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

Planning Commission Report

Meeting Date: February 26, 2024

From: Isaak Simmers, Planner

Location: 13416 Olive Blvd.

Description: **Incarinate Word Parish – 2024 Sign Package:** A sign package for an Electronic Message Center for a 9.92-acre tract of land located on the south side of Olive Boulevard, west of State Highway 141 (16Q311770).

PROPOSAL SUMMARY

Warren Sign Company, Inc., on behalf of Incarnate Word Parish, has submitted a request to amend their Comprehensive Sign Package to allow a six foot three inches (6'3") Electronic Message Center (EMC) in lieu of the previously approved maximum height of six foot zero inches (6'0").



Figure 1: Subject Site



Figure 2: Existing Sign

SITE HISTORY

In 2021, Warren Sign Company submitted a request for a Comprehensive Sign Package to allow for an existing freestanding sign to be converted to an EMC. The request proposed a height of eight feet four inches (8'4") and Planning Commission made a motion to approve as submitted.

Power of Review was called in accordance to Section 405.02.200 of the Unified Development Code (UDC). The project was reviewed by Planning and Public Works Committee twice (May 2021, June 2021) and in June 2021, the request was approved by a vote of 2-1 with conditions. City Council then approved the EMC sign package in June 2021 by a vote of 6-1 for an EMC that was limited to the height of six feet zero inches (6'0").

STAFF ANALYSIS

Per UDC requirements, each developed lot may have no more than one (1) freestanding sign facing each roadway on which the lot has frontage. The subject site has one front and therefore permitted one freestanding sign. The site itself was constructed in 1983 prior to incorporation and a site development plan, which included the existing freestanding sign and brick base, was approved in 1999. The existing sign measures seven-foot one inch (7'1") above street grade and consists of a brick base, dual-face ID cabinet and message center. Following their current sign package approval in 2021, the applicant has explored various options to comply with the height approved by council. Through discussion, it was determined that the chosen EMC cabinet would measure six feet three inches (6'3") above street grade. Based on this information and their desire to leave the existing brick base intact, the applicant has requested to modify their existing sign package to allow for the monument sign to be three inches (3") taller than what was previously approved by council. There would be no other changes to the sign package, including the specific criteria that regulate the EMC.

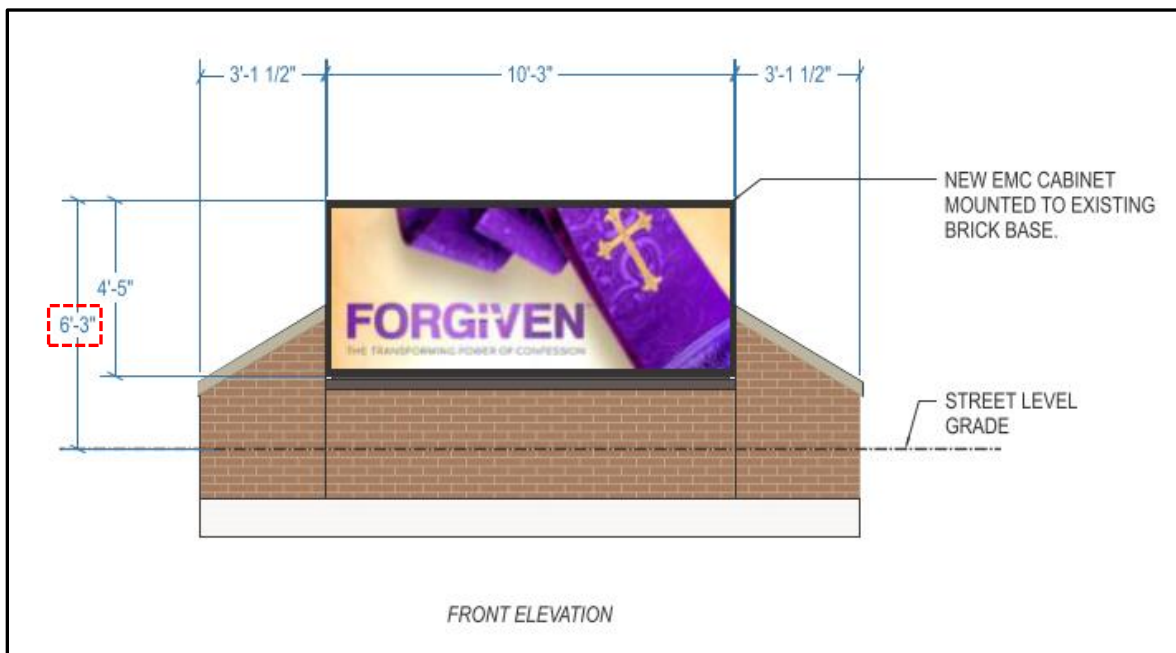


Figure 3: Proposed 6' 3" EMC, front elevation

SIGN PACKAGE

The proposed sign package is to permit one freestanding electronic message center with a maximum height of six feet three inches (6'3"), and the maximum allowed sign area shall not exceed fifty (50) square feet. The UDC also provides additional submittal requirements noted in Subsection (D)(4), listed below:

- i) **Duration Of Image Display.** Each image displayed shall have a minimum duration of thirty (30) minutes;
- ii) **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;
- iii) **Transition.** When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization;
- iv) **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;
- v) **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;
- vi) **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;
- vii) **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;
- viii) **Resolution And Pixel Spacing.** The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm);

- ix) **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.

LANDSCAPING

The applicant has communicated to staff in their narrative that the church will submit a landscape plan with the Municipal Zoning Approval application which will be completed pending approval of the requested sign package.

STAFF RECOMMENDATION

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 for a vote. Staff has no further comments and 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 Incarnate Word Parish 2024 Sign Package."
2. "I move to approve the Incarnate Word Parish 2024 Sign Package with the following conditions..." (Conditions may be added, eliminated or modified).

Attachments:

1. Sign Regulations
2. Applicant Submittal
3. Native Statement

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.

13416 Olive Blvd. Incarnate Word Parish – As depicted on Exhibit A

1) SIGNS – FREESTANDING

A. ONE FREESTANDING SIGN PERMITTED

- a) Permitted the use of one electronic message center
- b) Maximum height shall be limited to six feet three inches (6'3") above the average existing finished grade, or the elevation of the adjacent street, whichever is higher.
- c) Maximum allowed sign area shall not exceed fifty (50) square feet.
- d) In addition to submittal requirements noted in Subsection (D)(4), any request for an electronic message center shall comply with the following:
 - i) Duration Of Image Display. Each image displayed shall have a minimum duration of thirty (30) minutes.
 - ii) 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.
 - iii) Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.
 - iv) 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.
 - v) 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.

- vi) 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.
- vii) 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.
- viii) Resolution And Pixel Spacing. The electronic message center shall not have a pixel pitch larger than sixteen (16) millimeters (mm).
- ix) 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) 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

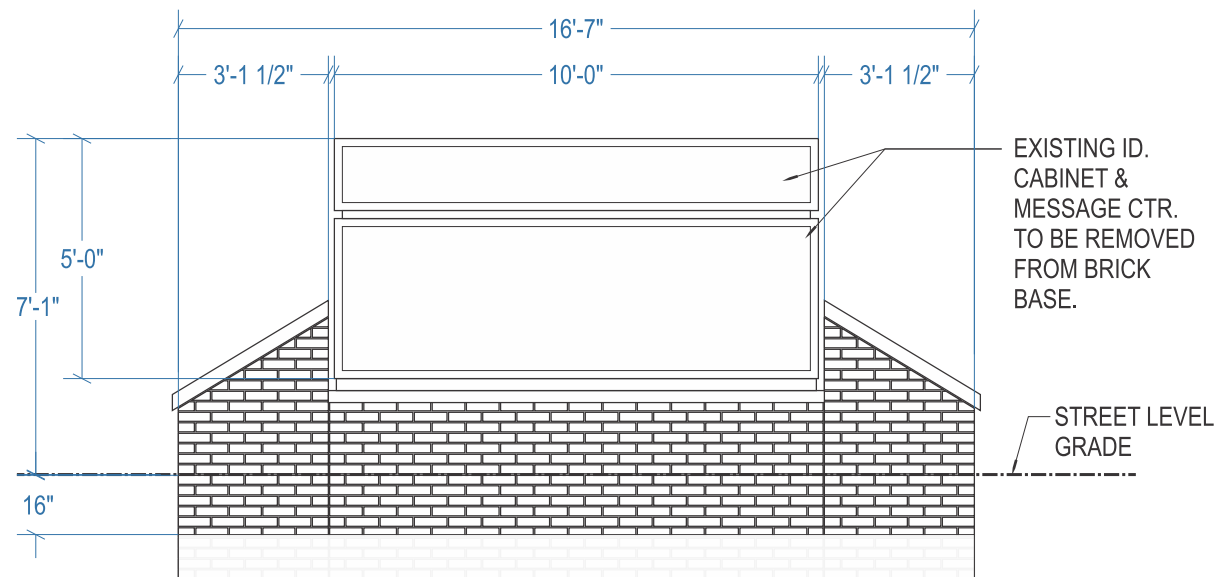




PLAN VIEW



ESTIMATED DIMENSIONS. FIELD SURVEY REQ'D.



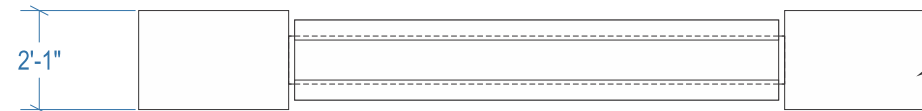
FRONT ELEVATION

FRONT ELEVATION D/F MONUMENT - EXISTING

SCALE: 1/4" = 1'

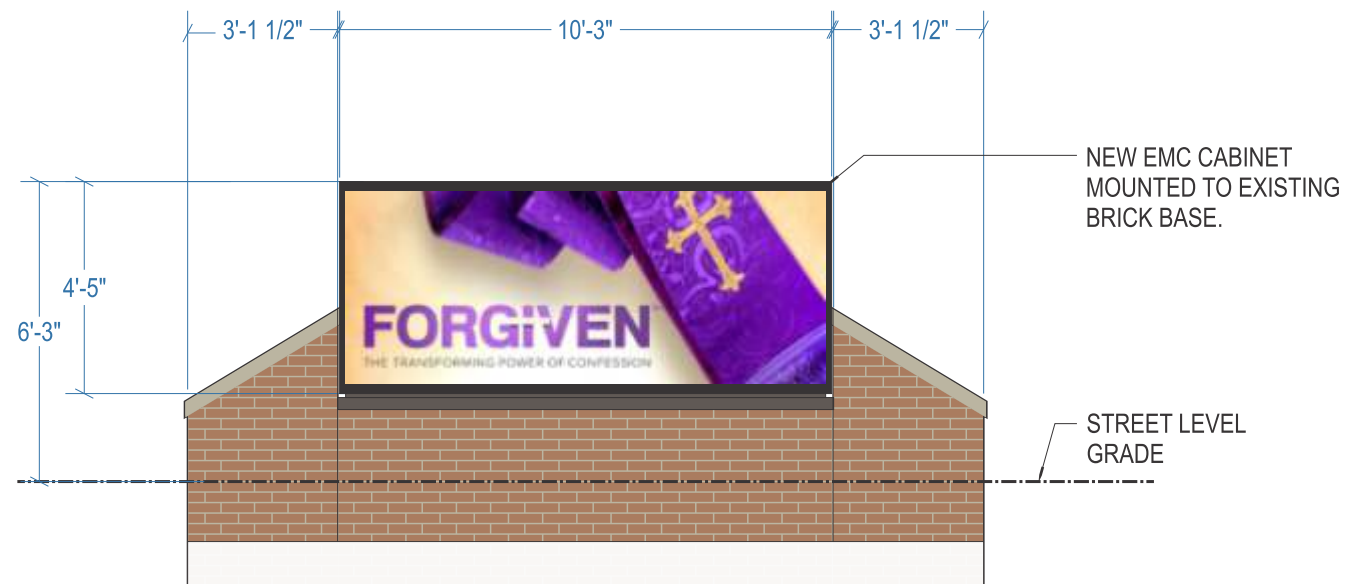
REMOVE EXISTING ID. CABINET & STATIC MESSAGE CENTER.

EXISTING SIGN AREA: 5' x 10' = 50sf



PLAN VIEW

EXISTING BRICK MONUMENT BASE & COLUMNS



FRONT ELEVATION

FRONT ELEVATION D/F MONUMENT - PROPOSED SIGN UPGRADE

SCALE: 1/4" = 1'

FABRICATE & INSTALL NEW DOUBLE FACE CABINET W/ ELECTRONIC MESSAGE CENTER SIGNS. FIELD SURVEY EXISTING BRICK BASE DIMENSIONS REQ'D. BEFORE PRODUCTION.

PROPOSED SIGN AREA: 4'-5" (53") x 10'-3" (123") = 6519 / 144 = 45.3sf



WARREN SIGN

2855 Arnold Tenbrook Rd.
St. Louis, MO 63010
P: 636-282-1300 F: 636-282-3388

CLIENT

Incarinate Word Parish

PROJECT

Monument Sign

LOCATION

13416 Olive Blvd.,
Chesterfield, MO 63017

DATE

10.21.2020

SAVED AS

Incarinate Word/Monument

DRAWING NO.

BB101320.4

DESIGNED BY

Scott Wynn

REVISED

062823 RETAINING WALL ADDITION

REVISED

071323 DIMS TO GRADE

REVISED

071823 ID. CABINET ON TOP

REVISED

111623 EXIST. OAH DIMS

REVISED

110823 STREET LEVEL GRADE DIMS

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PROUDLY CELEBRATING



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warrensing.com



SINGLE FACE POST & PANEL DIRECTIONAL SIGN - 2'-6"H x 4' W (10SF)



SINGLE FACE POST & PANEL DIRECTIONAL SIGN - 4' H x 6' W (24SF)



DOUBLE FACE MONUMENT - SIGN TO BE UPDATED (SEE P.1)
EXISTING FREESTANDING SIGNS ON PROPERTY



LETTERS ON WALL - 11" H x 222" W (17SF)



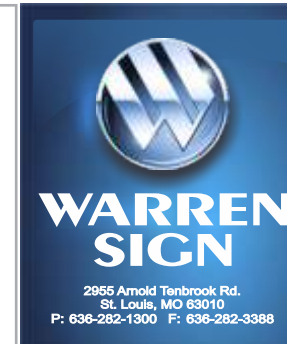
LETTERS ON WALL - 16" H x 62" W (7SF)



LETTERS ON WALL - 8.5" H x 142" W (8.4SF)
EXISTING WALL SIGNS ON PROPERTY



LETTERS ON WALL (2.4SF)
8.5" H x 40" W



CLIENT
Incarnate Word Parish


PROJECT
Monument Sign

LOCATION
13416 Olive Blvd.,
Chesterfield, MO 63017

DATE
10.21.2020
SAVED AS
Incarnate Word/Monument
DRAWING NO.
BB101320.4-B
DESIGNED BY
Scott Wynn

- REVISED
062823 RETAINING WALL ADDITION
- REVISED
071323 DIMS TO GRADE
- REVISED
071823 ID. CABINET ON TOP
- REVISED
111623 EXIST. OAH DIMS
- REVISED
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warrensing.com

February 6, 2024



Isaak Simmers
City of Chesterfield
690 Chesterfield Parkway West
Chesterfield, MO 63017

Sign Plan Narrative:

Incarnate Word Church and School has been serving the people of Chesterfield for over 55 years. Our church is home to over 2,000 families and the school enrollment is approximately 325.

We have a long history of improving our campus and the quality of our facilities. We are seeking a comprehensive sign plan to preserve good overall aesthetics and to improve our ability to communicate with the people we serve.

We are requesting only one change to our current signs. Our existing monument sign is very dated and requires burdensome efforts to change messages. This is especially true in the cold winter months and the hot summer months. We are requesting to remove the old sign and replace it with a display that allows us to update messages with the ease afforded by today's technology. We plan to keep the existing brick base and columns which complement the architecture and materials of our building. Only the old and dated sign portion will be replaced, and the new display will be the same overall size.

We explored many options when determining what the best display was for us and the community. We ultimately chose to go with a very high-resolution display so we could display a complete thought in one message. This is necessary since we will show only static messages and have no animation or flashing of any kind. The high resolution of the sign ensures our messages will be clear and crisp and not be pixelated. We have chosen the best available technology with a resolution that reflects highly on our facility and the community.

(over)

We will submit a landscape plan with the permit application which will be made after approval of the improved sign.

I have attached a 2nd page to this narrative explaining how we meet the conditions in Section 405.04.050 D.5. of the City's Unified Development Code. We are meeting everyone we can, but some of them are not possible to meet due to our physical location and residential zoning.

We are applying under the comprehensive plan so the commission can approve our improved sign with an overall height of 6'3" above street grade.

Thank you for your support.

Sincerely,

Steve Behrens,
Warren Sign Co.

**EMC Compliance
Incarnate Word**



Electronic Message Centers

In addition to general Sign Package submittal requirements, any request for an electronic message center shall comply with the requirements of the Unified Development Code Section 405.04.050 D.5. as listed below. Provide Information on how the proposed Sign Package request complies with *each* of the requirements below:

(1) 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.

Answer: Churches are zoned residential, so we are within 2000 feet of a residential zoned property. The sign fronts Olive Boulevard in a business corridor with 5 lanes of traffic. The sign will not be visible to residential homes so we believe we meet the intent of the requirement.

(2) 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 intersecting arterial roadways as designated within the City of Chesterfield Street Classification Map.

Answer: Yes, the sign is more than 1074' from the center of the Hwy 141 and Olive Boulevard intersection.

(3) Duration Of Image Display. Each image displayed shall have a minimum duration of ten (10) seconds.

Answer: Yes. Messages will remain static a minimum of 10 seconds before changing.

(4) 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.

Answer: Yes. Messages will be one static frame and no motion or color changing will occur.

(5) Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous repixelization.

Answer: Yes. Message changes will be instant with no animation or special effects.

(OVER)

(6) 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.

Answer: Yes. The sign will have an automatic dimmer and it exceeds the level of control in this condition. The dimmer works 24 hours a day, not just at sundown to sunrise. On overcast or cloudy days the sign will dim to insure the light level is appropriate for the ambient light. A sign that is too bright for the conditions is a deterrent to the viewer, so we obviously strive to avoid this.

(7) 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.

Answer: Yes, the maximum brightness of the display is 7,000 nits when in direct sunlight. It dims all the way to 70 nits in total darkness. In a typical night setting with streetlights, headlights and other ambient light the sign will be well less than 600 nits. The exact brightness varies depending on the physical location and the amount of ambient light. The sign can be manually dimmed at night in the unlikely event it exceeds 600 nits.

(8) 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.

Answer: Yes, just as stated in conditions four and five.

(9) 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 position.

Answer: Yes, this default is built into the software of the sign.

(10) Resolution And Pixel Spacing. The electronic message center shall not have a pixel pitch larger than sixteen millimeters (mm).

Answer: Yes, our sign has a very high resolution 10mm pixel pitch.

(11) 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

Answer: Yes. The sign is double-faced and each side of the display will show the same message at all times.