

To: Planning and Public Works Committee
Fr: Merrell Hansen, Chair
Da: March 21, 2024
Re: Idea to Consider

The idea?

Consider placing well-defined signage at each entry point into "The Valley" which conveys "Chesterfield Valley" and a "tag line" that includes a note about our history. Think in terms of a "Welcome to Chesterfield Valley" with a historical tone.

Background?

This idea was inspired by Dan Hayes who had committed to brainstorming opportunities to recognize our History (– in particular our Native American History.)

Dan has recently heard references to "The Valley" as a part of Maryland Heights. He observes that "The Valley" was introduced by Chesterfield several decades ago. Broadening it to include Maryland Heights seemed to dilute the importance and branding of the Chesterfield basin for our community.

More specifically – and this is merely to get the discussion going –

Would the city consider signage at each entry point into "The Valley and referencing it's establishment (perhaps by Native American Tribes, the Louisiana Purchase or even several benchmark events of "Chesterfield Valley" in its early history.

Why?

1. The community and businesses get strong branding of as an important area to our community.
2. The history of our area's settling - recognized publicly, a point of interest and adding depth to 'who we are.'
3. Sign number is limited – not too costly

Points of Entry into Chesterfield Valley:

- I-64 east
- I-64 west
- Baxter

add to next agenda

- Eatherton
- Long
- North outer 40 coming from Swingley Ridge (future)

Challenges?

- Sign content
 - What historical content is appropriate?
 - Is it “The Valley” or is it “Chesterfield Valley?”
- All locations could be challenging installations.
 - All would be subject to State / County restrictions regarding off-premise signs. (This gets more complex as you look at I-64 East where you are enter the City of Chesterfield and Chesterfield Valley at the same time.
 - Standards for signage on or directly off of an interstate are WAAAY prohibitive.