

Planning Commission Staff Report

Meeting Date: April 10, 2023

From: Alyssa Ahner, Planner

Location: 17017 North Outer 40

Description: The District, Sign Package: An Amended Sign Package for a 48.15-acre tract of land zoned "PC"—Planned Commercial District located north of North Outer 40 Road and east of Boone's Crossing.

PROPOSAL SUMMARY

TSG Chesterfield Lifestyle, LLC, has submitted a request to amend an existing sign package for the development known as "The District". This request includes modifications to the signage criteria for "The Hub" and Building F.



Figure 1: Subject Site

HISTORY OF SUBJECT SITE

- 2011 – The City of Chesterfield approved Ordinance 2682, which zoned the subject site from a “NU” Non-Urban District to a “PC” Planned Commercial District.
- 2012 – Subsequent to the change in zoning, a Site Development Plan was approved proposing a 472,282 sq ft outlet retail center on the site. An additional amendment was approved in October of 2012 to relocate the management office from the westernmost building to the easternmost building.
- 2019 – The current governing ordinance, 3049, was approved by City Council. The primary purpose of this amendment was to establish a maximum height of 60 ft for the proposed pavilion and indoor theater uses, including rooftop mechanical equipment, screening, and architectural features. Following the ordinance amendment, an Amended Site Development Plan was approved to allow for the construction of Phase 1 of an entertainment district consisting of a 3,000-seat indoor theatre for a live music venue, a 2-story structured parking garage, and a 48,559 sq ft recreational facility. A sign package was approved in October of 2019.
- 2020 – An Amended Site Development Plan was approved by Planning Commission to remove the two-story parking garage from the Site Development Plan and add surface parking in its place. The office component that created the demand for the garage was removed from concept.
- 2021 – An Amended Site Development Plan was administratively approved for the realignment of the westernmost entrances into the development.
- 2022 – An Amended Site Development Plan was approved to accommodate an open-air entertainment venue referred to as “The Hub” through the removal of “Building J”.
- 2022 – Existing sign package was amended and approved via City Council upon being called for Power of Review.
- 2023 – An Amended Site Development Plan was approved for a mixed-use development referred to as “The Real Dill”.

ZONING & LAND USE

The subject site is zoned “PC” Planned Commercial under the provisions of Ordinance 3049.

Direction	Zoning	Land Use
North	“NU”— Non-Urban	Park
South	Interstate 40/64	Interstate 40/64
East	“PC”—Planned Commercial District	Hotel/Golf Facility
West	“PC”—Planned Commercial District	General Office

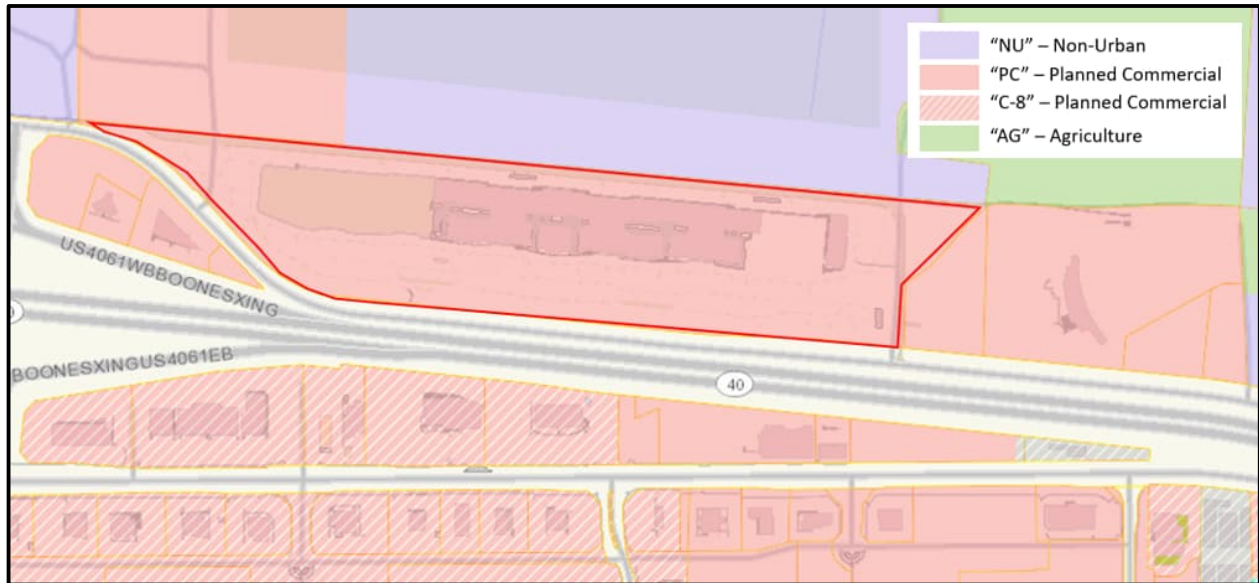


Figure 2: Zoning Map

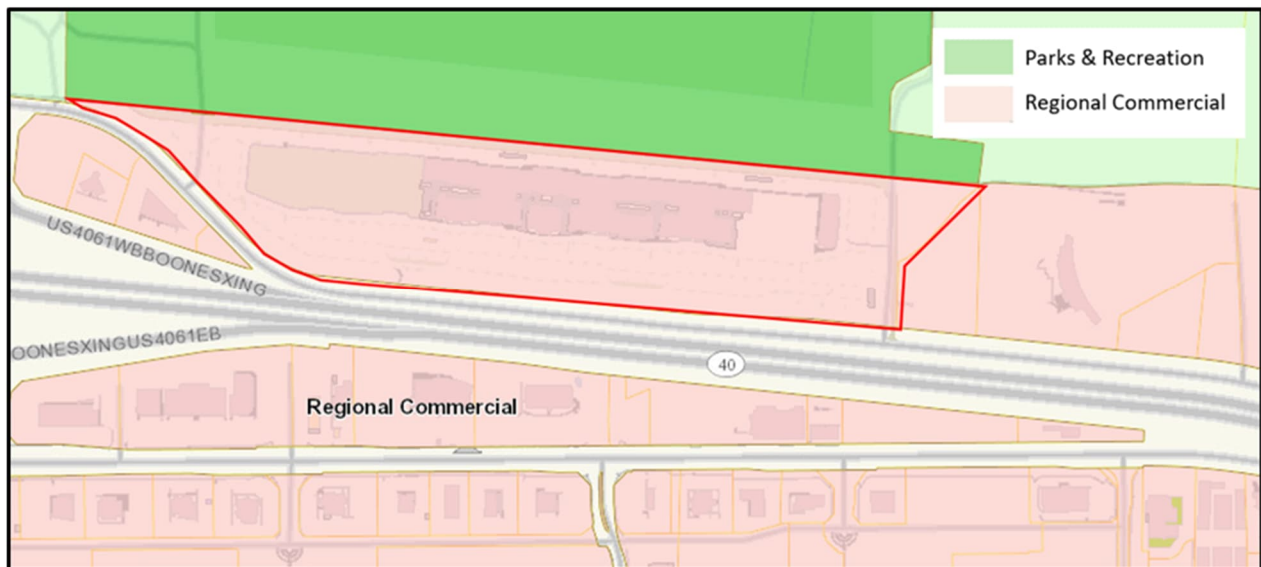


Figure 3: Land Use Map

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

This sign package was last reviewed by Planning Commission in August of 2022. At that time, Commission made a motion to approve. The motion passed by a vote of 7-0. Commission made a second motion to approve an image display duration of 10 seconds for the electronic message center.

Following Planning Commission approval, the project was called for Power of Review in accordance with Section 405.02.200. City Council made a motion to approve the sign package as amended. The amendment included a limitation of no more than 5 signs per building.

The District has since requested modifications to the previously approved sign package. These modifications are limited to the area referred to as “The Hub” which is located at the center of the overall development. “The Hub” was previously approved to have 9 rooftop signs. Each individual rooftop sign would not exceed 35 sq ft for a total of 315 sq ft. The south elevation was also permitted one attached wall sign. The outline area of the wall sign was not to exceed 7.5% of the wall it was located on nor could it exceed 300 sq ft. These previously proposed signs can be seen in Figure 4.

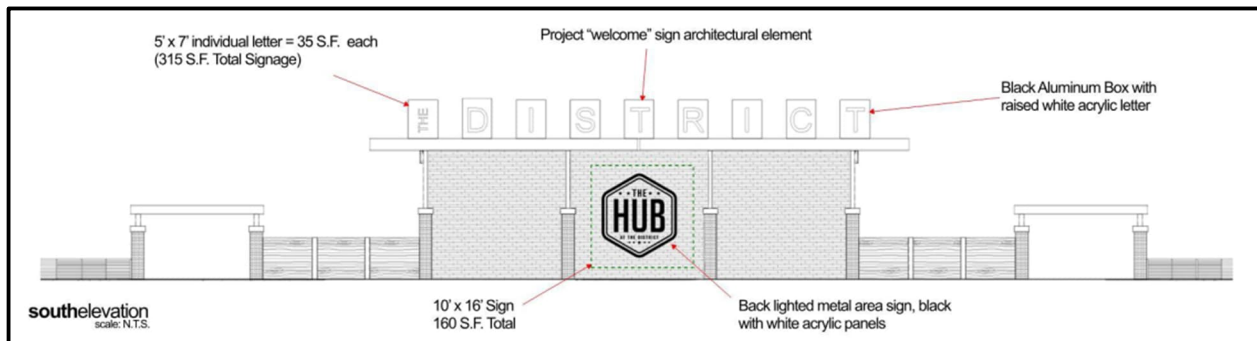


Figure 4: Previously approved signs for “The Hub”

The District is requesting to remove the criteria for the 9 rooftop signs (315 sq ft) and replace it with criteria for 9 individual signs over each of the two entryways to “The Hub”. This would result in a total of 18 signs – each sign not exceed 10 sq ft. The supplemental material provided by the applicant depicts each sign as 7 sq ft for a total of 126 sq ft of signage between the two entryways or 63 sq ft for each.

In addition to the entryway signs, the applicant is requesting an outline area of 8% for the attached wall sign as opposed to the previously approved 7.5%. The proposed signage can be seen in Figure 5 on the following page.

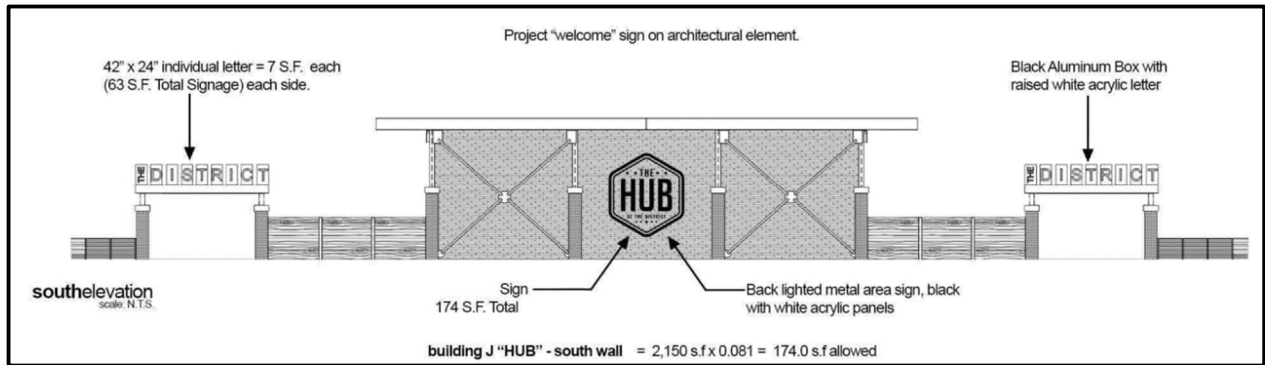


Figure 5: Proposed signage for "The Hub"

The last modification to the sign package is the request for a fascia mounted sign for Building F. Building F is the old food court building for Chesterfield Outlets and is located just north of "The Hub" (see Figure 6). Typically, since this building is considered "interior" to The District, signage would be solely reviewed by the property owner. However, the proposed sign would be clearly visible to the public realm thus requiring approval through the sign package. The applicant is requesting 7.5% of the south facing façade wall which could result in 300 sq ft of signage. The sign would not be mounted above 45' from finish floor. The applicant has provided a visual to provide context (see Figure 7).



Figure 6: Building F & "The Hub" location

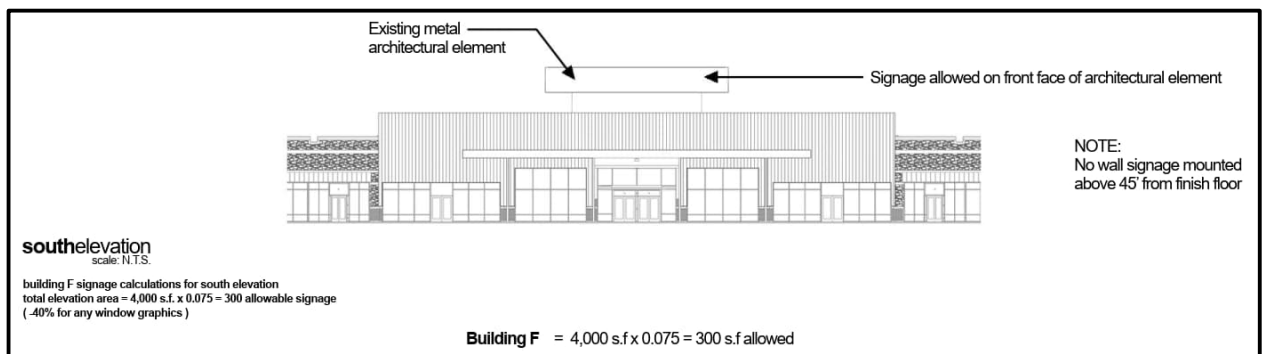


Figure 7: Proposed fascia mounted sign on Building F

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 The District, as presented.
- 2) "I move to approve the Sign Package for The District with the following conditions..."

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

Attachments

1. Attachment A (governing document)
2. Applicant's Supplemental Material

The District Comprehensive Sign Package

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 Section 405.04.050 of the City of Chesterfield Unified Development Code.

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

I. ATTACHED WALL SIGNS

BUILDINGS H & K AS DEPICTED IN FIGURE 1



Figure 1: These buildings are generally set up for multiple occupants and are visible to the public realm and/or Interstate 64.

1. Solely permitted for tenants with a public entrance on the south elevation facing I-64
 - a. In addition, all elevations of the corner tower end caps of Buildings H&K shall be allowed signs regardless of a public entrance
2. The outline area of signs for Buildings H&K shall not exceed 7.5% of the south elevation
3. No individual wall sign shall exceed 300 square feet
4. One (1) sign per tenant with a maximum of five (5) signs per building
5. No wall sign shall be mounted above 45' from finished floor

ATTACHED WALL SIGNS (CONTINUED)

BUILDINGS C, L/M, N, & P AS DEPICTED IN FIGURE 2



Figure 2: These buildings are generally set up for a single occupant and are visible to the public realm and/or Interstate 64.

1. Permitted wall signs on east, south, and west elevations
 - a. The outline area of wall signs shall not exceed 7.5% of the elevation they are on
 - b. No individual wall sign shall exceed 300 square feet
 - c. Maximum of five (5) signs per building
 - d. No wall sign shall be mounted above 45' from finished floor
2. Permitted wall signs on the north elevation
 - a. Permitted one (1) wall sign adjacent to each entrance of an exterior public corridor as depicted in Figure 2
 - b. Solely permitted within ten (10) feet of the said entrance of an exterior public corridor
 - c. No individual wall sign shall exceed 100 square feet
 - d. No wall sign shall be mounted above 45' from finished floor
 - e. The outline area of wall signs shall not exceed 7.5% of the elevation that they are on
3. Building C is permitted a projecting sign in addition to wall signs. The projecting sign is permitted an outline area of 315 square feet and the top of the blade sign shall not exceed 50' from finished floor

ATTACHED WALL SIGNS (CONTINUED)

BUILDINGS E, F, & G AS DEPICTED IN FIGURE 3



Figure 3: These buildings are generally set up for multiple occupants and are considered "interior".

1. All signage for the interior pedestrian areas will be treated similarly to interior signage found in shopping areas of the traditional enclosed mall. All signage that is interior to the development – not visible from the public realm such as parking lots and streets – is to be solely reviewed and approved by owner/landlord.
2. No sign shall be permitted on the north elevation in exception to what is permitted near the exterior public corridors as depicted in Figure 2
3. Building F is permitted one (1) fascia mounted sign on the south elevation that is visible from the public realm
 - a. Outline area of wall sign not to exceed 7.5% of the outline area of the south elevation
 - b. No individual sign shall exceed 300 square feet
 - c. No wall sign shall be mounted above 45' from finished floor

THE HUB AS DEPICTED IN FIGURE 4



Figure 4: This is an open-air entertainment space with a one wall for the south elevation.

1. Permitted nine (9) signs atop each of the two (2) entryways as depicted in Figure 4 for a total for eighteen (18) signs
 - a. Each sign not to exceed ten (10) square feet in outline area

2. Permitted one (1) wall sign
 - a. Outline area of wall sign not to exceed 8% of the outline area of the south elevation
 - b. No individual wall sign shall exceed 300 square feet

INTERIOR PEDESTRIAN AREAS

1. All signage for the interior pedestrian areas will be treated similarly to interior signage found in shopping areas of the traditional enclosed mall. All signage that is interior to the development – not visible from the public realm such as parking lots and streets – is to be solely reviewed and approved by owner/landlord.

NEW BUILDINGS TO BE CONSTRUCTED OR MODIFICATIONS TO EXISTING

1. Any new building to be constructed or modifications made to existing buildings shall follow the wall signage criteria of Buildings C, L/M, N, & P as depicted in Figure 2.

II. FREESTANDING SIGNS

FREESTANDING BUSINESS SIGN



Figure 5: General locations of freestanding signs.

1. Permitted two (2) freestanding business signs to be located as depicted as "1" and "2" in Figure 5
 - a. The maximum height of each sign shall not exceed 8'5" tall
 - b. The maximum outline area of each sign shall not exceed 210 square feet
2. Permitted one (1) freestanding business sign to be generally located as depicted as "3" in Figure 5
 - a. The maximum height of sign shall not exceed 10'-0" tall
 - b. The maximum outline area of sign shall not exceed 100 square feet.

PROJECT IDENTIFICATION SIGN

1. Permitted one (1) project identification sign to be generally located as depicted as "4" in Figure 5
2. Maximum height shall not exceed 45' tall
3. Two signage areas are permitted within the Project Identification Sign

- a. Signage Area 1
 - a) Maximum height shall not exceed 39'6" tall
 - b) Outline area of the signage shall not exceed 256 square feet
- b. Signage Area 2
 - a) Maximum height shall not exceed 28' tall
 - b) Outline area of the signage shall not exceed 240 square feet
 - (i) In addition, Signage Area 2 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 10 seconds.
 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.

THE

Environmental Graphics
DISTRICT

A T C H E S T E R F I E L D

Tenant sign square footage, quantity, and placement are all approximate and will vary based upon tenant names, logos, and dimensions
Architectural features will not be altered. The sum total of all installed individual tenant signage will not exceed the maximum approved square footage.

Exterior Signage

18 September 2019

Revised: 23 September 2019

Revised: 26 September 2019

Revised: 16, October 2019

Revised: 20, April 2022

Revised: 28, February 2023

D E V E L O P E R

P R E P A R E D B Y



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Statement of Intent: The District is an "Entertainment Mall" without a roof. As such, all the signage found in the interior pedestrian shopping areas will be treated similarly to the interior signage found in the shopping areas of the traditional enclosed mall. All signage that is "interior" to the project, meaning the signage that does not face the "public realm" (such as parking lots, streets, and trails) will be handle and approved solely by the ownership / landlord.

TSG Chesterfield Lifestyle, LLC (“TSG”) is requesting a sign package for the property located at 17057 North Outer 40 Road (the “Property”). TSG is planning to redevelop and reposition the Property into a regional entertainment district known as The District (the “Project”). The Project will include, among other things, dining, retail, entertainment uses, and an indoor live music venue.

The details of the proposed signs, including outline areas where signs will be permitted, are included in the renderings submitted with this Narrative Statement. No business wall sign shall exceed three hundred (300) square feet in outline area. No wall sign shall be mounted above forty five (45) feet from finished floor.

Additionally, wall signs on the building facade of the in-line retail buildings facing I-64 shall only be permitted for tenants with public entrance facing I-64. This change will reduce the number of wall signs, eliminate sign clutter along the I-64 facing façade, and improve the architectural character of the Project by allowing installation of architectural features on the façade. These features will replace the current monotony of the I-64 facing façade and make the façade an inviting entrance to the Project. Despite removal of tenant signs on the I-64 facing façade, tenants will still have appropriate signage and advertising on-site with the Identification Sign (defined below).

The corner tower end caps at the retail buildings “H” & “K” shall be allowed signs on the building facade of all sides even without a public entrance.

Free standing anchor buildings, (Buildings “C”, “LM”, “N” and “P”) that are not attached to the in-line retail buildings shall be allowed signs on the building facade of all sides even without a public entrance. No business wall sign shall exceed three hundred (300) square feet in outline area. No wall sign shall be mounted above forty-five (45) feet from finished floor.

In order to complete the Project, the requested sign package must include the following signs:

- One project and tenant identification sign (“Identification Sign”) with an electronic message center (“EMC”). It is intended that the EMC will provide advertisements for acts performing at the indoor live musical venue and tenants at the Project, as well as public service announcements. The Identification Sign shall be located at the specific location identified on the Site Development Plan submitted with this Narrative Statement. The height and size of the Identification Sign is necessary for visibility and readability, given the Project’s location in Chesterfield Valley, elevation change and distance between the Project and I-64, and the large scale of the Project.

- Two signs that will read “THE DISTRICT” in individual letters will be located on top of the new entrances for the new open air “HUB” area. The signs will serve as the “welcome” signs to the project and will be an architectural feature that sets the tone for the design theme.

- A wall sign for the “HUB” area will be on the new facade wall for identification of “THE HUB STL” area of the project, formerly building “J”. The wall sign shall not exceed three hundred (300) square feet in the outline area.

- A projecting sign (“blade sign”), to be located on the southern façade of “Building C”. This blade sign will be three hundred fifteen (300) square feet and identify the live music venue.

The unique, superior quality and character of the Project justifies the requested amendments in this circumstance. The Project is the first of its kind in the St. Louis area. It adds another significant entertainment amenity that continues the growth of the North Outer 40 corridor into a regional entertainment district. Additionally, all of the signs and architectural features will be designed in accordance with the “retro-industrial” design theme of the Project and will promote superior architectural design and quality.

The Project will include an indoor music facility that will attract regional and national acts. Such a facility does not presently exist anywhere in West St. Louis County. The indoor music facility will hold approximately 150 concerts and events per year. The Identification Sign with EMC is required to advertise those events.

This sign package will not have a substantial negative physical impact on any neighboring properties and will conform with the requirements of the City’s lighting code, permit the efficient navigation of traffic visiting the Property for concerts and other events, and mitigate excess signs on the Property by removing the majority of the tenant wall signs facing I-64. The landscaping around the monument signs shall be in conformance with the approved Landscape Plan for the Property.

Dimensions of building signage are listed for letter and symbol dimensions only, and shall not include the electrical raceway such sign elements sit upon. Tenant sign square footage, quantity, and placement are all approximate and will vary based upon tenant names, logos, and dimensions. Architectural features will not be altered. The sum total of all installed individual tenant signage will not exceed the maximum approved square footage.

Understanding the sensitivity with respect to the EMC, the following additional factors are submitted as justification of one such display board in the unique circumstances surrounding this Project:

- The Project is located along the I-64 corridor in Chesterfield Valley;
- The Project is abutted by the Monarch levee and undevelopable floodplain;
- The Project is entirely fronted by public right-of-way;
- The Project has approximately 3,363 feet of roadway frontage;
- The Project is adjacent to the TopGolf subdivision;
- The Project is over 40 acres in size;
- The Project is in excess of 300,000 square feet;
- The Project is not located near any residential development;
- The Project will be the only regional entertainment district in the City;
- The Project will include the only large indoor live music venue in the City; and
- There are no other EMCs near the Project.

Furthermore, the EMC will be subject to the following restrictions:

- **Distance.** The EMC shall not be permitted within two thousand (2,000) feet of any property with a land use designation that permits residential uses as determined by the Comprehensive Land Use Plan.
- **Distance.** The EMC shall not be permitted within one thousand (1,000) feet from the center point of two intersecting arterial roadways as designated within the City of Chesterfield Street Classification Map.
- **Duration of image display.** Each image displayed shall have a minimum duration of ten (10) seconds.
- **Presentation.** The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, swirl, 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 repixelization.
- **Dimmer control.** The EMC 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 EMC 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.
- **Fluctuating or flashing illumination.** No portion of the EMC 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 noncompliance.** In the case of malfunction, digitally-illuminated signs are required to contain a default design to freeze the sign message in one position.
- **Resolution and pixel spacing.** The EMC shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
- **Angle.** If the interior angle formed by the faces of a V-shaped sign is less than one hundred eighty (180) degrees, both faces of the sign will display the same image.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

Narrative to the Comprehensive Sign package, including purpose, scope, design, and consistency with the development's architectural themes. The narrative addresses how the comprehensive sign package promotes superior design, quality and character

The District is a redevelopment of the former Taubman Prestige Outlets Chesterfield (TPOC) on North Outer Rd 40, just east of the intersection of Boone's Crossing & Interstate 64/Highway 40.

The sign package for The District was designed and tailored to integrate both into the surrounding environment and the architectural design of the project. The materials & colors from the architectural palette have been integrated directly into the sign program.

All signage found in the interior pedestrian shopping areas will be treated similarly to the interior signage found in the shopping areas of the traditional enclosed mall; All signage that is "interior" to the project, meaning that signage that does not face the "public realm" (such as parking lots, streets, and trails), will be handled and approved solely by the ownership/ landlord.

Sign lighting in all instances complies with City of Chesterfield requirements. LED lighting is integrated within all illuminated sign types and in no instances is light projected directly into the dark sky. Brightness levels will be controlled to fit within the City of Chesterfield requirements.

"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."

Wall Signs / Tenant Identity

The proposed sign area outlined in the Sign Package is for the center as a whole and tenant placement within these areas is subject to developer/ landlord approval.

No building mounted signs are proposed in the Sign Package facing the North Parking Area/ Levee Trail.

Existing cumulative area for all four exterior facades is 133,429 SQ. FT. Exterior facing wall-mounted signage will not exceed a total area of 10,007 SQ. FT. total.

As of April 2022 submittal, the new cumulative area for all 4 exterior facades is 207,850 SQ. FT. Exterior facing wall-mounted signage will not exceed a total area of 15,588.75 SQ. FT. total.

Proposed Allowable Wall Signage Area

existing buildings - to remain

Building H - south elevation	8,675 S.F.
Building H - west elevation	2,200 S.F.
Building H - east elevation	2,400 S.F.
Building K - south elevation	8,675 S.F.
Building K - west elevation	2,400 S.F.
Building K - east elevation	2,200 S.F.
Building P - south elevation	2,200 S.F.
Building P - east elevation	5,900 S.F.
Building P - west elevation	5,900 S.F.

proposed buildings - phase I

Building C - south elevation	10,150 S.F.
Building C - east elevation	10,450 S.F.
Building C - west elevation	10,450 S.F.
Building N - south elevation	6,300 S.F.
Building N - west elevation	8,900 S.F.
Building N - east elevation	8,900 S.F.

proposed buildings - phase II

Building B 1 - south elevation	1,000 S.F.
Building B 1 - west elevation	800 S.F.
Building B 1 - east elevation	800 S.F.
Building B2 - south elevation	2,100 S.F.
Building B2 - west elevation	1,200 S.F.
Building B2 - east elevation	1,200 S.F.
The Hub - south elevation	2,150 S.F.
Building F - south elevation	4,000 S.F.
Building L/M - south elevation	5,800 S.F. +- TBD
Building L/M - west elevation	6,500 S.F. +- TBD
Building L/M - east elevation	6,500 S.F. +- TBD

total north elevation 23,700 S.F.

existing buildings 64,150 S.F.

total north elevation 25,300 S.F.

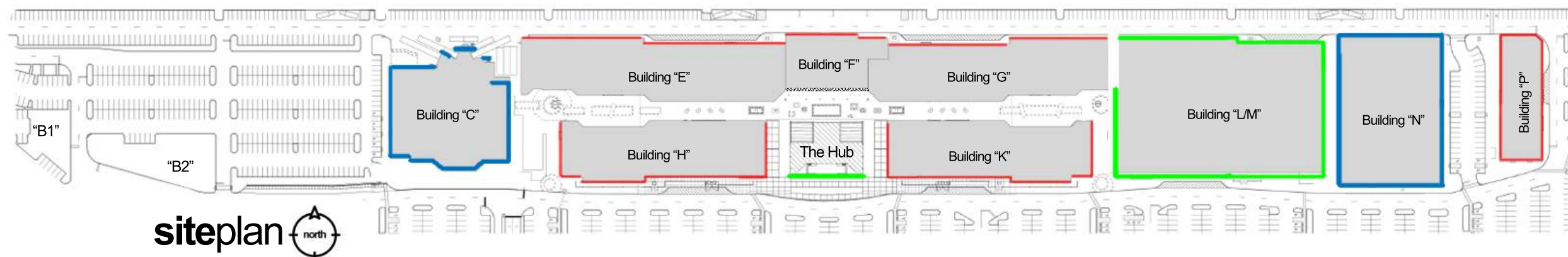
proposed phase I 80,450 S.F.

total north elevation 31,200 S.F.

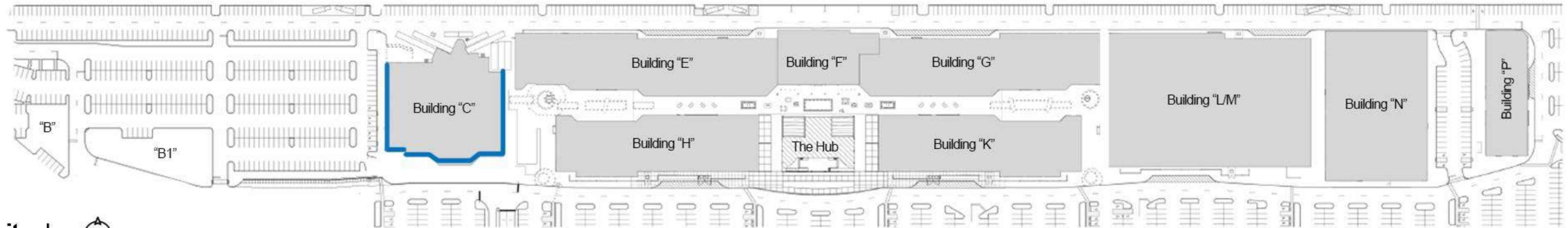
proposed phase II 63,250 S.F.

total wall area = 207,850 S.F. x 0.075 = 15,588.75 S.F. total allowable sign area

The Phase 2 signage is allowed 7.5% of the wall on which the sign is located on, only one (1) sign per tenant, per elevation with a maximum of 300 sq ft per sign allowed



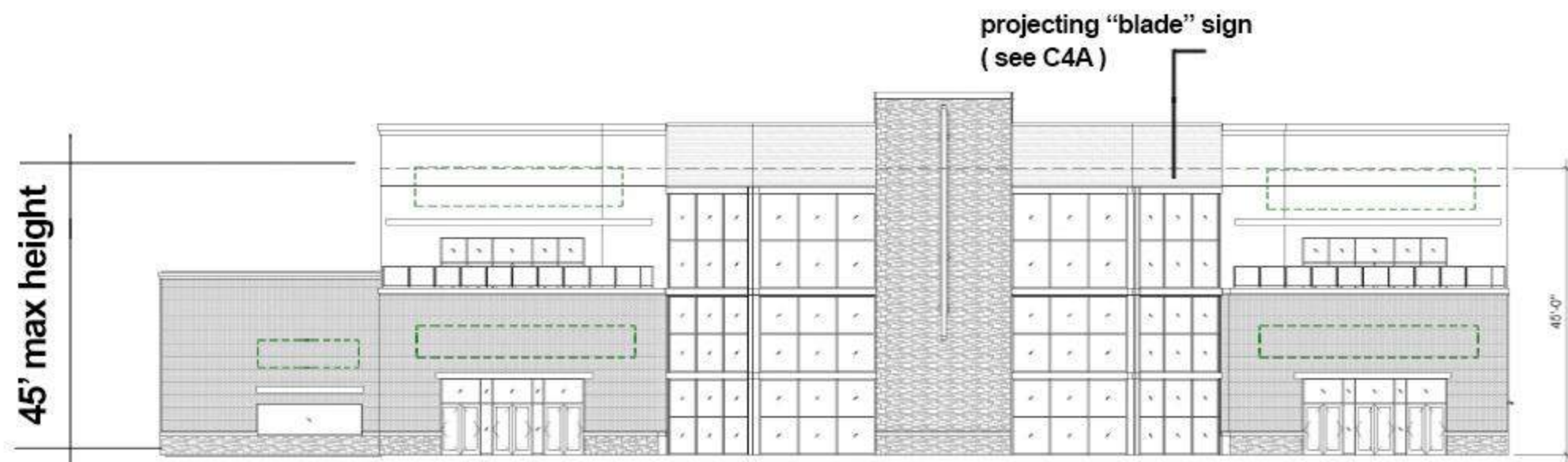
Dimensions of building signage are listed for letter and symbol dimensions only, and shall not include the electrical raceway such sign elements sit upon. Tenant sign square footage, quantity, and placement are all approximate and will vary based upon tenant names, logos, and dimensions. Architectural features will not be altered. The sum total of all installed individual tenant signage will not exceed the maximum approved square footage.



siteplan



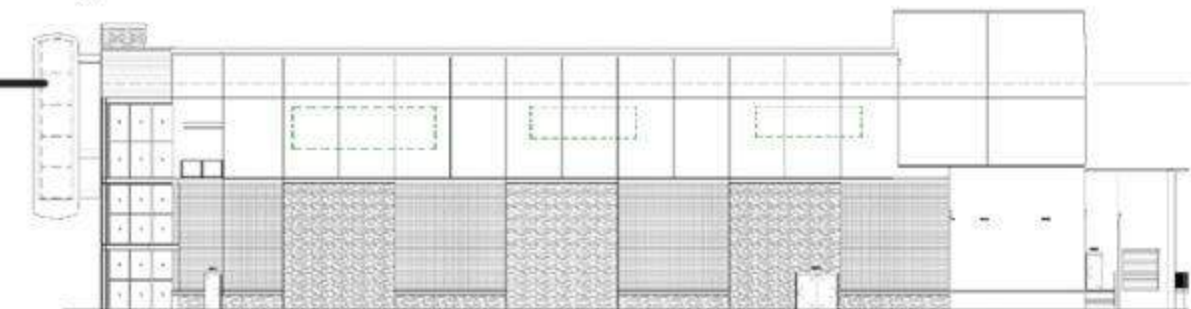
center southelevation



southelevation
scale: N.T.S.

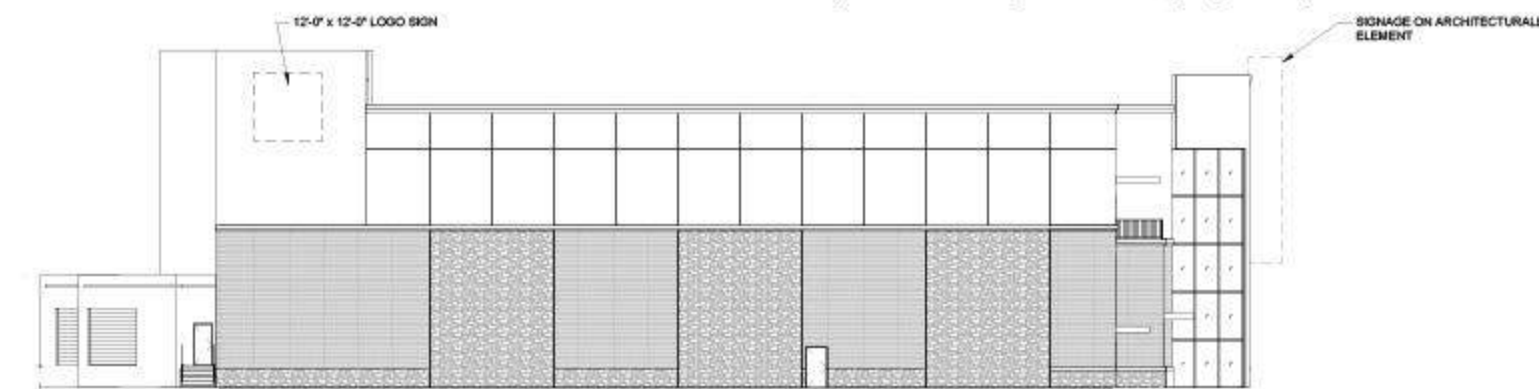
*dashed areas are "possible" areas for signage
building C signage calculations for south elevation
total elevation area = 10,150 s.f. x 0.075 = 761.25 allowable signage
(-40% for any window graphics)

projecting "blade" sign
(see C4A)



eastelevation
scale: N.T.S.

*dashed areas are "possible" areas for signage
building C signage calculations for east elevation
total elevation area = 10,450 s.f. x 0.075 = 783.75 allowable signage
(-40% for any window graphics)



westelevation
scale: N.T.S.

*dashed areas are "possible" areas for signage
building C signage calculations for east elevation
total elevation area = 10,450 s.f. x 0.075 = 783.75 allowable signage
(-40% for any window graphics)

NOTE:
NO WALL SIGNAGE MOUNTED
ABOVE 45' FROM FINISH FLOOR

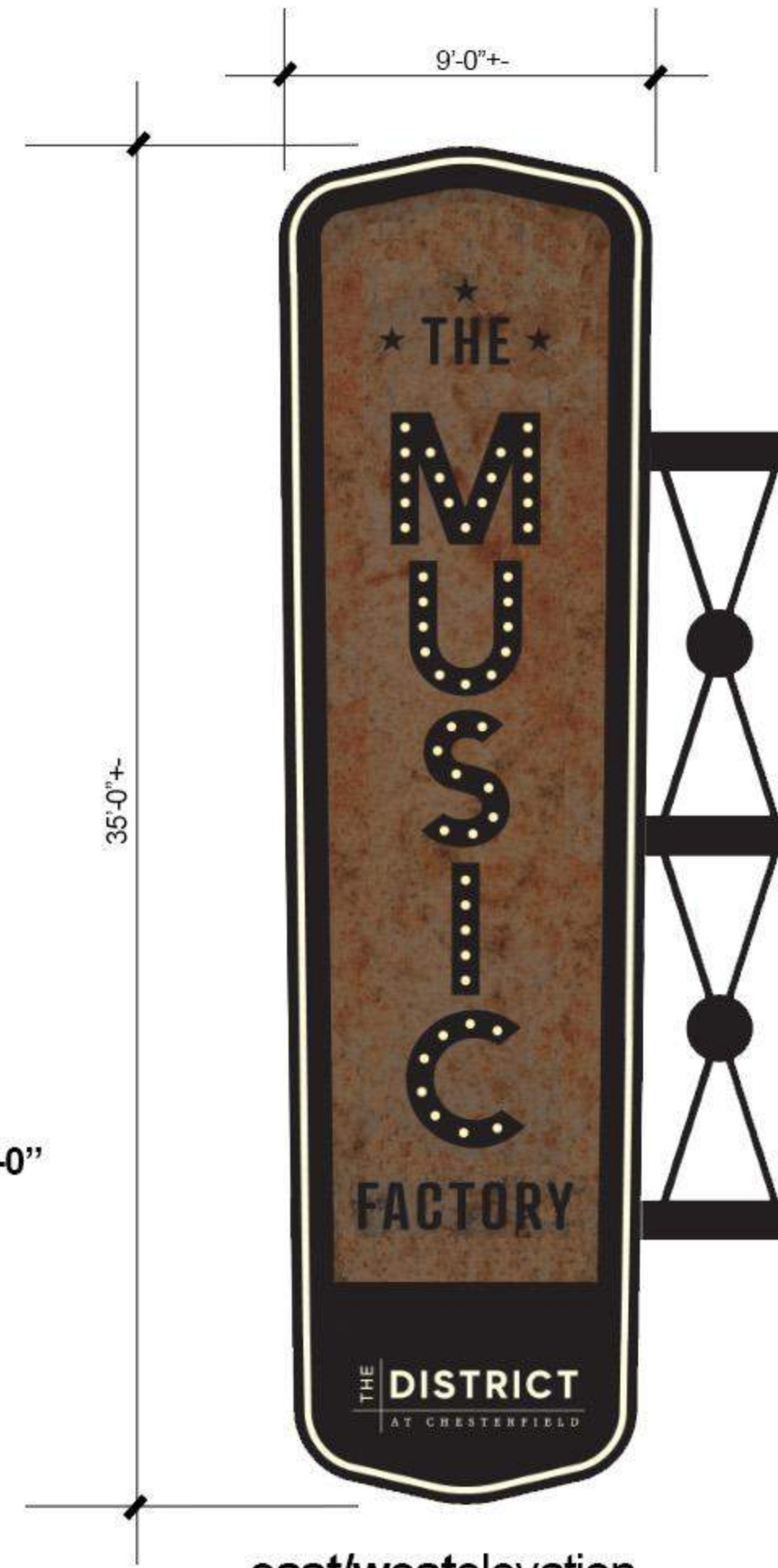
building C - south wall = 10,150 s.f. x 0.075 = 761.25 s.f. allowed
building C - east wall = 10,450 s.f. x 0.075 = 783.75 s.f. allowed
building C - west wall = 10,450 s.f. x 0.075 = 783.75 s.f. allowed
total wall area s.f. = 31,050 s.f. x 0.075 = 2,328.75 s.f. allowed

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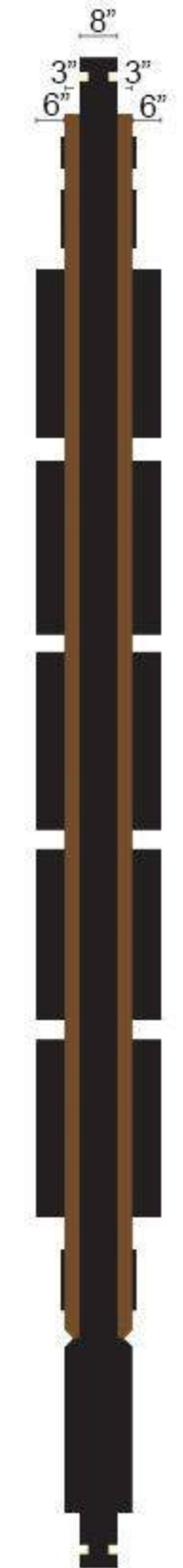


eastelevation
scale: N.T.S.

top of blade signage = 50'-0"
sign area of face = 315'-0"

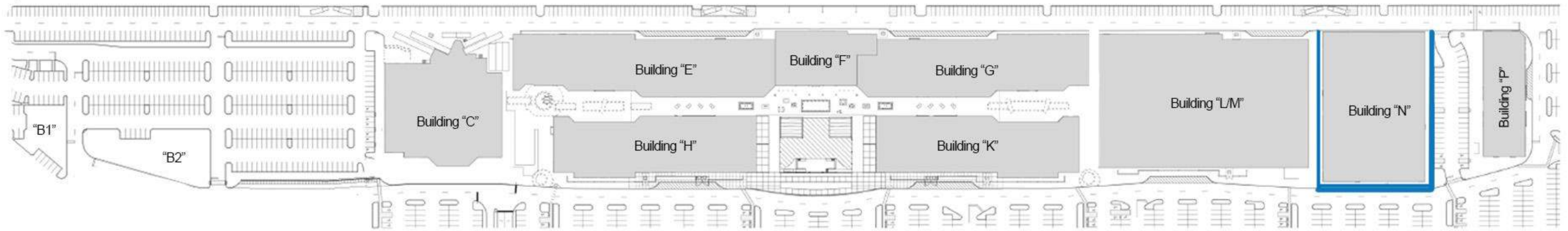


east/westelevation
scale: N.T.S.



southelevation
scale: N.T.S.

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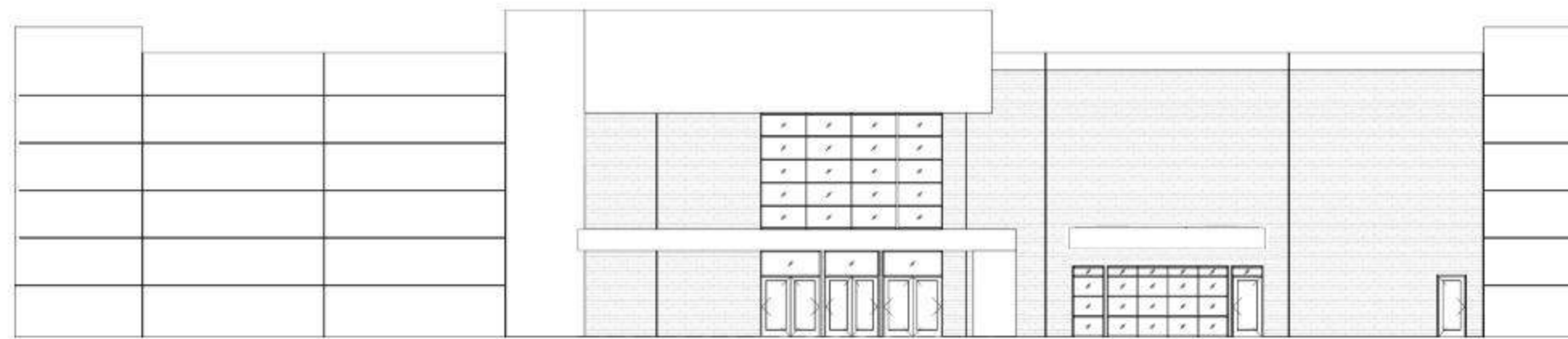


siteplan



center southelevation

“No business sign shall exceed three hundred (300) square feet in outline area”

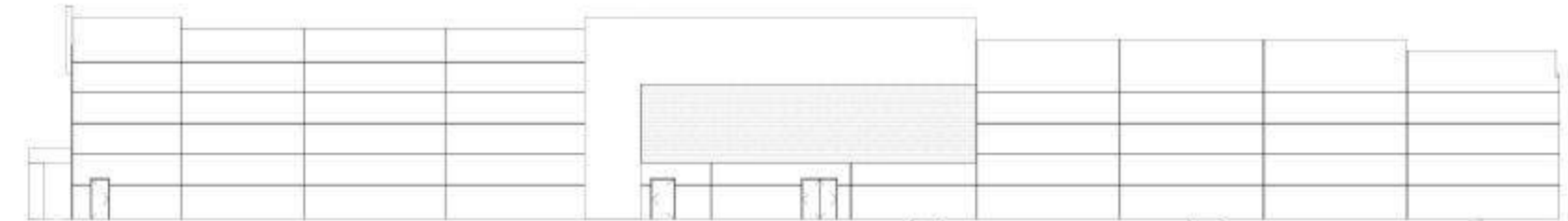


southelevation
scale: N.T.S.

building N signage calculations for south elevation
total elevation area = 6,300 s.f. x 0.075 = 472.5 allowable signage
(-40% for any window graphics)

*dashed areas are “possible” areas for signage

building N - south wall = 6,300 s.f x 0.075 = 472.5 s.f allowed
building N - east wall = 8,900 s.f x 0.075 = 667.5 s.f allowed
building N - west wall = 8,900 s.f x 0.075 = 667.5 s.f allowed
total wall area s.f. = 24,100 s.f. x 0.075 = 1,807.5 s.f. allowed



eastelevation
scale: N.T.S.

*dashed areas are “possible” areas for signage

building N signage calculations for east elevation
total elevation area = 8,900 s.f. x 0.075 = 667.5 allowable signage
(-40% for any window graphics)

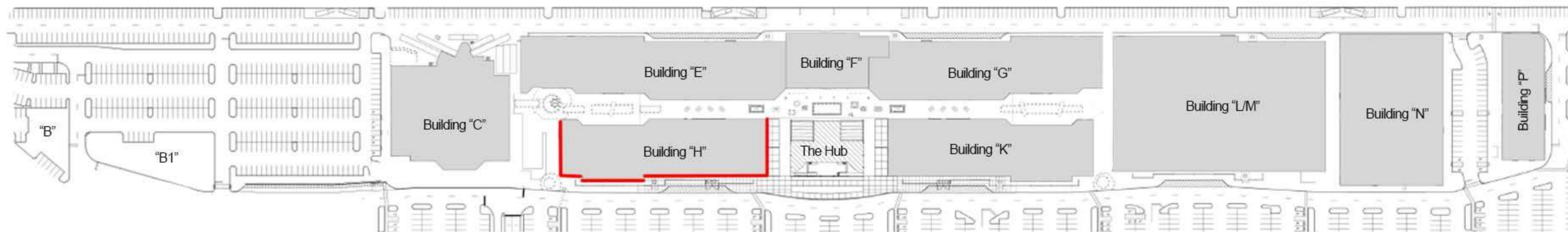


westelevation
scale: N.T.S.

*dashed areas are “possible” areas for signage

building N signage calculations for east elevation
total elevation area = 8,900 s.f. x 0.075 = 667.5 allowable signage
(-40% for any window graphics)

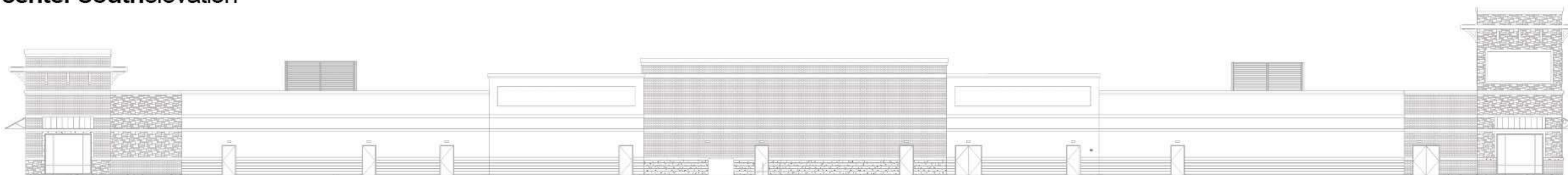
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siteplan 

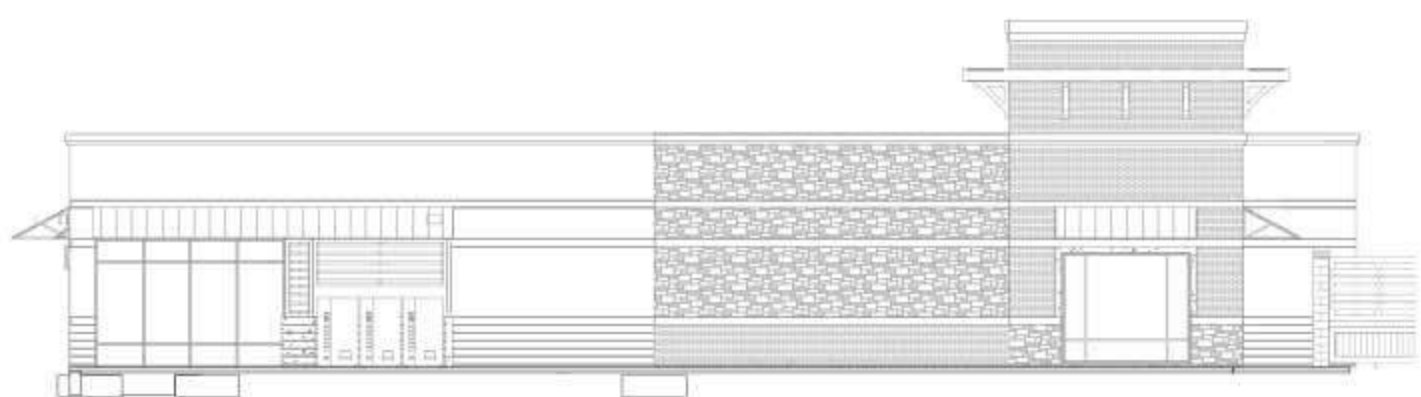


center southelevation



building H southelevation (proposed signage s.f. = 645 s.f.+/- of sign area)
scale: N.T.S.

*dashed areas are "possible" areas for signage



westelevation
scale: N.T.S.

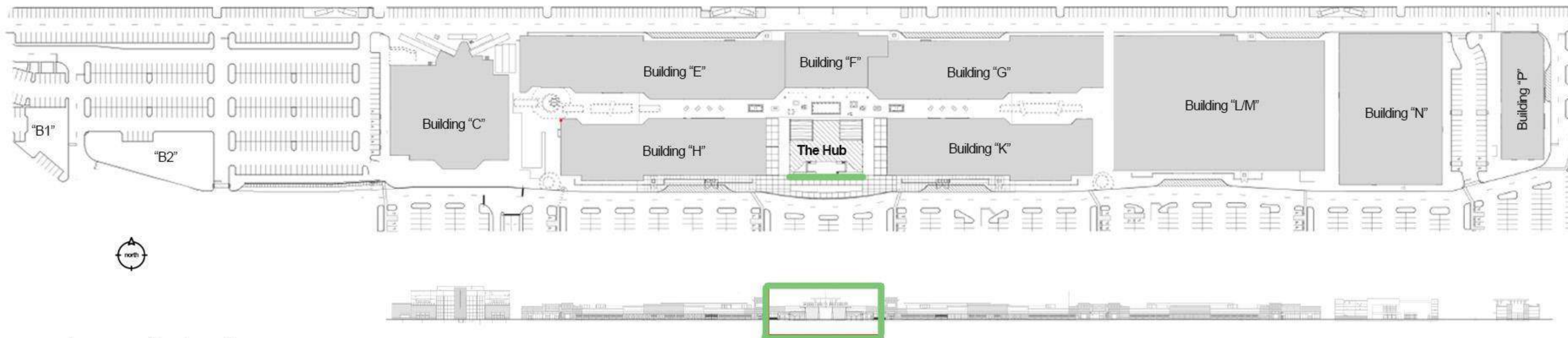
wall signs for in-line retail buildings the wall signs on the building facade facing I-64 shall only be permitted for tenants with public entrance facing I-64.

building H - south wall = 8,675 s.f x 0.075 = 650.5 s.f allowed
 building H - west wall = 2,200 s.f x 0.075 = 165 s.f allowed
 building H - east wall = 2,400 s.f x 0.075 = 180 s.f allowed
 total wall area s.f. = 13,275 s.f. x 0.075 = 995.6 s.f. allowed



eastelevation
scale: N.T.S.

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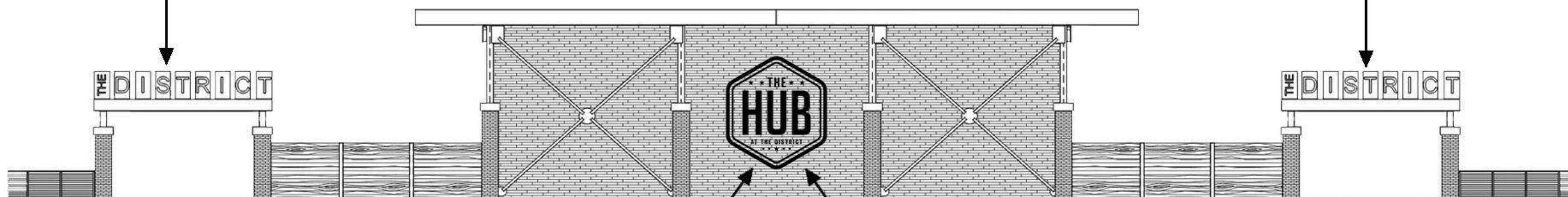


center southelevation

Project "welcome" sign on architectural element.

42" x 24" individual letter = 7 S.F. each
(63 S.F. Total Signage) each side.

Black Aluminum Box with
raised white acrylic letter



southelevation
scale: N.T.S.

Sign 174 S.F. Total
Back lighted metal area sign, black with white acrylic panels

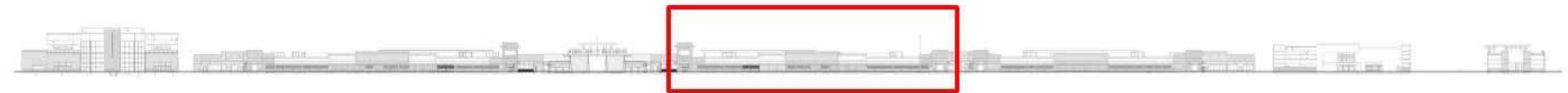
building J "HUB" - south wall = 2,150 s.f x 0.081 = 174.0 s.f allowed

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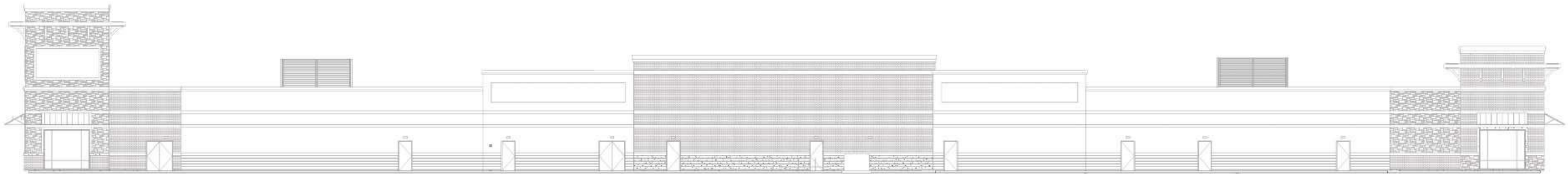
REV. February 28, 2023



siteplan 



center southelevation

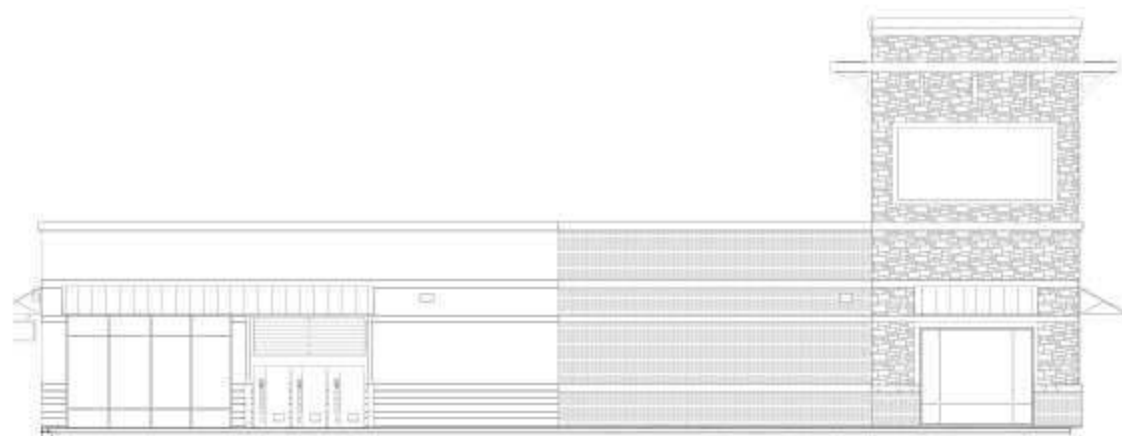


building K southelevation (proposed signage s.f. = 645 s.f.+/- of sign area)
scale: N.T.S.

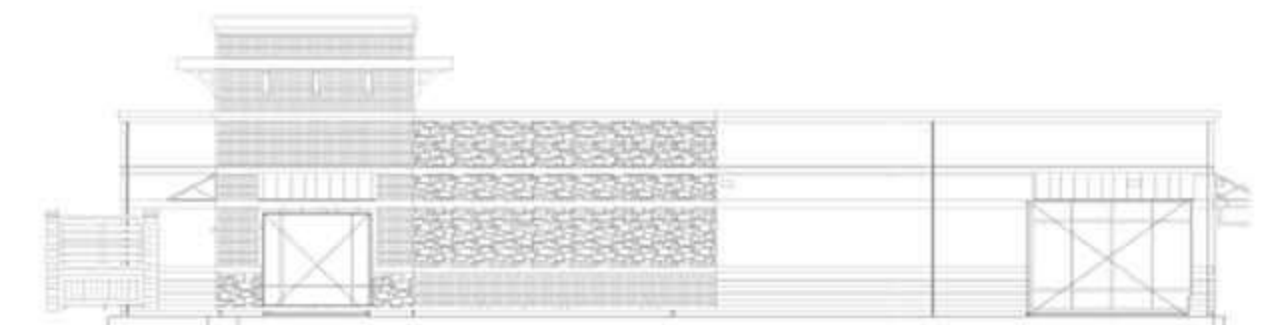
*dashed areas are "possible" areas for signage

wall signs for in-line retail buildings located on the building facade facing I-64 shall only be permitted for tenants with public entrance facing I-64.

building K - south wall = 8,675 s.f x 0.075 = 650.6 s.f allowed
 building K - west wall = 2,400 s.f x 0.075 = 180.0 s.f allowed
 building K - east wall = 2,200 s.f x 0.075 = 165.0 s.f allowed
 total wall area s.f. = 13,275 s.f. x 0.075 = 995.6 s.f. allowed



west elevation
scale: N.T.S.



east elevation
scale: N.T.S.

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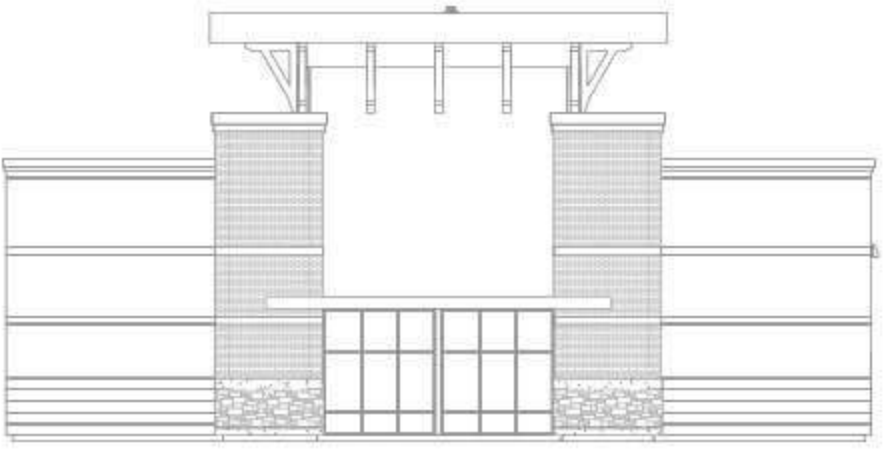


siteplan



center southelevation

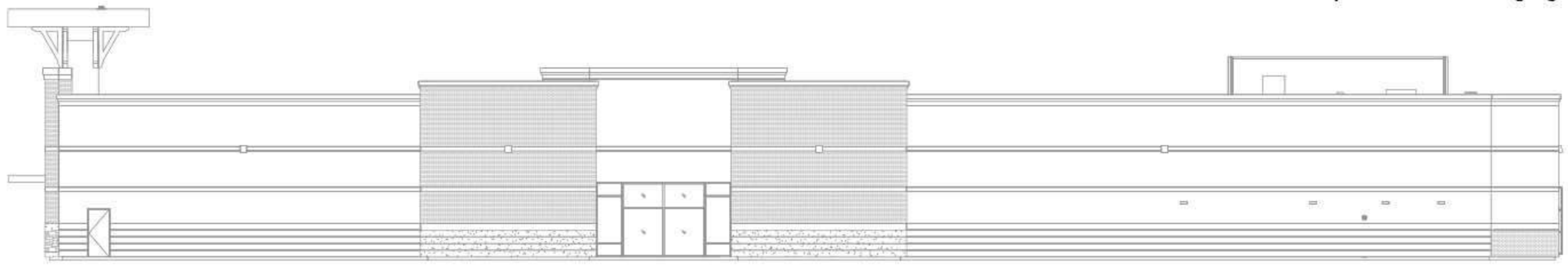
*dashed areas are "possible" areas for signage



building P southelevation scale: N.T.S.

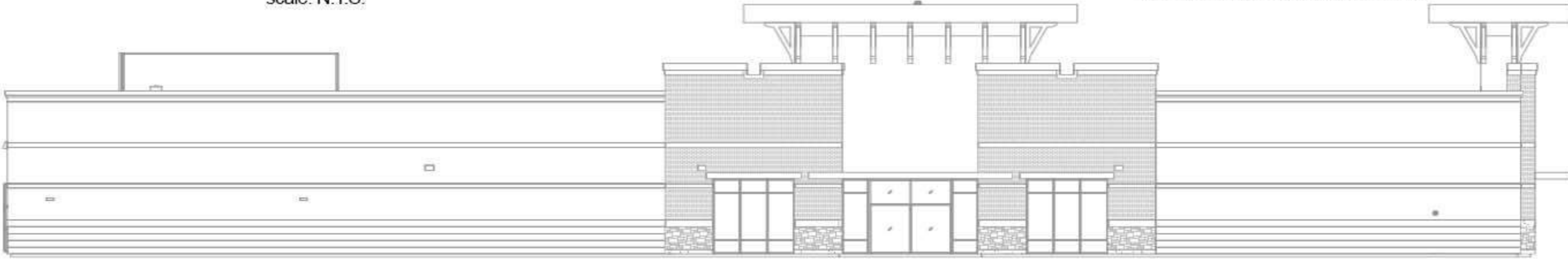
building P signage calculations for south elevation
total elevation area = 2205 s.f. x 0.075 = 165.37 allowable signage
(-40% for any window graphics)

building P - south wall = 2,205 s.f x 0.075 = 165.37 s.f allowed
building P - east wall = 5,900 s.f x 0.075 = 442.5 s.f allowed
building P - west wall = 5,900 s.f x 0.075 = 442.5 s.f allowed
total wall area s.f. = 14,005 s.f. x 0.075 = 1,050.37 s.f. allowed



building P eastelevation scale: N.T.S.

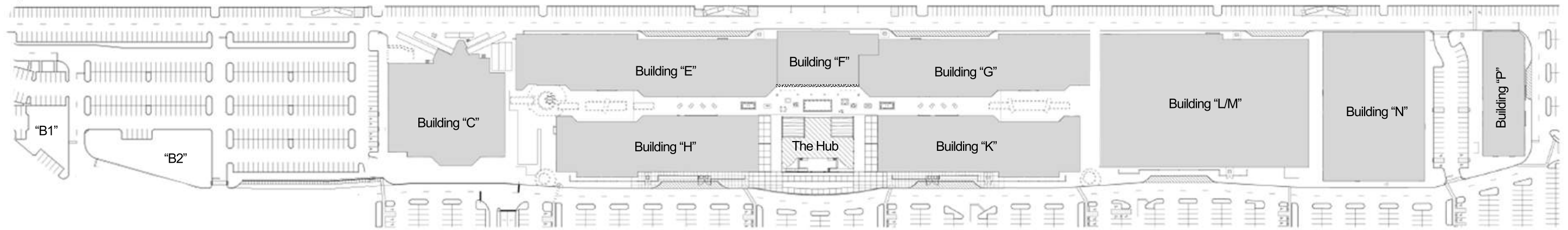
building P signage calculations for east elevation
total elevation area = 5,900 s.f. x 0.075 = 442.5 allowable signage
(-40% for any window graphics)



building P westelevation scale: N.T.S.

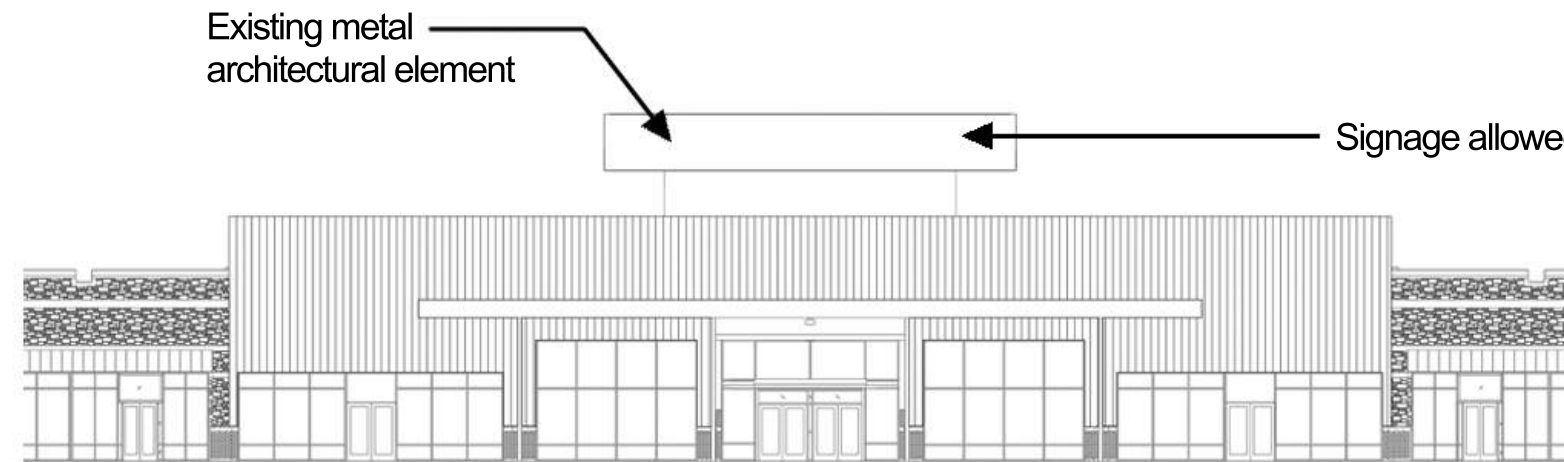
building P signage calculations for West elevation
total elevation area = 5,900 s.f. x 0.075 = 442.5 allowable signage
(-40% for any window graphics)

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siteplan 

center southelevation



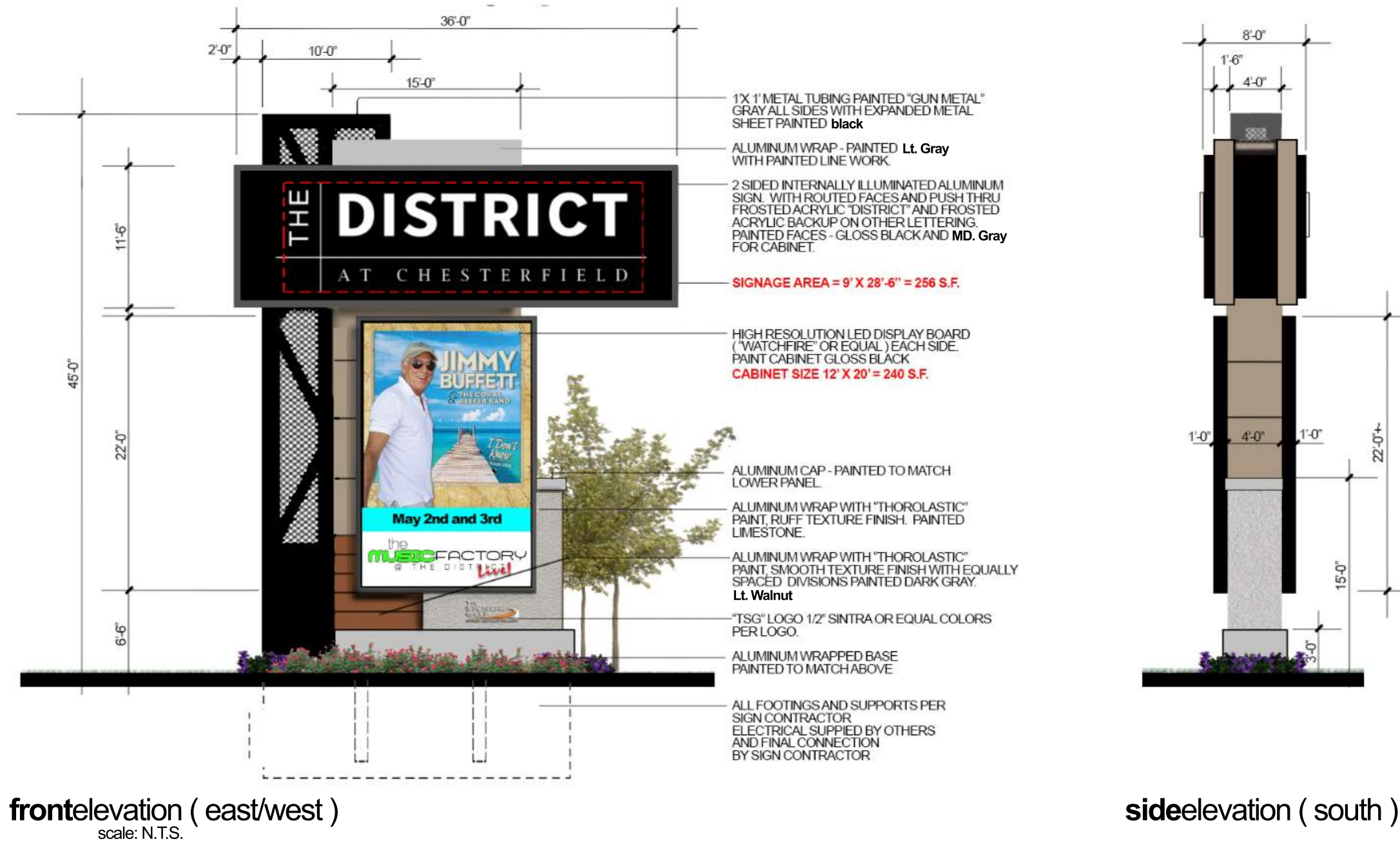
NOTE:
No wall signage mounted above 45' from finish floor

southelevation
scale: N.T.S.

building F signage calculations for south elevation
total elevation area = 4,000 s.f. x 0.075 = 300 allowable signage
(-40% for any window graphics)

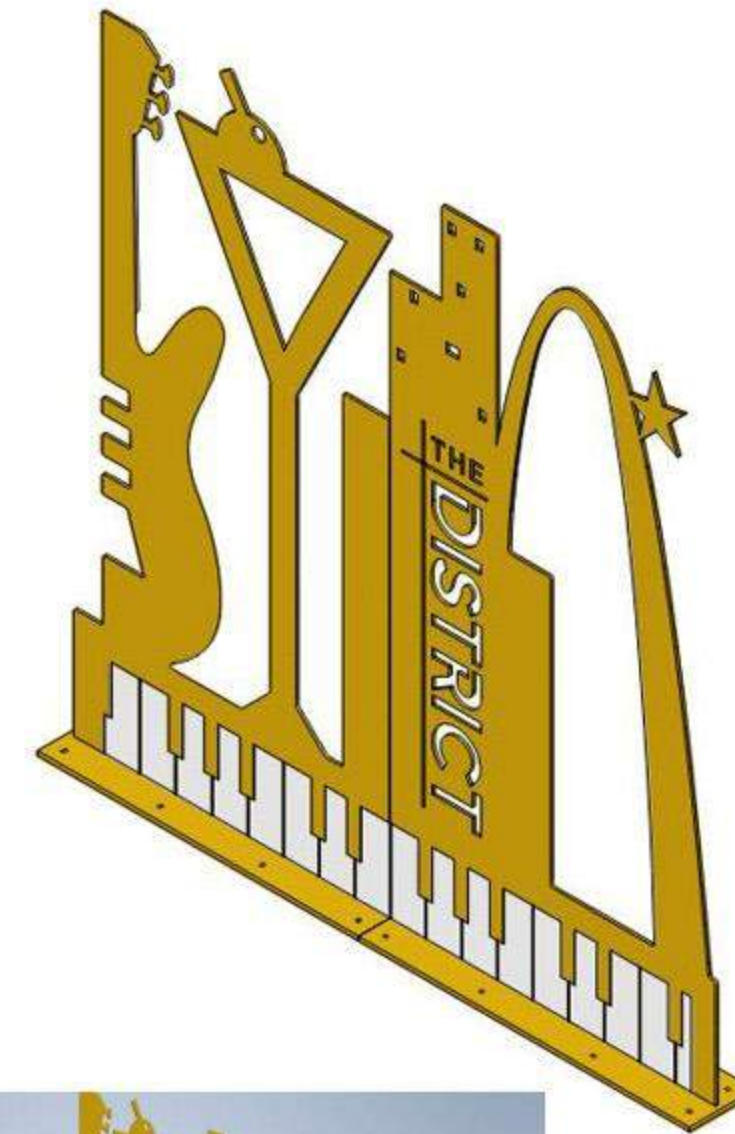
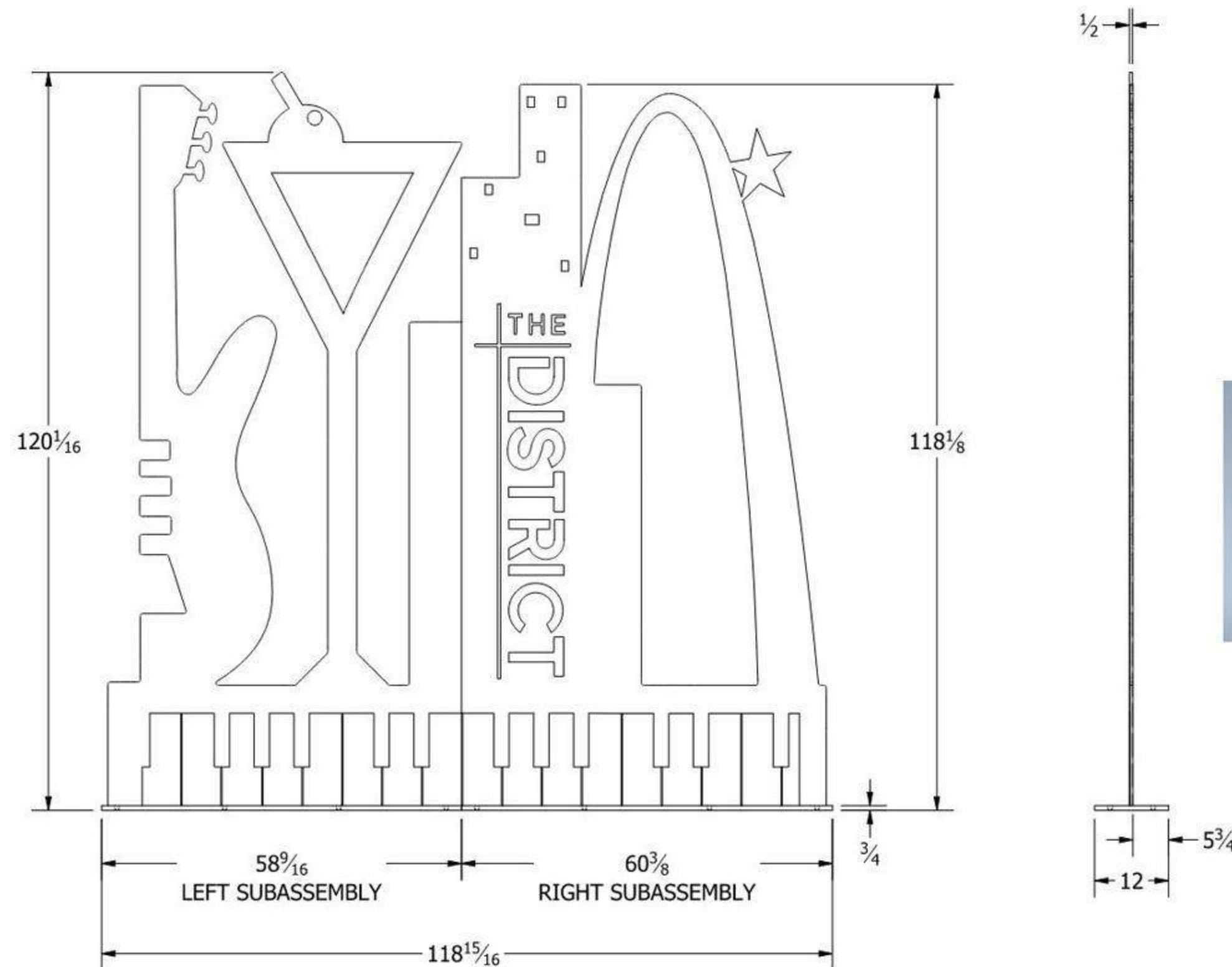
Building F = 4,000 s.f x 0.075 = 300 s.f allowed

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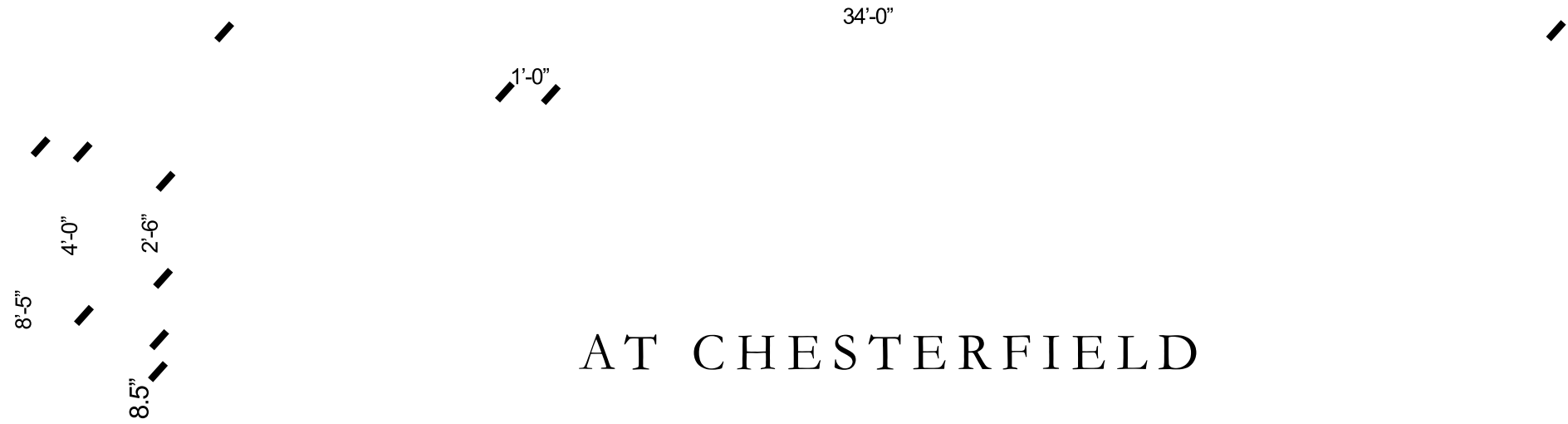


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MATERIAL: 1/2 INCH HOT ROLLED STEEL
12x3/4 HOT ROLLED STEEL FLAT BAR
FINISH: TBD- COLOR MATCH PANTONE 124 C SHOWN
NOTE: 1. SCULPTURE TO BE INSTALLED IN TWO SECTIONS
2. WHITE PIANO KEYS TO BE PAINTED



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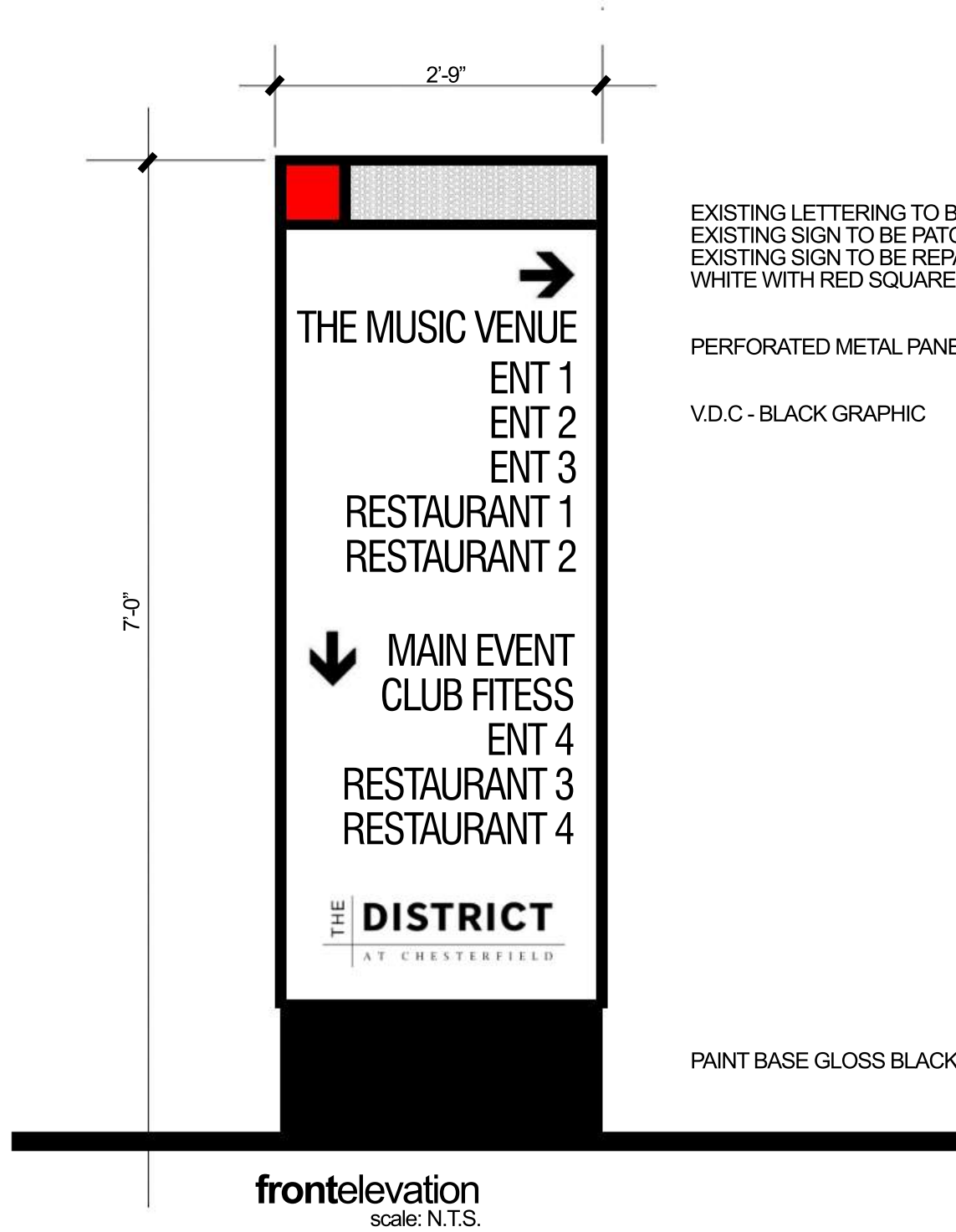


EXISTING LETTERING TO BE REMOVED.
EXISTING SIGN TO BE PATCHED AND REPAIRED AS NEED.
EXISTING SIGN TO BE REPAINTED - GLOSS BLACK AND
WHITE WITH RED SQUARES.

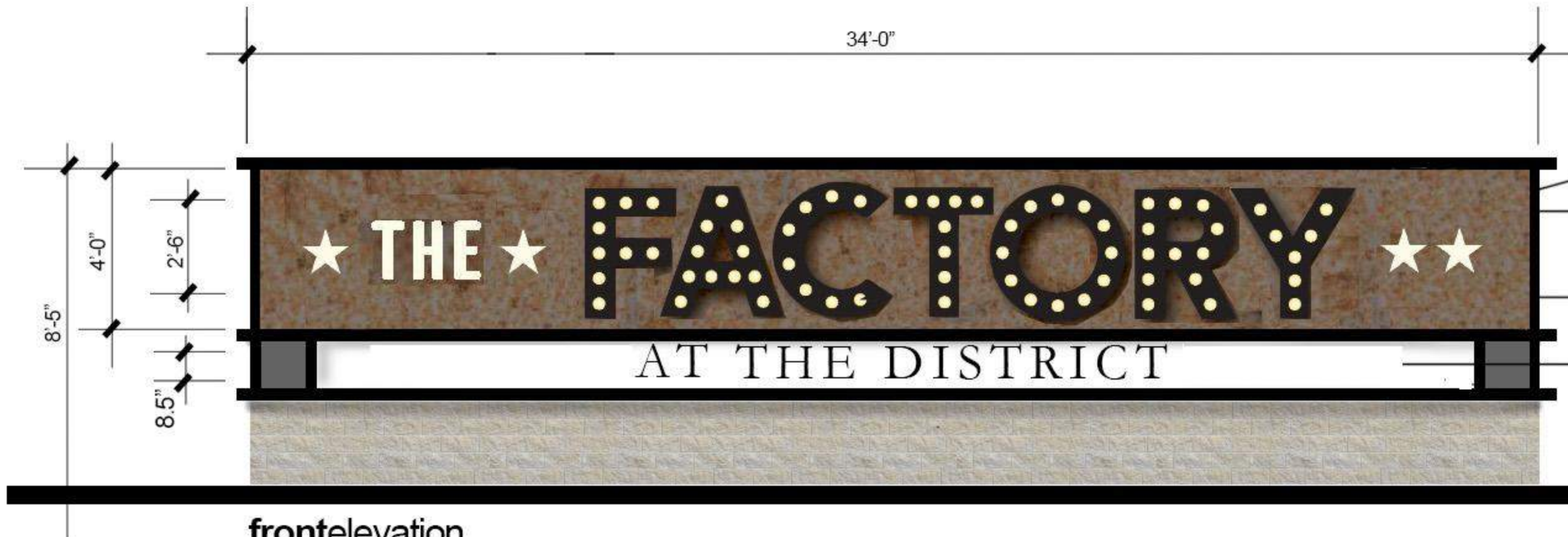
1"x1" METAL TUBING INSERTS.
PAINTED "GUN METAL" GRAY - ALL SIDES
WITH PERFORATED METAL PANEL - PAINTED SAME.

1/2" SINTRA OR EQUAL LETTER APP. TO FACE.
PAINTED GLOSS WHITE "THE DISTRICT" AND
GLOSS BLACK "CHESTERFIELD"

EXISTING LANDSCAPE TO TOREMAIN



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frontelevation
scale: N.T.S.

EXISTING LETTERING TO BE REMOVED.
EXISTING SIGN TO BE PATCHED AND REPAIRED AS NEEDED.
EXISTING SIGN TO BE REPAINTED - GLOSS BLACK WITH WHITE BAR AND GREY SQUARE PMS# 8402

AGED METAL LIGHTER/RUSTIER IN COLOR

"MUSIC" - BLACK CHANNEL LETTERS WITH V.D.C. DOT (PMS#)
att: REV CHANNEL LETTERS WITH INDIVIDUAL BULBS - SIZED OF BULBS TO FIT. ACRYLIC PANEL FRONT

FLAT METAL LETTERS / STARS (PMS#)
att: ROUTED FACE WITH ACRYLIC BACKUP

1/2" SINTRA OR EQUAL LETTERS APPLIED TO FACE
PAINTED GLOSS BLACK

EXISTING LANDSCAPE TO REMAIN

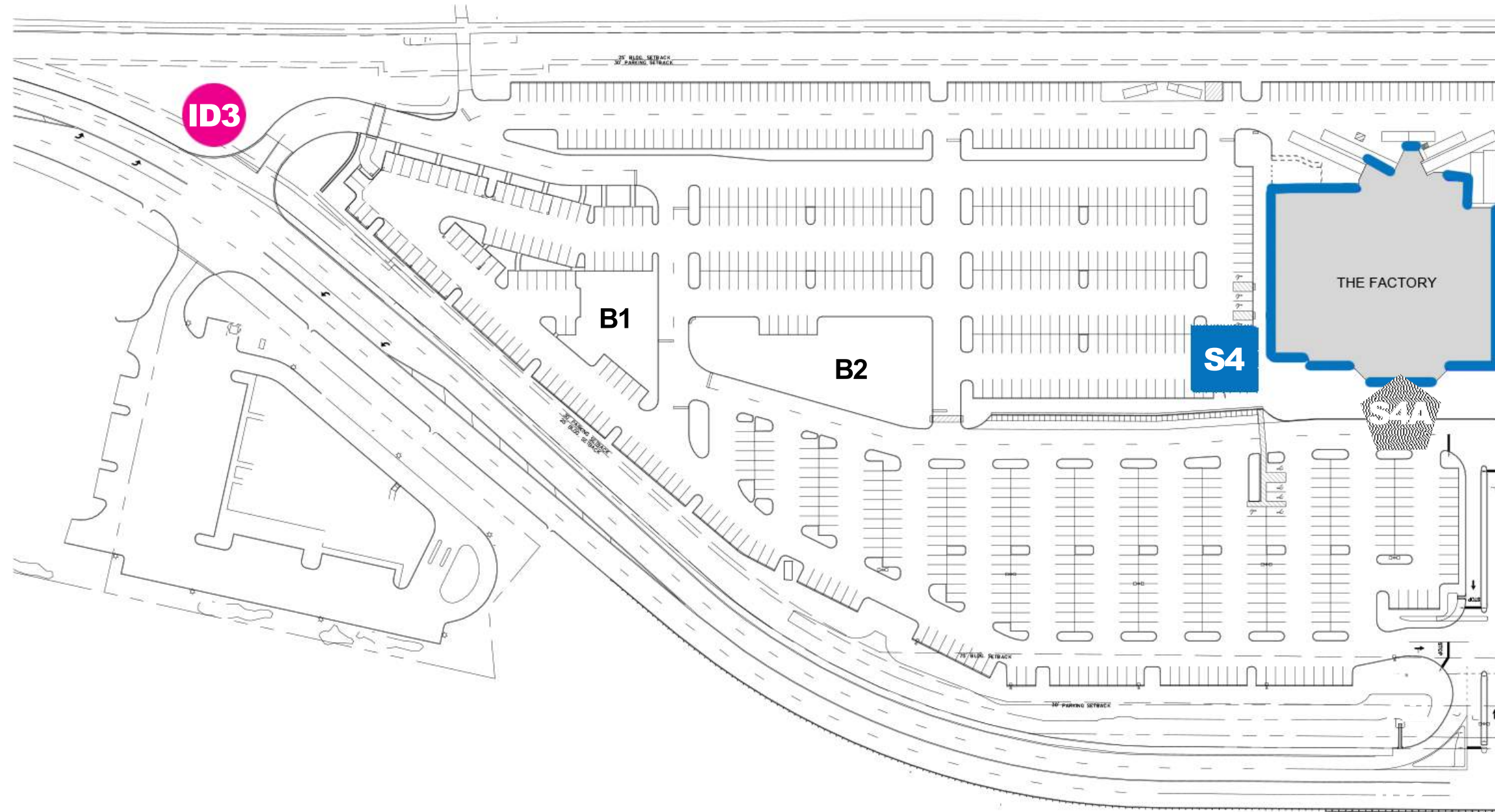
att: LED INTERNALLY ILLUMINATED - POWER SUPPLIED FROM EXISTING GROUND LIGHTING. SUPPLY / J BOX LOCATION TO REAR OF SIGN



existing frontelevation
scale: N.T.S.

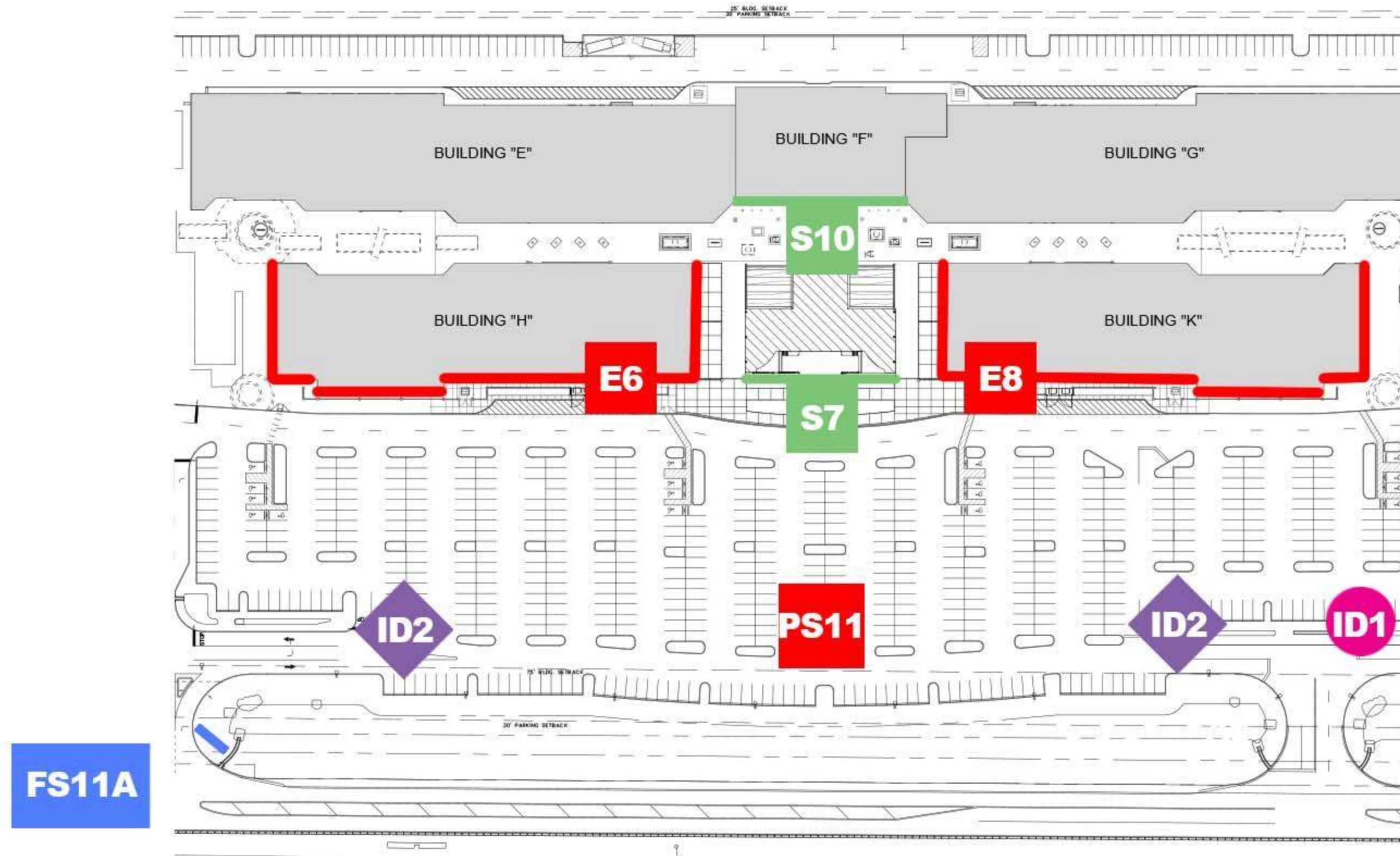


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April 20, 2022



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April 20, 2022



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April 20, 2022