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Phone: 636-537-4000 • Fax 636-537-4798 • www.chesterfield.mo.us

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## Planning Commission Staff Report

Meeting Date: April 24, 2023

From: Alyssa Ahner, Planner

Location: 13435 Olive Blvd

Description: 13435 Olive Blvd. (Crazy Bowls & Wraps) Sign Package: A sign package for a 0.27- acre tract of land zoned "PC" –Planned Commercial District located north of Olive Blvd and east of N. Woods Mill Drive.

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### PROPOSAL SUMMARY

Tao + Lee Associates, on behalf of Crazy Bowls & Wraps, has submitted a Sign Package for an existing restaurant. The request includes an additional attached wall sign on the south elevation than what the Unified Development Code allows.



Figure 1: Subject Site

## HISTORY OF SUBJECT SITE

1970: Subject site zoned "C2" Shopping District.

2002: Rezoned from "C2" Shopping District to "PC" Planned Commercial District under current governing [Ordinance 1874](#). The only permitted use was and is, restaurants, fast-food.

2003: Site Development Plan was approved in 2003 for a Dairy Queen.

2012: Amended Architectural Elevations were approved for a Kim Cheese restaurant.

2022: Amended Architectural Elevations were approved for a Crazy Bowl's & Wraps restaurant.

## ZONING & LAND USE

The site is zoned "PC" – Planned Commercial under the provisions of [Ordinance 1874](#).



Figure 2: Zoning Map



Figure 3: Land Use Map

## COMPREHENSIVE PLAN

The City of Chesterfield Comprehensive Land Use Plan indicates the subject site as being part of the Neighborhood Center land use designation. The City of Chesterfield provides a character description of this area as, *"Land that supports small-scale, commercial centers that provide goods and services to surrounding neighborhoods. Their proximity to neighborhoods requires that operations be low-intensity, unobtrusive and at a small scale and design compatible with nearby residential development. The design of neighborhood centers transitions effectively between residential and non-residential uses, and includes safe and convenient pedestrian and bicycle access for nearby residents. While this is primarily a commercial category, some neighborhood commercial centers may include upper story residential."*

## STAFF ANALYSIS

In accordance with the Unified Development Code, the subject site is allowed one sign on any two elevations. Each sign shall not exceed 5% of the elevation that they are located on.

The applicant is requesting one sign on the east elevation and two signs on the south elevation. The single sign on the east elevation shall not exceed 5% of the elevation. The two signs on the south elevation shall not cumulatively exceed 5% of the elevation.

The proposed signage exists on the building today. During the occupancy inspection for the new tenant, Staff noted the additional signage and notified the property owner of the violation. The property owner submitted a sign package to request the additional signage on the south elevation. Occupancy may not be granted until the site is brought into compliance. A draft of the requested signage criteria language has been attached to this report.

## DEPARTMENT INPUT

Staff has reviewed the Sign Package and found that it meets the requirements to be presented to the Planning Commission for review. 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 Crazy Bowls & Wraps, as presented."
- 2) "I move to approve the Sign Package for Crazy Bowls & Wraps, with the following conditions..."

Attachments:

1. Governing Signage Criteria
2. Applicant Submittal Packet

### 13435 Olive Blvd (Crazy Bowls & Wraps) 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

##### 1. East Elevation

- a) Permitted one (1) attached wall sign
- b) Outline area shall not exceed 5% of the elevation

##### 2. South Elevation

- a) Permitted two (2) attached wall signs
- b) Cumulative outline area of signs shall not exceed 5% of the elevation

## Sign Package Narrative

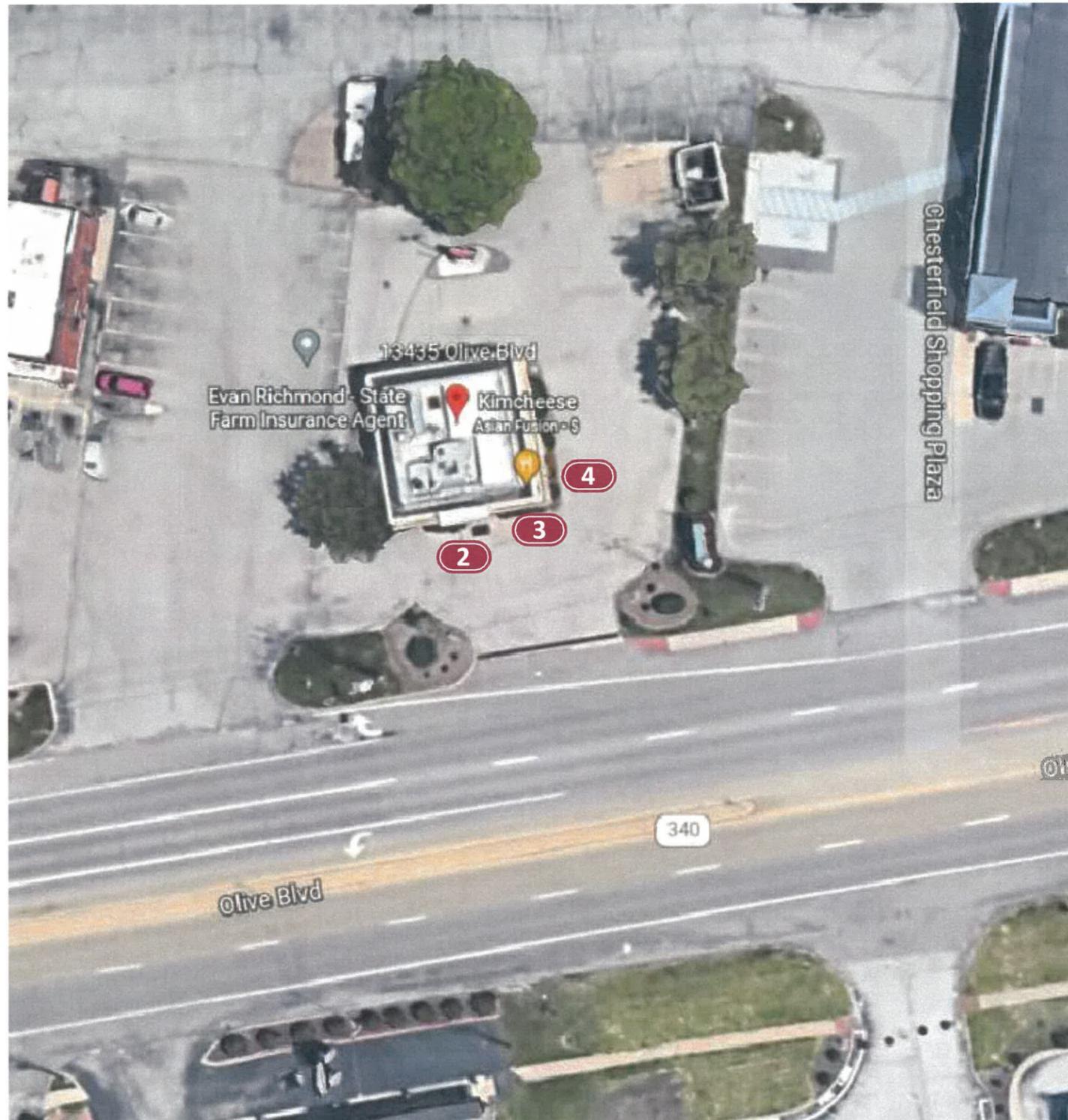
4-6-2023

To Whom It May Concern,

Crazy Bowls & Wraps (CBW) is proposing the included signage package for their new location at 13435 Olive Boulevard. CBW has completed renovations including updating the exterior facades to be within their standard design model. This proposed signage package would be in line with their design model that has been completed at other locations.

The proposed scope includes 3 signs in total. 1 sign on the east elevation and 2 signs on the south elevation. All signage is with the 5% of the allowed square footage for their respective elevations as required by the Unified Development Code.

Crazy Bowls & Wraps is requesting a modification with regard to the number of signs allowed on each elevation. CBW is proposing 2 separate signs on the south (front) elevation. The total area of the 2 signs is within the 5% square footage requirement per the UDC. This modification would allow CBW to take advantage of the traffic driving in both directions of Olive Blvd.



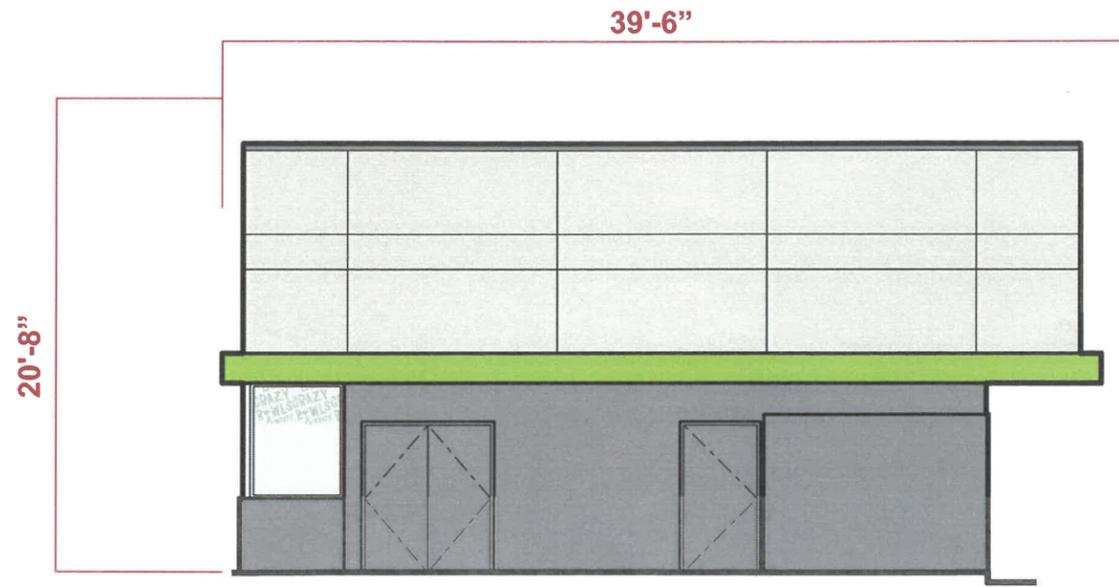
**SITE PLAN**

<b>2</b>	Face-Lit Channel Cabinet
<b>3</b>	Face-Lit/Back-Lit Channel Letters
<b>4</b>	Face-Lit/Back-Lit Channel Letters

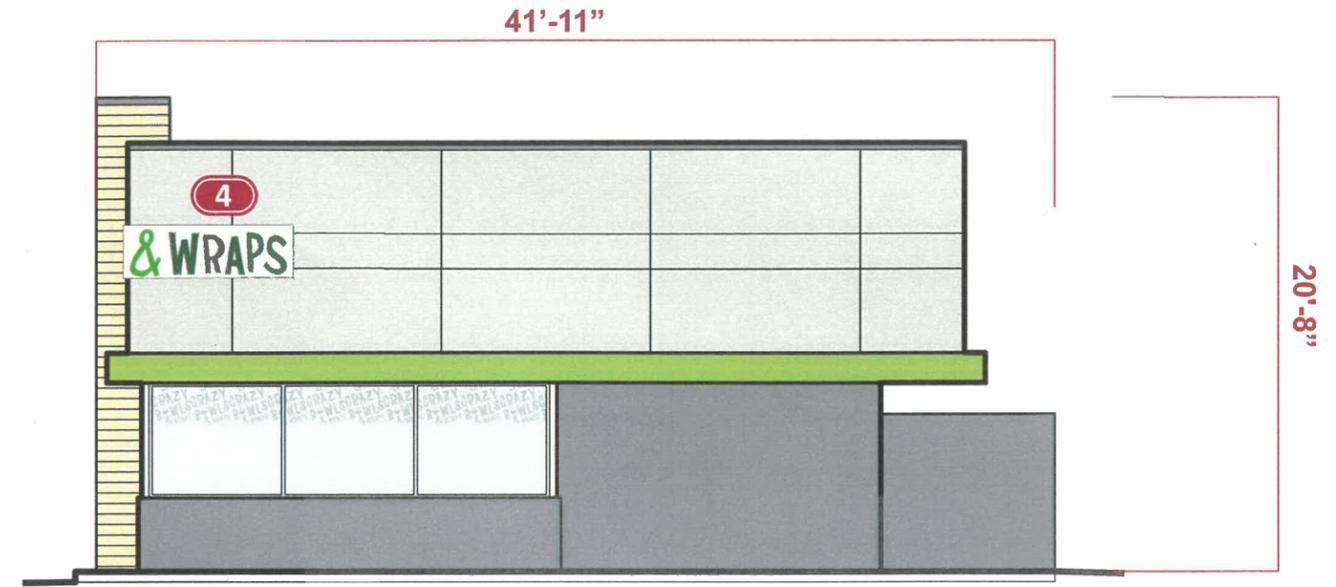
**RECEIVED**  
**APR 12 2023**  
 City of Chesterfield-Department of Planning

**SITE PLAN : OVERVIEW**

**CODE:**  
 5% of wall sq footage.  
 300 sq ft max for all wall signs.  
 North/South: 20.667 x 39.5' = 816.3' x 5% = 40.8 Allowed.  
 East/West: 20.667' x 41.917' = 866.2' x 5% = 43.3 Allowed.



NORTH ELEVATION



EAST ELEVATION



SOUTH ELEVATION

**BUILDING ELEVATIONS**

SCALE: 1/8" = 1'-0"



700 Parker Sq STE 205  
 Flower Mound, TX 75028  
 T. 800.675.6353

**Project:** Crazy Bowls & Wraps  
**Location:** 13435 Olive Boulevard  
 Chesterfield, Missouri 63017  
**Date:** 4/26/22 **Sales:** KB **Designer:** MH  
**File Name:** CB&W-Chesterfield, MO

Revision	
R1:	_____
R2:	_____
R3:	_____
R4:	_____
R5:	_____

**Approvals**

**Customer:** \_\_\_\_\_

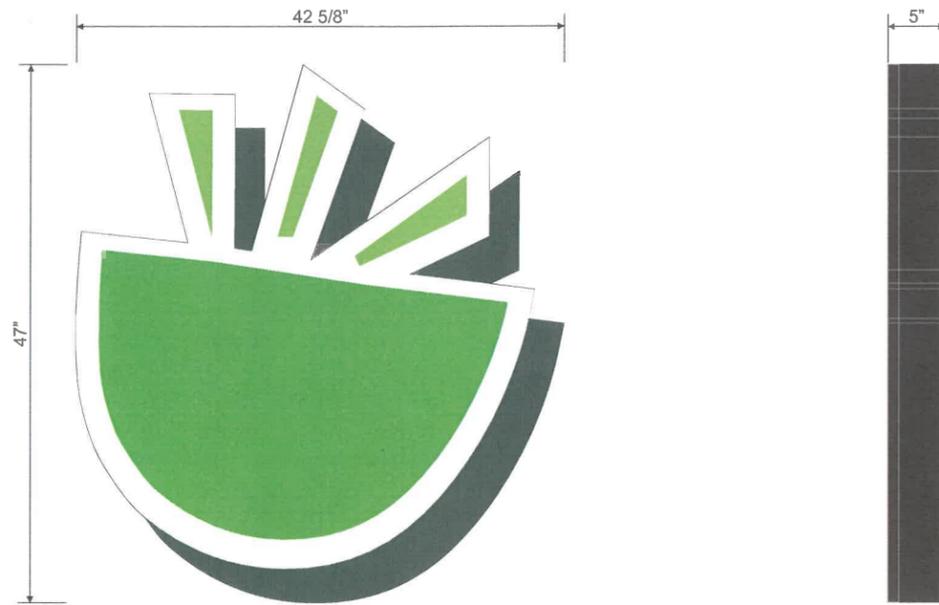
**Landlord:** \_\_\_\_\_

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**2** **FACE-LIT REMOTE CHANNEL FORM** SCALE: 3/4" = 1'-0"  
 (1) REQUIRED 14.0 SF

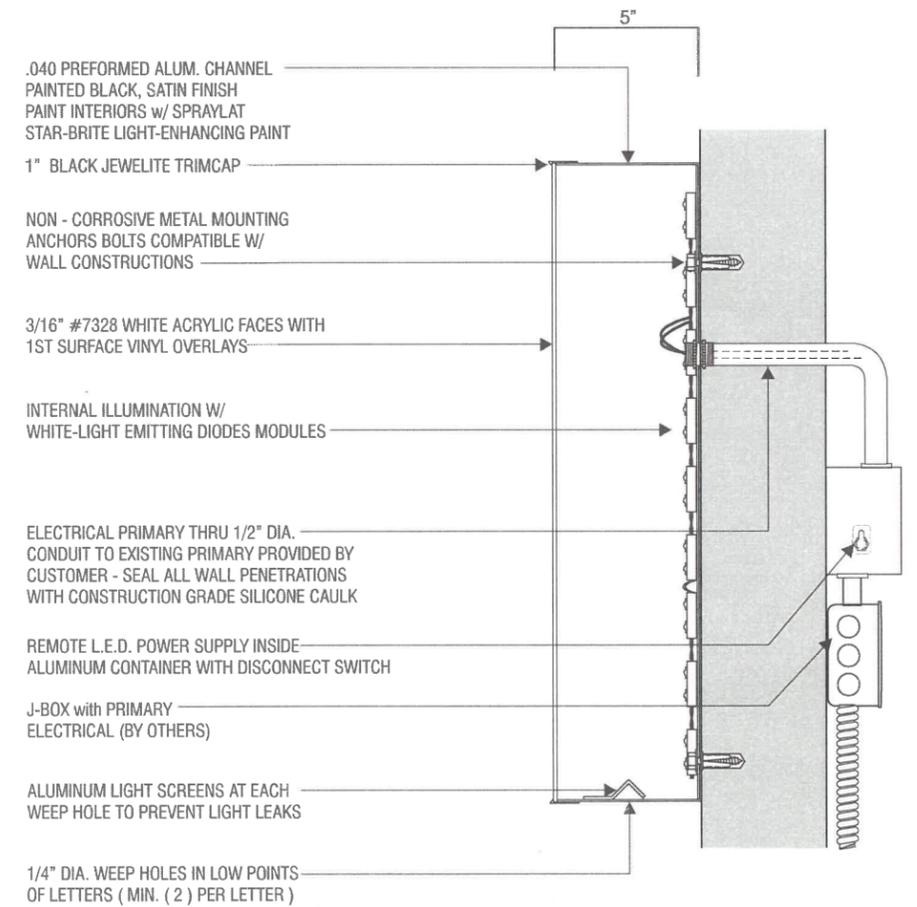
- SPECIFICATIONS:**
- 5" DEEP ALUMINUM RETURNS PAINTED BLACK, SATIN FINISH.
  - ALL INTERIORS PAINTED LIGHT ENHANCEMENT WHITE.
  - 1" BLACK TRIM CAP.
  - FACE IS FLAT #7325 WHITE ACRYLIC WITH FIRST SURFACE ARLON #76 HOLLY GREEN & #106 BRILLIANT GREEN VINYL OVERLAYS.
  - INTERNALLY ILLUMINATED WHITE LEDS.
  - CABINET MOUNTED FLUSH TO BUILDING FASCIA WITH APPROPRIATE NON-CORROSIVE MOUNTING HARDWARE.

**COLOR CHART**

- ARLON #76 HOLLY GREEN
- ARLON #106 BRILLIANT GREEN

FASTENER SCHEDULE	
<b>Thru-Bolt Mounting</b> 	3/8" THREADED ROD FOR USE IN THRU BOLT APPLICATIONS
<b>Hanger Bolts</b> 	3/8" LAG SCREW FOR USE IN WOOD BLOCKING 1 1/2" MIN PENETRATION
<b>Masonry Lag Bolt Mounting</b> 	MASONRY EXPANSION BOLT w/ADHESIVE EMBED 2" MIN

\*NOTE: EXACT ANCHORS PER SITE WALL CONSTRUCTION



**LETTER SECTION**

UL **U.L. LABELS REQUIRED**  
 INSTALL IN ACCORDANCE W/  
 NATIONAL ELECTRIC CODES

N.T.S.

**ADART**  
 700 Parker Sq STE 205  
 Flower Mound, TX 75028  
 T. 800.675.6353

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R5:	

**Approvals**

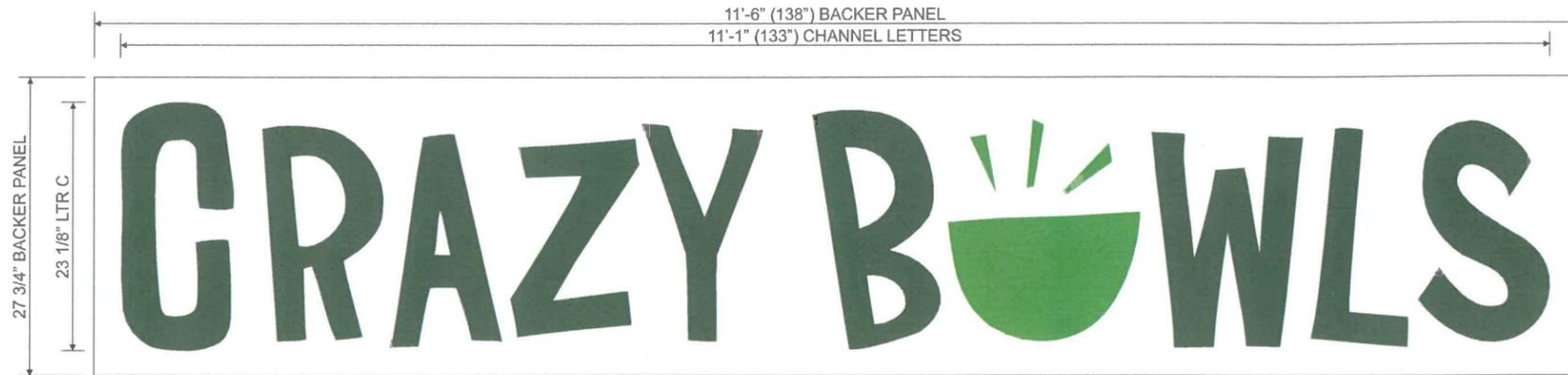
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### FACE-LIT / BACK-LIT REMOTE CHANNEL LETTERS w/ BACKER PANEL

(1) ONE SET REQUIRED

#### SPECIFICATIONS

##### CRAZY B-WLS WRAPS CHANNEL LETTERS:

1. 3" DEEP ALUMINUM RETURNS PAINTED BLACK, SATIN FINISH.
2. ALL LETTER INTERIORS PAINTED LIGHT ENHANCEMENT WHITE.
3. 1" WHITE TRIM CAP
4. LETTERS CLOSED IN WITH CLEAR POLYCARBONATE LENSE
5. FACES ARE FLAT WHITE ACRYLIC WITH FIRST SURFACE ARLON #76 HOLLY GREEN VINYL OVERLAYS.
6. INTERNALLY ILLUMINATED WHITE WHITE LEDS.

##### BOWL & CHANNEL FORM:

7. 3" DEEP ALUMINUM RETURNS PAINTED BLACK, SATIN FINISH.
  8. ALL FORM INTERIORS PAINTED LIGHT ENHANCEMENT WHITE.
  9. 1" WHITE TRIM CAP
  10. FORMS ARE CLOSED IN WITH CLEAR POLYCARBONATE LENSE
  11. FACES ARE FLAT WHITE ACRYLIC WITH FIRST SURFACE ARLON #106 BRILLIANT GREEN VINYL OVERLAYS.
  12. INTERNALLY ILLUMINATED WHITE WHITE LEDS.
13. LETTERS/Form ARE PIN MOUNTED 1" OFF FLAT .125 ALUMINUM BACKER PANEL PAINTED WHITE WITH APPROPRIATE NON-CORROSIVE MOUNTING HARDWARE.

SCALE: 3/4" = 1'-0"

Ch. Letters: 21.3 SF  
Backer Panel: 26.5 SF

PREFORMED ALUMINUM CHANNEL  
LETTERS/PAINTED SATIN BLACK  
PAINT INSIDE w/ SPRAYLAT  
STAR-BRITE LIGHT-ENHANCING PAINT

1" WHITE RETAINERS

ALUMINUM CLIP

WHITE ACRYLIC FACES WITH VINYL  
OVERLAYS TO MATCH COLOR CHART

1/8" CLEAR POLYCARBONATE BACKS

WHITE L.E.D. ILLUMINATION ON INSIDE  
OF RETURNS

ELECTRICAL TO L.E.D. POWER SUPPLY  
LOCATED BEHIND WALL IN METAL  
CONTAINMENT BOX

.125 ALUMINUM BACKER PANEL PTD WHITE

1/4" DIA. RIVNUT AND METAL MTG. STUD

J-BOX with PRIMARY  
ELECTRICAL (BY OTHERS)

DISCONNECT  
SWITCH ON SIDE

L.E.D.  
POWER SUPPLY

FASTENER SCHEDULE	
<p><b>Thru-Bolt Mounting</b></p>	<p>3/8" THREADED ROD FOR USE IN THRU BOLT APPLICATIONS</p>
<p><b>Hanger Bolts</b></p>	<p>3/8" LAG SCREW FOR USE IN WOOD BLOCKING 1 1/2" MIN PENETRATION</p>
<p><b>Masonry Lag Bolt Mounting</b></p>	<p>MASONRY EXPANSION BOLT w/ADHESIVE EMBED 2" MIN</p>

\*NOTE: EXACT ANCHORS PER SITE WALL CONSTRUCTION

#### DETAIL SECTION

DUAL - LIGHTED WITH L.E.D.

NOT TO SCALE

COLOR CHART	
	ARLON #76 HOLLY GREEN
	ARLON #106 BRILLIANT GREEN



700 Parker Sq STE 205  
Flower Mound, TX 75028  
T. 800.675.6353

Project: Crazy Bowls & Wraps

Location: 13435 Olive Boulevard  
Chesterfield, Missouri 63017

Date: 4/26/22 Sales: KB Designer: MH  
File Name: CB&W-Chesterfield, MO

#### Revision

R1: \_\_\_\_\_  
R2: \_\_\_\_\_  
R3: \_\_\_\_\_  
R4: \_\_\_\_\_  
R5: \_\_\_\_\_

#### Approvals

Customer: \_\_\_\_\_

Landlord: \_\_\_\_\_

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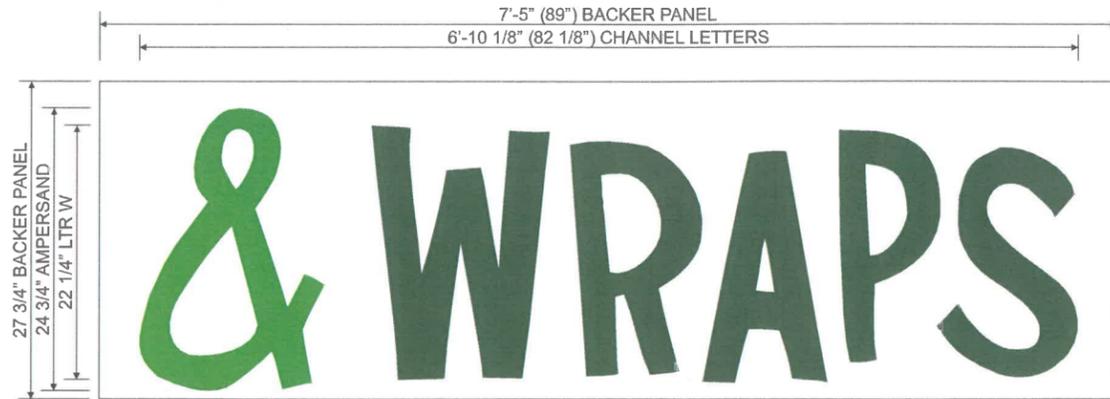
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**4** **FACE-LIT / BACK-LIT REMOTE CHANNEL LETTERS w/ BACKER PANEL** SCALE: 3/4" = 1'-0"

(1) ONE SET REQUIRED

Ch. Letters: 14.1 SF  
Backer Panel: 17.1 SF

**SPECIFICATIONS**

**CRAZY B-WLS WRAPS CHANNEL LETTERS:**

1. 3" DEEP ALUMINUM RETURNS PAINTED BLACK, SATIN FINISH.
2. ALL LETTER INTERIORS PAINTED LIGHT ENHANCEMENT WHITE.
3. 1" WHITE TRIM CAP.
4. LETTERS CLOSED IN WITH CLEAR POLYCARBONATE LENSE
5. FACES ARE FLAT WHITE ACRYLIC WITH FIRST SURFACE ARLON #76 HOLLY GREEN VINYL OVERLAYS.
6. INTERNALLY ILLUMINATED WHITE WHITE LEDS.

**BOWL & CHANNEL FORM:**

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9. 1" WHITE TRIM CAP.
10. FORMS ARE CLOSED IN WITH CLEAR POLYCARBONATE LENSE
11. FACES ARE FLAT WHITE ACRYLIC WITH FIRST SURFACE ARLON #106 BRILLIANT GREEN VINYL OVERLAYS.
12. INTERNALLY ILLUMINATED WHITE WHITE LEDS.
13. LETTERS/Form ARE PIN MOUNTED 1" OFF FLAT .125 ALUMINUM BACKER PANEL PAINTED WHITE WITH APPROPRIATE NON-CORROSIVE MOUNTING HARDWARE.

PREFORMED ALUMINUM CHANNEL LETTERS/PAINTED SATIN BLACK PAINT INSIDE w/ SPRAYLAT STAR-BRITE LIGHT-ENHANCING PAINT

1" WHITE RETAINERS

ALUMINUM CLIP

WHITE ACRYLIC FACES WITH VINYL OVERLAYS TO MATCH COLOR CHART

1/8" CLEAR POLYCARBONATE BACKS

WHITE L.E.D. ILLUMINATION ON INSIDE OF RETURNS

ELECTRICAL TO L.E.D. POWER SUPPLY LOCATED BEHIND WALL IN METAL CONTAINMENT BOX

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**DETAIL SECTION**

DUAL - LIGHTED WITH L.E.D.

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COLOR CHART	
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	ARLON #106 BRILLIANT GREEN



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