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Planning Commission Report

Meeting Date: November 27, 2023

From: Isaak Simmers, Planner

Location: 15354 Olive Blvd.

Description: **St. John's United Church of Christ, Sign Package:** A Sign Package for a 7.05-acre tract of land zoned "NU" Non-Urban District located just southeast of the intersection of Olive Boulevard and East Chesterfield Parkway.

PROPOSAL SUMMARY

Warren Sign Company, on behalf of St. John's United Church of Christ, has submitted a Comprehensive Sign Package for a 7.05-acre tract of land zoned "NU" Non-Urban District located just southeast of Olive Boulevard and East Chesterfield Parkway. The purpose of the Comprehensive Sign Package is to replace an existing freestanding monument sign with a new Electronic Messaging Sign (EMS) that is not eligible for administrative approval and requires an approved sign package.



Figure 1: Subject Site

SITE HISTORY

The subject site was zoned "NU" Non-Urban by St. Louis County and was first developed for a school in 1958, followed by the church in 1962. The site has been amended throughout the years to accommodate school expansion and received Municipal Zoning Approval from the City of Chesterfield back in 1991 for a school gymnasium. In 2017, [Ordinance 2949](#) amended the Unified Development Code (UDC) by changing the boundaries of an "NU" Non-Urban District to an "R-3" Residential District and "R-4" Residential District, and in 2020, St. John's United Church applied for a Grading Permit with the City to expand an existing drive on the southeast corner of the church.

ZONING & LAND USE

The subject site is zoned "NU" Non-Urban District under the St. Louis County Zoning Ordinance prior to the incorporation of the City of Chesterfield.

Direction	Zoning	Land Use
North	"C-8" Planned Commercial District & "R-4" Residential District	Suburban neighborhood & Neighborhood Center
South	"R-3" Residential District & "R-4" Residential District	Suburban Neighborhood & Conservation
East	"R-3" Residential District & "R-4" Residential District	Suburban Neighborhood
West	"R-4" Residential District	Suburban Neighborhood

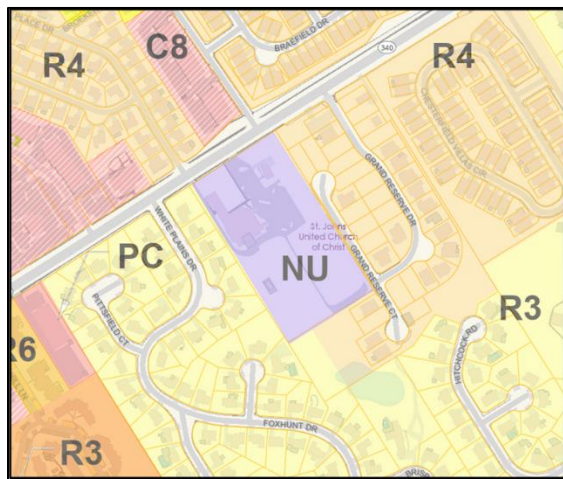


Figure 2: Zoning Map

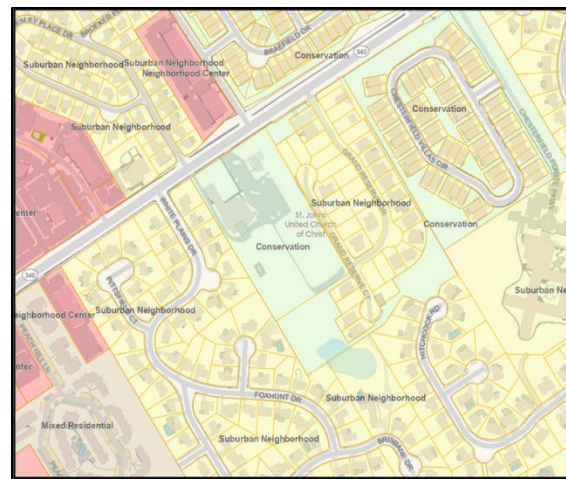


Figure 3: Land Use Plan

COMPREHENSIVE PLAN

The Subject Site is located within Ward 2 of the City of Chesterfield. The City of Chesterfield Land Use plan indicates the subject site as being a part of the Conservation Land Use designation. The description states: "Undeveloped and/or preserved land dedicated for passive recreation or conservation purposes. Undisturbed land is reserved to protect natural beauty or serve environment and wildlife management purposes. In Chesterfield, passive open space includes floodplains, planned common ground and permanent conservation areas."

STAFF ANALYSIS

Existing Conditions

The subject site has an existing monument sign which contains a brick base with a message board attached that requires a manual change-in copy. The existing monument sign is to be the only sign on the premises and will remain in its existing location. The applicant proposed an update to the monument sign by removing the existing illuminated sign cabinet and fabricate a new double-face Electronic Messaging Sign (EMC) cabinet in its place. The applicant has also proposed an update to the landscaping.



Figure 4: Existing Sign

Sign package

The purpose of a sign package is to provide a comprehensive, complementary and unified signage through 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 considerations; 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.

The applicant is requesting this Comprehensive Sign Package to update their current monument sign. They claim their current sign is outdated, non-functional, and hard to see in its current condition. They have conveyed that it is important to them to communicate to their community, guests, and members that they are contemporary and up to the image of the neighborhood. They wish to keep the community informed of the many services that St. John's United Church of Christ has to offer and communicate their many services to Chesterfield residents through an on-site EMS.

Sign Outline Area

The applicant has ensured the City that St. John's United Church of Christ is aware of and respectful towards the residential neighborhoods near their property. In their submittal they emphasized that this was especially true for the neighbors across Olive Blvd. and Wellesley Place Dr., as well as those residences immediately east and west of the church. The new sign will be six (6) foot in height and shorter than the current sign which is illuminated and seven (7) foot above grade.

Landscaping

The existing landscaping will be removed and will be enhanced using dwarf evergreens, *Lantana* or equivalent, and finished with brown bark mulch. Work is designated to be done by a third party.



Figure 5: Front Elevation (EMS)

Electronic Message Center

The UDC contains Specific Criteria for electronic message centers. The requirements are below. The proposed sign package meets or exceeds the requirements in the UDC.

- a) **Distance.** Electronic message centers that exceed the size requirements eligible for administrative approval per the Unified Development Code (UDC) for permanent freestanding signs 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.
- b) **Distance.** Electronic message centers that exceed the size requirements eligible for administrative approval per the Unified Development Code (UDC) for permanent freestanding signs shall not be permitted within one thousand (1,000) feet from the center point of two (2) intersecting arterial roadways as designated within the City of Chesterfield Street Classification Map.
- c) **Duration Of Image Display.** Each image displayed shall have a minimum duration of thirty (30) minutes.
- d) **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.
- e) **Transition.** When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.

- f) **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.
- g) **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.
- h) **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.
- i) **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.
- j) **Resolution And Pixel Spacing.** The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
- k) **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.

Signs - Freestanding

- a) The combined square footage of the EMC and additional signage on the freestanding monument sign shall not exceed fifty (50) square feet.
- b) Each development lot may have no more than one (1) freestanding business sign facing each roadway on which the lot has frontage regardless of the number of buildings upon the lot.

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;
- Resolution of proposed sign accounting for size of sign, roadway characteristics, and other relevant features.

STAFF RECCOMENDATION

Staff has reviewed the Sign Package request and found that it meets the requirements set by the Unified Development Code of the City of Chesterfield 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 St. John's United Church of Christ Sign Package."
- 2.) "I move to approve the St. John's United Church of Christ Sign Package with the following conditions..." (Conditions may be added, eliminated or modified)

Attachments:

- 1) Regulations Sheet
- 2) Applicant Submittal

SIGN REGULATIONS

All signage within the development shall be in conformance with the Comprehensive Sign Package.

All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale.

Any signage not specifically identified in the Comprehensive Sign Package shall conform to the City of Chesterfield Sign Code.

15354 Olive Blvd. St. John's Church – As depicted on Exhibit A

1) SIGNS – ELECTRONIC MESSAGE CENTERS

Specific Criteria for one electronic message center

- a) In addition to submittal requirements noted in Subsection (D)(4), any request for an electronic message center shall comply with the following:
 - i) Distance. Electronic message centers that exceed the size requirements eligible for administrative approval per the Unified Development Code (UDC) for permanent freestanding signs 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.
 - ii) Distance. Electronic message centers that exceed the size requirements eligible for administrative approval per the Unified Development Code (UDC) for permanent freestanding signs shall not be permitted within one thousand (1,000) feet from the center point of two (2) intersecting arterial roadways as designated within the City of Chesterfield Street Classification Map.
 - iii) Duration Of Image Display. Each image displayed shall have a minimum duration of thirty (30) minutes.
 - iv) 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.
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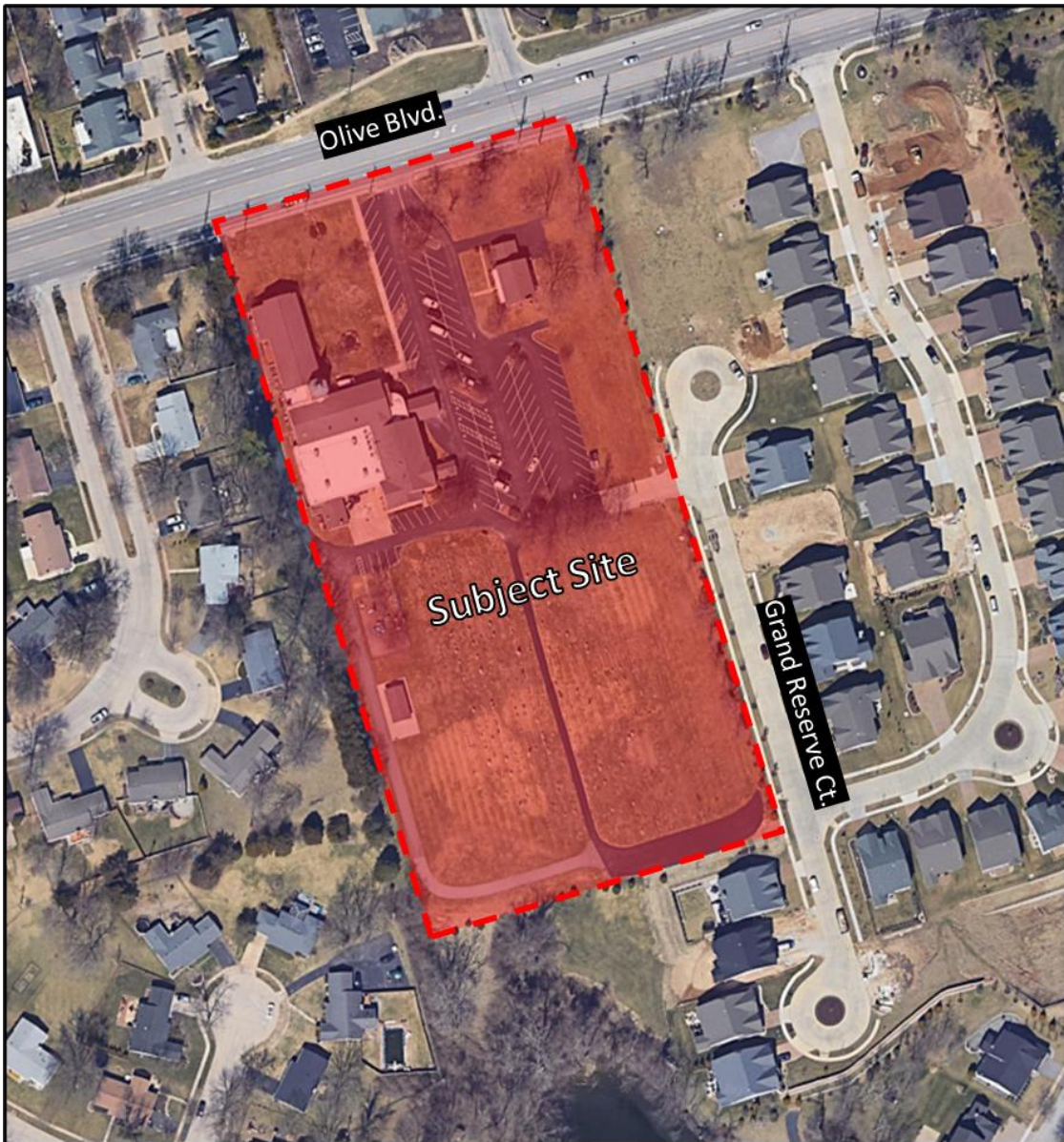
- v) Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.
- vi) Dimmer Control. The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.
- vii) 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.
- viii) 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.
- ix) 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.
- x) Resolution And Pixel Spacing. The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
- xi) 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.

2) SIGNS - FREESTANDING

- a) The combined square footage of the EMC and additional signage on the freestanding monument sign shall not exceed fifty (50) square feet.
 - b) Each development lot may have no more than one (1) freestanding business sign facing each roadway on which the lot has frontage regardless of the number of buildings upon the lot.
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- 3) This document shall be read as a whole and any inconsistency to be integrated to carry out the overall intent of the document.

EXHIBIT A



November 2, 2023

Comprehensive Sign Package



ST. JOHNS
UNITED CHURCH OF CHRIST

15354 Olive Blvd., Chesterfield, MO. 63107

Purpose of a new sign for St. John's United Church of Christ.

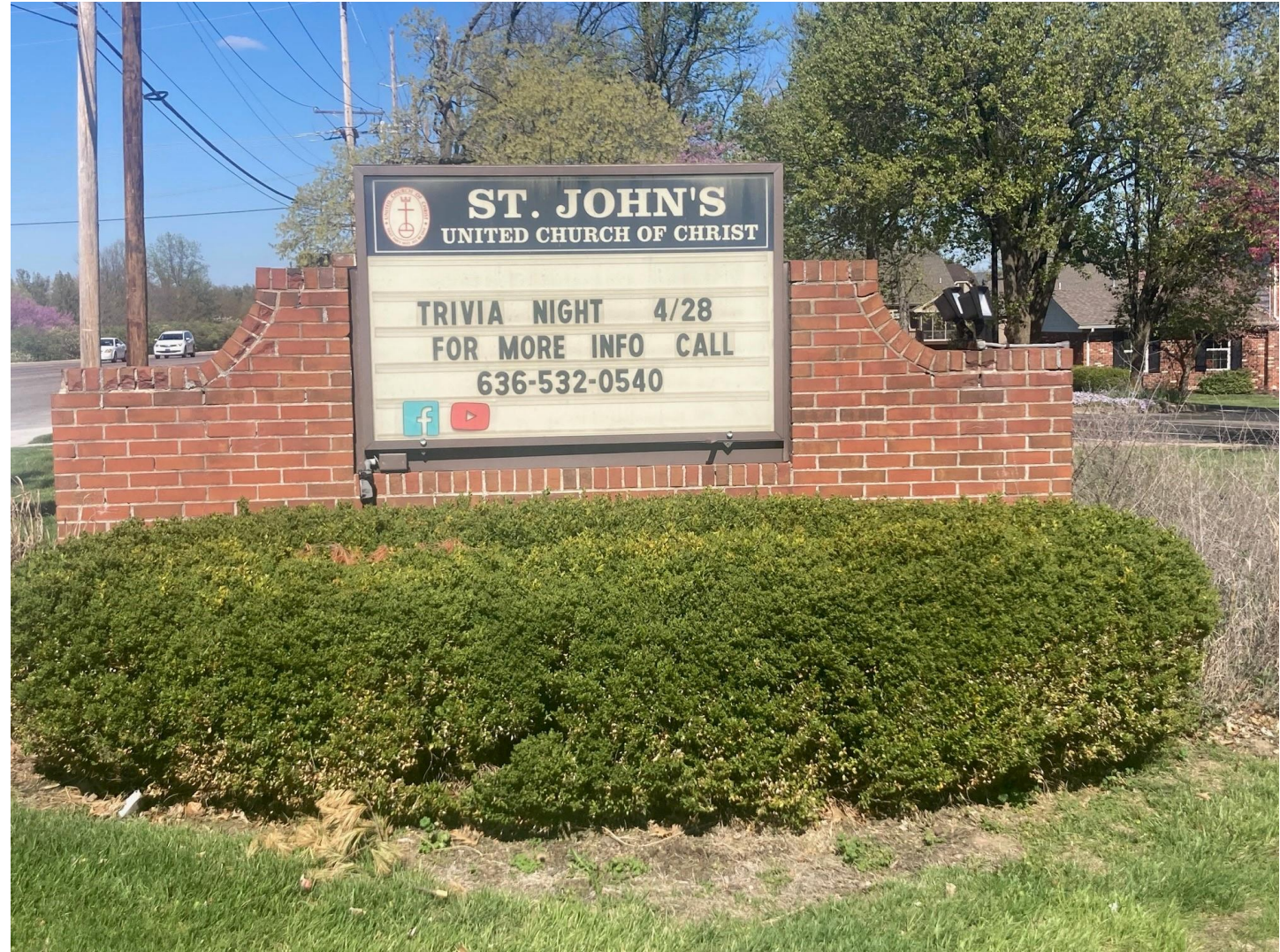
Visibility – Our current sign is very dated and hard for the community to see.

Modernization - Our current sign is not very functional, and it is important that we communicate to our community, guests and members that we are contemporary and up to the image of the neighborhood.

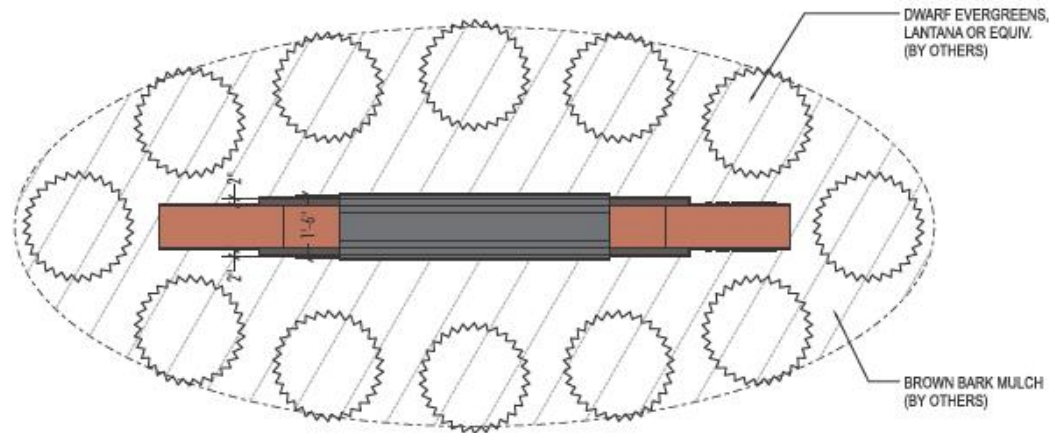
Serving Chesterfield - We want to keep the community informed of what we have to offer at St. John's United Church of Christ. We offer many services to the Chesterfield residents that can be communicated using an electronic message center.

Current Sign

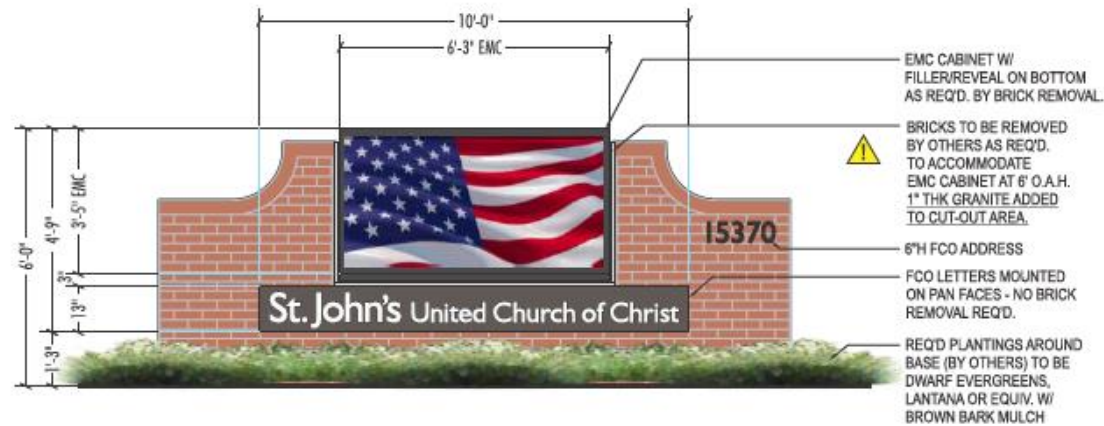
Any other signs on site such as daycare sign or ground banners will be removed.



New Signage & Landscape Plan



PLAN VIEW



FRONT ELEVATION (D/F SIGN)

Monument Sign Update

SCALE: 3/8" = 1'

REMOVE EXISTING D/F INTERNALLY ILLUMINATED SIGN CABINET FROM BRICK BASE. FABRICATE NEW DOUBLE-FACE EMC CABINET IN PLACE OF EXISTING CABINET AT APPROVED 6' O.A.H. FABRICATE & INSTALL TWO NON-ILLUMINATED PAN FACES & FCO ADDRESS NUMERALS ON BOTH SIDES OF MASONRY BASE.

EMC CABINET: FURNISH TWO SINGLE FACE ELECTRONIC MESSAGE CENTER UNITS & INSTALL ON CUSTOM DOUBLE-FACE CABINET FRAME. ANCHOR TO BRICK BASE VIA NON-CORROSIVE MECHANICAL FASTENERS.

PAN FACES: 2" DEEP ALL ALUMINUM CONSTRUCTION. ALL COPY TO BE 1/4" THK FLAT CUT-OUT ALUMINUM STUD MOUNTED FLUSH TO PAN FACE. PAINT ACRYLIC POLYURETHANE CUSTOM. ANCHOR PAN FACES FLUSH TO BRICK BASE VIA NON-CORROSIVE MECHANICAL FASTENERS.

ADDRESS: 1/4" THK FLAT CUT-OUT ALUMINUM. THREADED STUDS WELDED ON BACK SIDES. 1/2" SPACER EA. STUD. PAINT ACRYLIC POLYURETHANE CUSTOM. ANCHOR TO BASE VIA THREADED STUDS SET INTO PRE-DRILLED HOLES IN BRICK INJECTED W/ ADHESIVE SILICONE.

POWER: FIELD VERIFY POWER TO EXISTING SIGN. REQD. POWER TO SIGN BY OTHERS BEFORE INSTALLATION. WARREN SIGN TO MAKE FINAL CONNECTION. SIGN IS UL LISTED.

SIGN AREA: 4'-8" (57") x 10'-0" (120") = 6840 / 144 = 47.5sf

- LVS202 WHITE
- DURANODIC DARK BRONZE
- LVS923 BLACK



EXISTING CONDITION - FRONT VIEW

Site of monument sign. (Set back from street will remain the same.)



Similar EMC Sign Locations.



KING OF KINGS - 13765 OLIVE BLVD.



DECOR - 13476 OLIVE BLVD.



ST. JOHN'S UCC - 15354 OLIVE BLVD.

As shown on the map noting residential and commercial properties, St. Johns UCC is aware of and respectful towards the residential neighborhoods near their property. This is especially true of the neighbors across Olive on Wellesley Place Dr and those immediately east and west of the church. It is important to note that the new sign will be 6' and shorter than the current sign which is illuminated and 7' above grade. The church will adhere to all codes especially as it relates to 30 minutes between messages and dimming the sign in the evening and overnight.



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

EMC Specifications

PRODUCT SPECIFICATIONS

Pixel Pitch:	W8mm LED RGB
Pixel Matrix:	72 X 216
Ventilation Style:	Front Ventilation
Cabinet Size:	29in H x 6ft 3in L x 5in D
Viewing Area:	24in H x 6ft L
Cabinet Style:	Double Face (Slim)
Character Size:	7 lines / 43.2 Characters at a 3" type
Approx. Weight:	396.00 Lbs.
Warranty:	Standard 5 Year Watchfire warranty applies.
Mfg. Lead Time:	3-5 weeks (after this document is signed & returned and receipt of down payment).
Electrical Service:	120 VOLT 18.0 amps (9.00 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. <i>Example: 11.2 KWHrs a day x \$0.12 = \$1.34/Day</i>

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 30 FPS
Viewing Angles	150 Horizontal/95 Vertical

OPTIONS

Software	Ignite OPx (cloud-based, single region)
Software Training	Web Based Software Training
Communications	OPx - 4G Wireless with Watchfire Cellular Data Plan
Wireless Data Plan	Life-of-sign Data Plan
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
Technician On-Site	Not Ordered