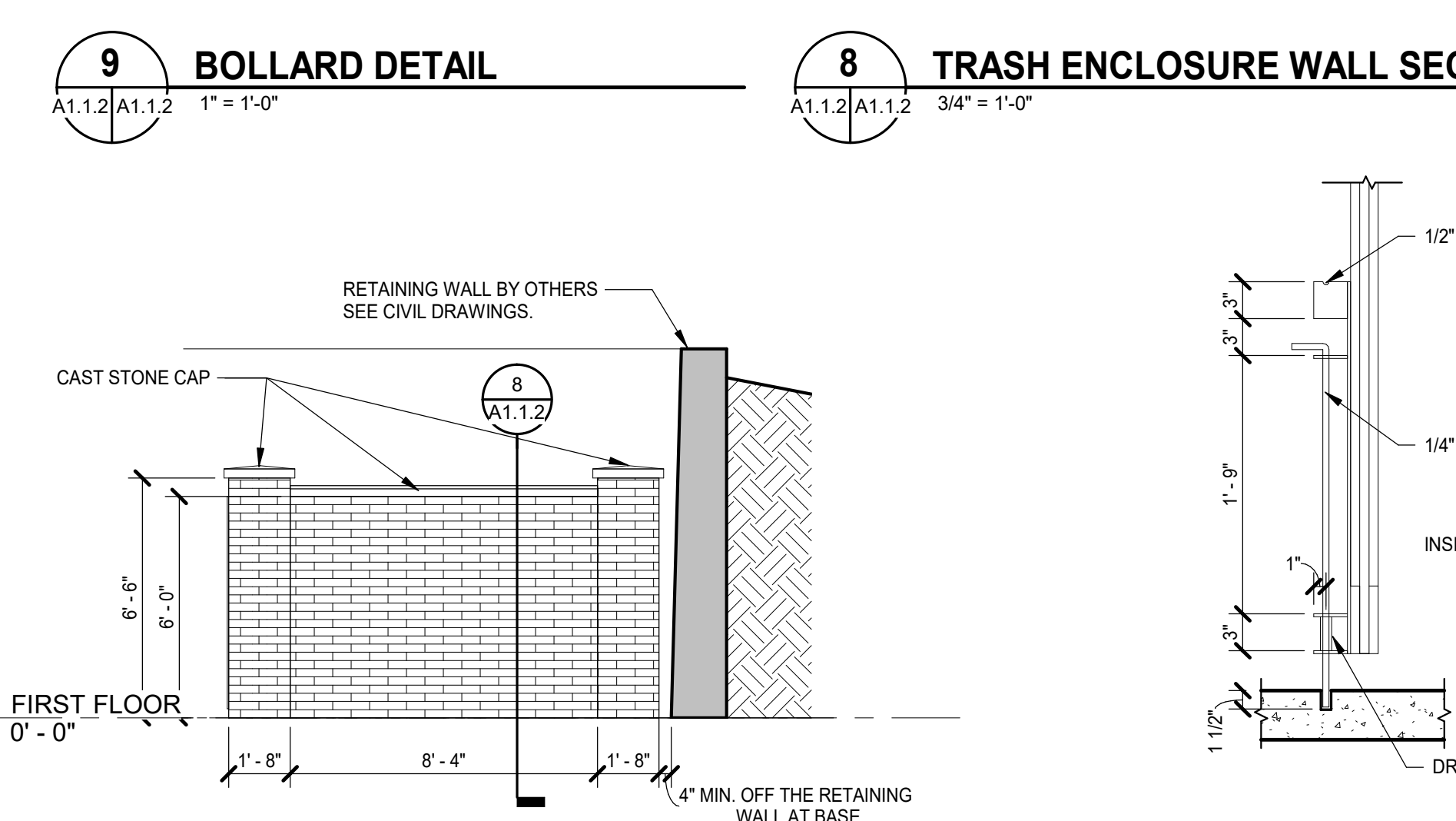
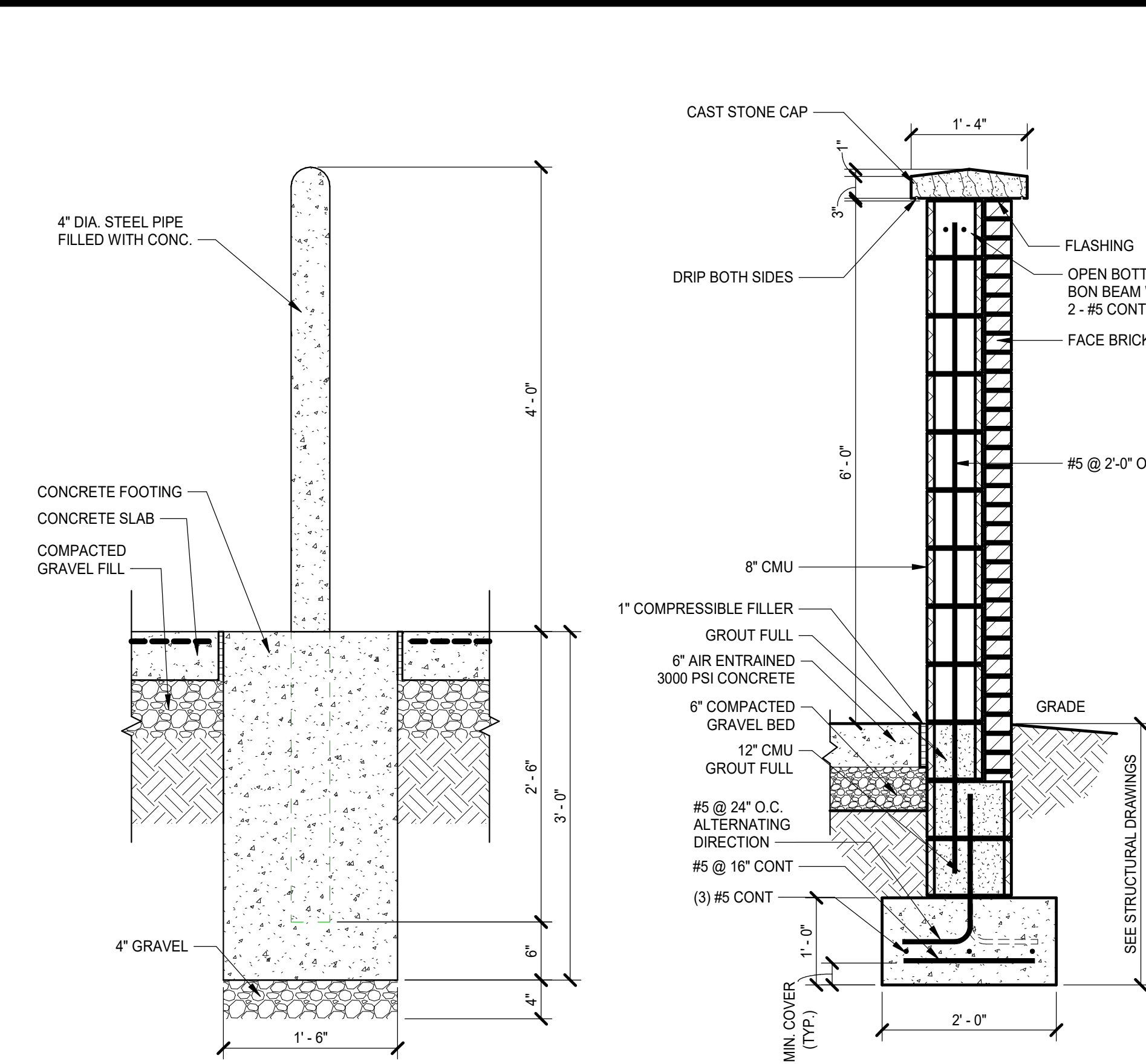
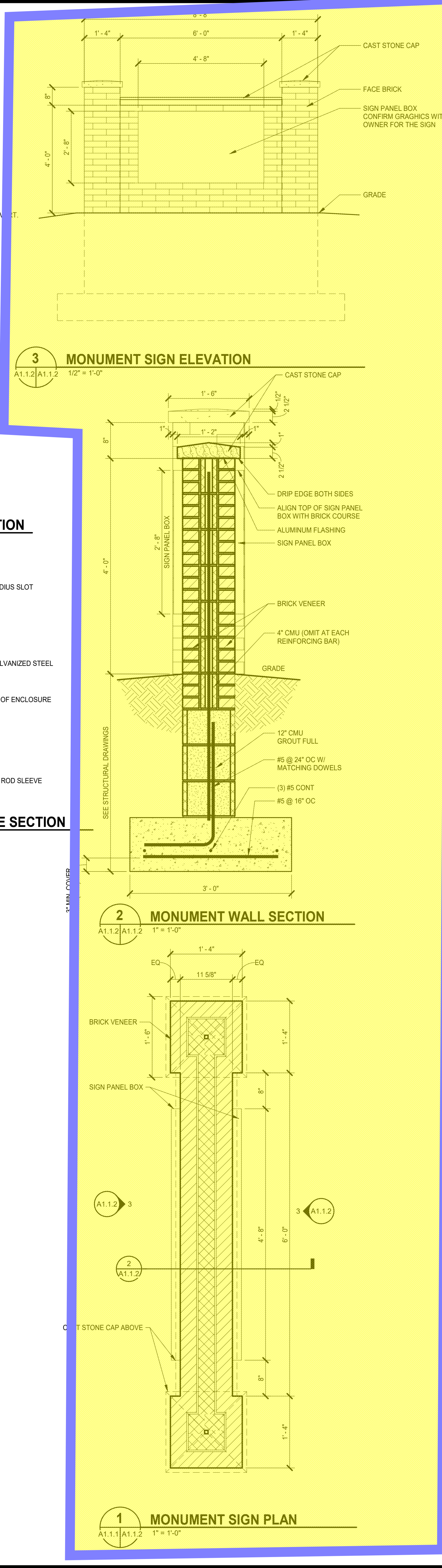


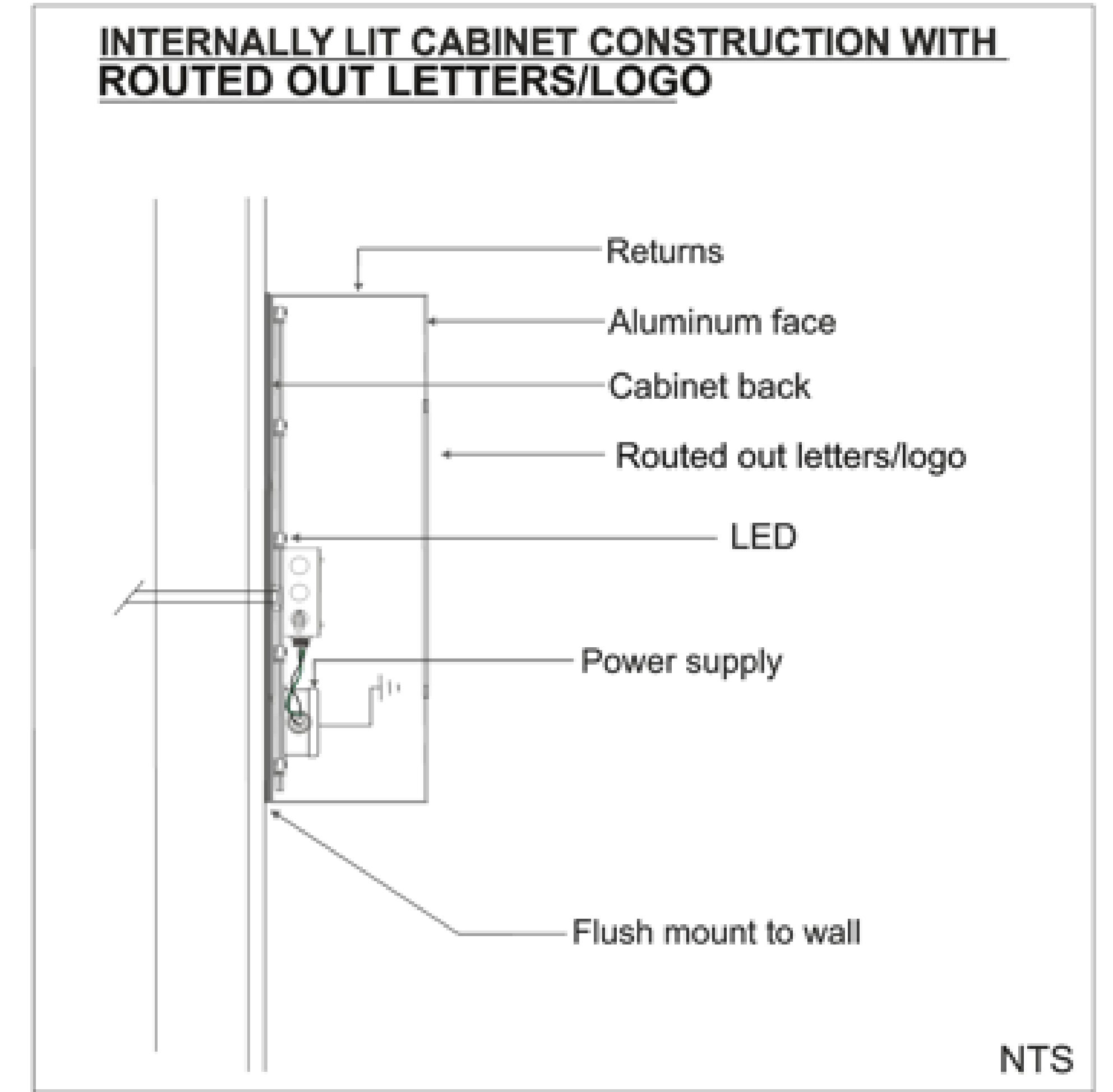
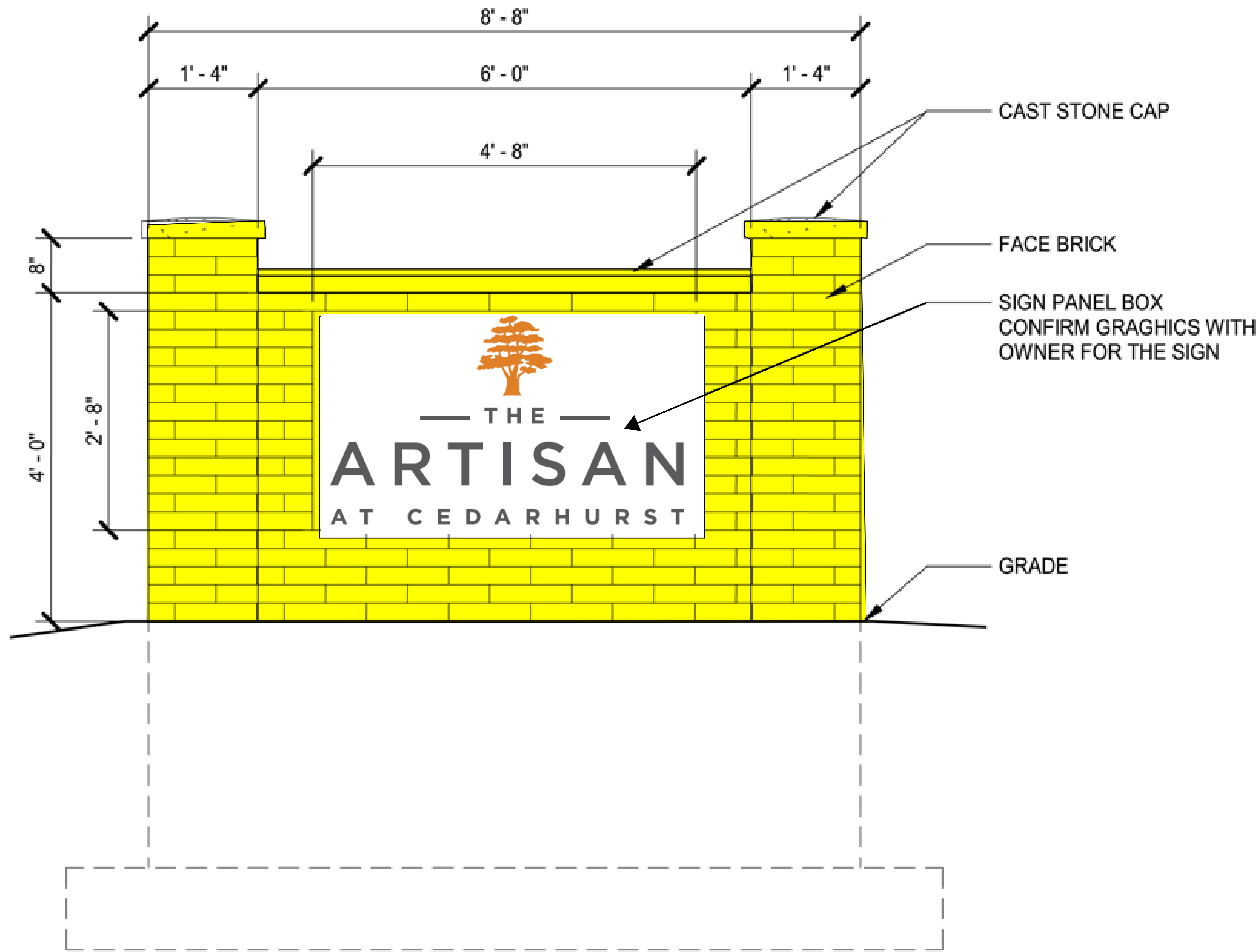
MOSELEYARCHITECTS
 800 BRADDOCK ROAD, SUITE 400, SPRINGFIELD, VA 22151
 PHONE (703) 426-3657 FAX (703) 426-5280
 MOSELEYARCHITECT.COM



PROJECT NO.	DATE	
550650	12 MARCH 2021	
NO.	DESCRIPTION	DATE
0	PERMIT SUBMISSION	03/12/21

SITE PLAN DETAILS





ARTWORK