

III. B

Memorandum Department of Planning

To: Planning and Public Works Committee

From: Shilpi Bharti, Planner

Date: April 18, 2024

RE: 13426 Olive Blvd. (Total Access Urgent Care) Sign Package: A sign package for 13426 Olive Blvd. located on 3.19-acre tract of land located south of Olive Boulevard and east of north of Woods Mill Road, zoned "PC"-Planned Commercial District.



Summary

TAUC Properties LLC, has submitted a Sign Package for a new urgent care facility at 13426 Olive Blvd. The applicant is requesting to add two (2) wall signs on the north and west side of the building. Total four (4) wall signs are proposed for the development.

On March 25, 2024, the project was reviewed by the Planning Commission. At that time, the Commission recommended

approval of the request with one amendment.

The amendment was to allow only one sign on west elevation that shall not exceed 5% of building elevation, and two signs on north elevation as presented by the applicant. The amended motion was approved by a vote of 8-1. The City Council has called for Power of Review under Section 405.02.200 of the City Code.

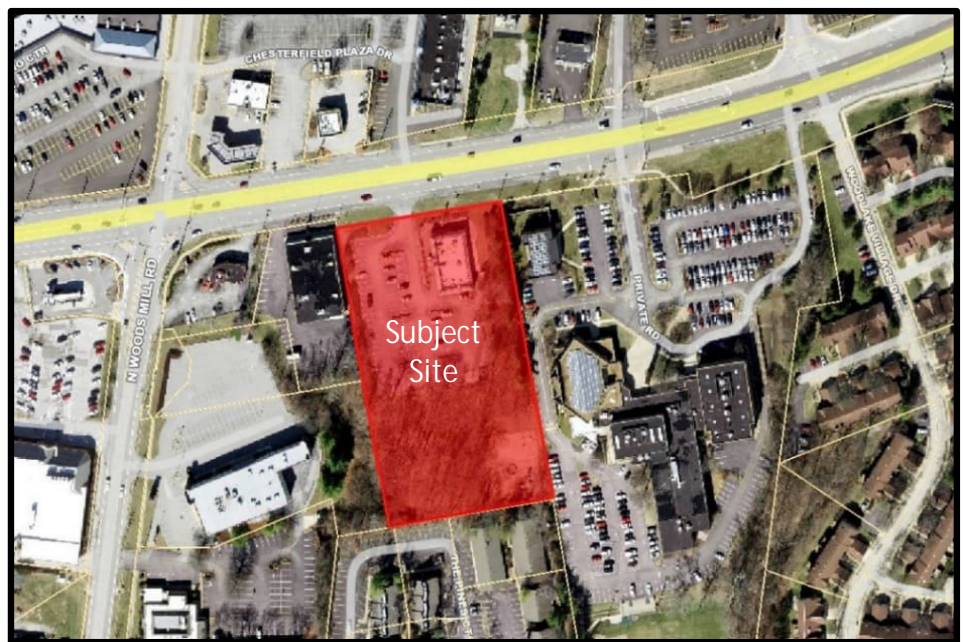


Figure 1: Subject Site Aerial

Attachments: March 25, 2024 Planning Commission Staff Report
Sign Package

SIGN REGULATIONS

Section 1:

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 Unified Development Code.

Section 2:

Wall Sign

1. The building as identified in Exhibit A is allowed to have total 3 wall signs. Two on north elevation and one on west elevation.
2. Total square feet of sign on north elevation shall not be greater than 108 square feet or 7.25% of building elevation.
3. The wall sign on west elevation shall not exceed 5% of building elevation.



Exhibit A

Planning Commission Staff Report

Project type:	Sign Package
Meeting Date:	March 25, 2024
From:	Shilpi Bharti, Planner <i>SB</i>
Location:	13426 Olive Boulevard
Description:	<u>13426 Olive Blvd. (Total Access Urgent Care) Sign Package:</u> A sign package for 13426 Olive Blvd. located on 3.19-acre tract of land located south of Olive Boulevard and east of north of Woods Mill Road, zoned "PC" - Planned Commercial District.

PROPOSAL SUMMARY

TAUC Properties LLC, has submitted a Sign Package for a new urgent care facility at 13426 Olive Blvd. The applicant is requesting to add two (2) wall signs on the north and west side of the building. Total four (4) wall signs are proposed for the development.

HISTORY OF SUBJECT SITE

The subject site was zoned "C-8" Planned Commercial District by St. Louis County prior to the City's incorporation. The site previously consisted of a restaurant. The Development Plan for the previous restaurant was approved by St. Louis County in 1976, and later amended in 1989 to include a drive-through. In 2021 Ordinance 3140 was approved and the site was rezoned to "PC" Planned Commercial District to allow a medical use on the 3.19-acre tract of land. In the same year, Site Development Plan, Architectural Elevations, Landscape Plan and Lighting plan was approved. Currently, the medical building is fully constructed.



Figure 1: Subject Location

STAFF ANALYSIS

Sign Packages

The purpose of a Sign Package, which serves as the mechanism for allowing modifications to the UDC sign regulations, is to provide comprehensive, complementary, and unified signage throughout a development. The UDC states that “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 UDC includes the following review factors that are to be considered by the Planning Commission when discussing the appropriateness of any requested sign package:

1. The physical impact of the proposed comprehensive sign package;
2. The quality of the proposed comprehensive sign package; and
3. Mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts.

Request

Wall signage is proposed for both the north and west elevations. The north elevation faces Olive Blvd and the west elevation faces the parking lot. Both elevations, with proposed wall signage, will be visible from the street.

The requested Sign Package includes a total of four (4) wall signs, two (2) on each of the elevations shown below. On each north and west face, 41 square feet of sign will be placed on tower and 67 square feet of sign will be placed on horizontal elevation. In terms of percentage, the north elevation has two (2) proposed signs totaling 7.25% of the total wall area and the west elevation’s two (2) proposed signs will total 6.4% of the total wall area.



Figure 3: Sign Request on North elevation



Figure 4: Sign request on west elevation

UDC Regulations

As per the Unified Development Code (UDC) of the City of Chesterfield, “each commercial or non-commercial tenant space or the sole occupant of a freestanding building shall have no more than one (1) attached sign on any two (2) walls of a building that are exterior walls of the particular building or tenant space.” Also, the area of each sign shall not exceed more than 5% of the building elevation. Table below summarizes the proposed sign area and allowed sign area as per UDC.

	Total signs	Total percentage of sign on each elevation	Signs on each elevation
UDC requirement	2	5% of building elevation	1,1,0,0
Proposed signs	4	7.25% on north elevation and 6.4% on west elevation	2,2,0,0

Table 1

DEPARTMENTAL INPUT

The applicant has submitted a Sign Package seeking flexibility in the number of signs by requesting four signs and more than 5% sign area for the building. The applicant has met all the filing requirements for a comprehensive Sign Package. As per City of Chesterfield Unified Development Code, a Comprehensive Sign Package requires Planning Commission approval, 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 13426 Olive Blvd. (Total Access Urgent Care) Sign package as presented."
- 2) "I move to approve the Sign Package for 13426 Olive Blvd. (Total Access Urgent Care) Sign package with the following conditions..." (Conditions may be added, eliminated, altered or modified)

Attachments: Attachment A
Sign Package Request

TOTAL ACCESS

URGENT CARE

City of Chesterfield
Sign Package Request/Rationale

Total Access Urgent Care
13426 Olive Blvd
Chesterfield, MO 63017

Since 2008, Total Access Urgent Care (TAUC) has provided fast, friendly, and affordable healthcare at 28 facilities in the metropolitan St. Louis area. We maintain the highest ratings (4.9-5 stars on Google) of any healthcare organization in Missouri. Our new location in Chesterfield is one of six exciting new developments in the St. Louis area scheduled to open in 2024, and we look forward to providing additional care to the members of the community.

When looking for a TAUC location, patients are often in distress from a medical emergency, and in these scary scenarios, it is crucial that patients find our facilities quickly and safely. With only one entrance to the parking lot, we strongly feel that the proposed signage is necessary for our patients to identify our facility quickly from a distance. In the event of an emergency, every second matters.

Sign Code Allowances:

- **Attached Wall Signs**
 - No more than one attached business sign on any 2 walls.
 - Outlined area shall not exceed 5% of wall area up to 300sf.

Proposed Signage:

- **Attached Wall Signs**
 - Two attached business signs on two walls for a total of four wall signs. **UPDATE PER PLANNING COMMISSION RULING ON 3/25/24: We are now proposing two wall signs on the north elevation and only one wall sign on the west elevation.**
 - Outlined area of total signage on each wall is over the 5% allowance, as noted below:
 - North Elevation: Allowed 73.9 square feet. We are proposing 107.3 square feet which is 33.4 square feet above the UDC allowance. 7.25% of wall area.
 - West Elevation: Allowed 82.83 square feet. We are proposing 107.3 square feet which is 23.48 square feet above the UDC allowance. 6.4% of wall area. **UPDATE PER PLANNING COMMISSION RULING ON 3/25/24: We are now proposing only 40.8sqft which is well below the allowance.**

TOTAL ACCESS URGENT CARE

Rationale:

Total Access Urgent Care has developed a standard building design and complementary sign package that helps patients quickly locate the facility. Since the inception of Total Access Urgent Care, we have developed an abbreviated logo, “TAUC” (pronounced “talk”), which allows Total Access to more efficiently brand our services with the goal of this abbreviation becoming as recognizable as the logos made by QuikTrip (QT), McDonald’s (golden arches), or Target (bullseye).

“Total Access Urgent Care” is a total of 21 letters which has proved to be challenging when in relation to signage. In order for the letters to be large enough to be easily recognizable and legible, the sign utilizes a considerable amount of square footage.

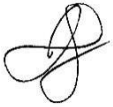
Chesterfield code reads that “each business occupying a tenant space or being the sole occupant of a freestanding building shall have no more than one (1) attached business sign on any two (2) walls of a building that are exterior walls of the particular building.” Our standard sign package displays the acronym “TAUC” on both sides of the tower while keeping “Total Access Urgent Care” on the longer aspects of the building. It is essential to have both logos presented on the building to keep the design symmetrical and stay true to the Total Access brand.

Our standard size for the “TAUC” letters on the tower start at 42” in height. The “Total Access Urgent Care” signs that are displayed on the same elevations as the towers are generally 26” in height for our standard signage packages. For this location, we reduced the height of these letters to 25” tall; however, even with the reduction from our standard, we are above the 5% allowance for each of the two building walls by 56.88 square feet.

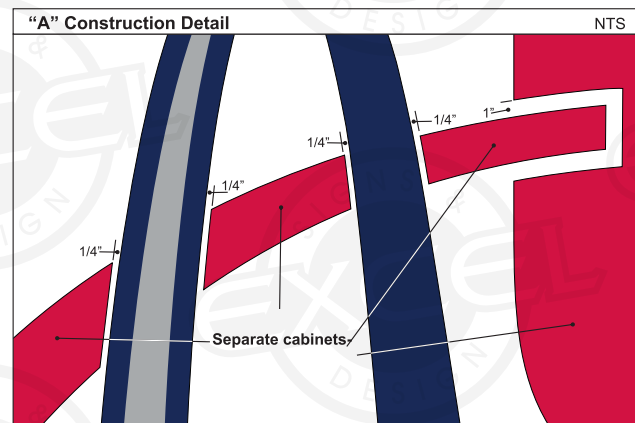
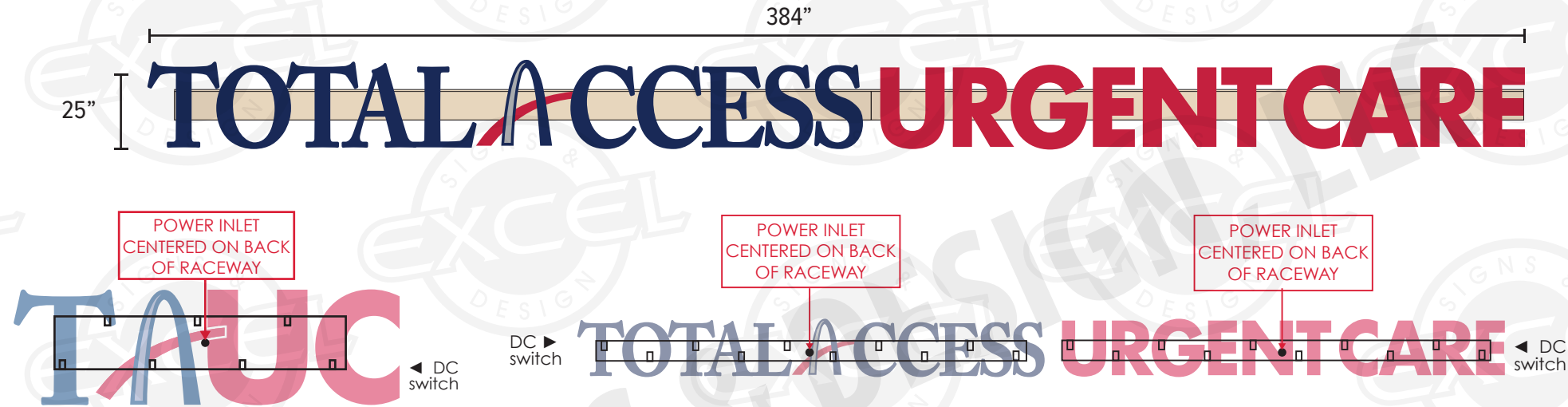
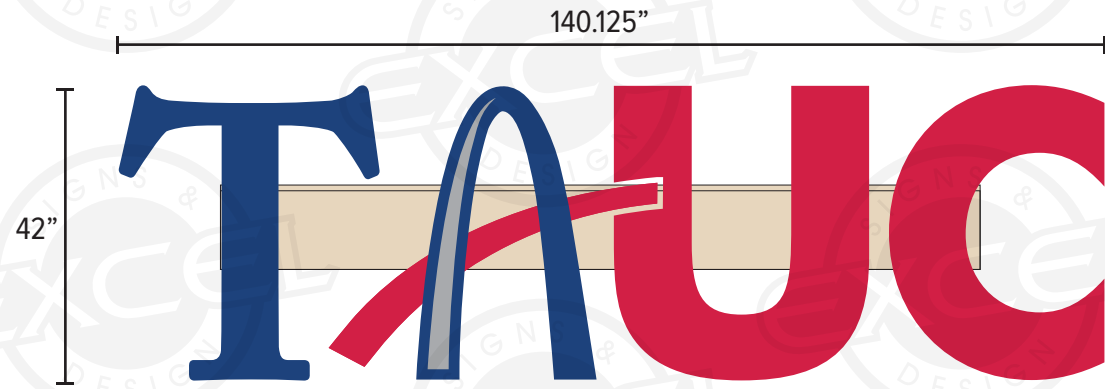
All tenants, businesses, owners within the development shall receive a copy of the Comprehensive Sign Package from the owner at the time of lease/sale. All signage within the development shall be in conformance with the Comprehensive Sign Package. All signage not specifically identified in the Comprehensive Sign Package shall conform to Section 04-05 of the Unified Development Code.

TAUC leadership is excited to continue to serve the Chesterfield community and believes this location will be a valuable contribution to the area.

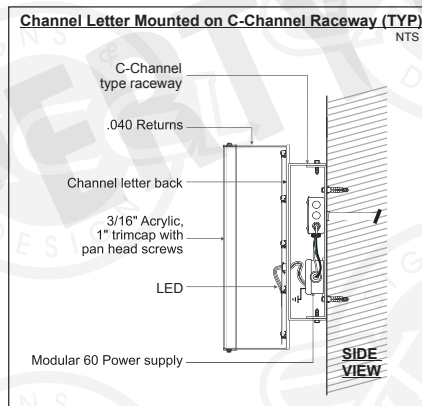
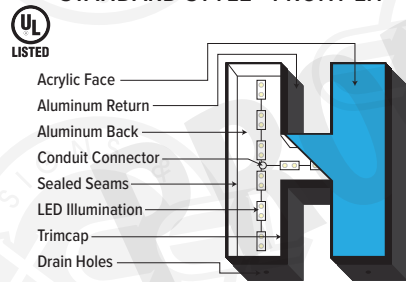
Warm Regards,



Joe Godfrey
Director, Corporate Services
Total Access Urgent Care



CHANNEL LETTERS
STANDARD STYLE - FRONT LIT



20' x 47.42' = 948.4sqft
 27.5' x 19.33' = 531.575sqft
 948.4sqft + 531.575sqft = 1,479.975sqft total wall area

COLORS DETAILS | ■ 3M 3630-36 Blue ■ 2793 Red Acrylic ■ 3M 3630-51 Silver Gray ■ SW 6091 Reliable White

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 SIGNS & DESIGN
 9621 Sterling Place | St. Louis, MO 63123
 314.200.8097 | www.excelsignstl.com

CONTACT
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 jgodfrey@tauc.com
 13426 Olive Blvd
 Chesterfield, MO 63017

FILE NAME V1_North Elevation_TAUC Chesterfield_11.09.20.ai

DATE OF PROOF
 03/26/2024

DESIGNER
 Kara Neubauer
 kara.n@excelsignstl.com
 314.200.8097 x3

SPECIFICATIONS | Internally illuminated, front lit channel letters on c-channel raceway; Black trim caps and returns; Blue and gray faces to have translucent vinyl applied with white LEDs; Red faces to be red acrylic with Red LEDs.
PERMITTING ALLOWANCES | (Chesterfield, MO - C8 Zone) Per Planning Commission Approval on 03/25/24: No more than 2 attached business signs on the north elevation. Outlined area shall not exceed 7.25% of north wall area. (1,479.975sqft x 7.25% = 107.3sqft allowed)
PROPOSED SIGNAGE | 107.3 sqft proposed
 > TAUC: 42" x 140.125" = 5,885.25 sqin / 144 = 40.8 sqft
 > TOTAL ACCESS URGENT CARE: 25" x 384" = 9,600 sqin / 144 = 66.5 sqft

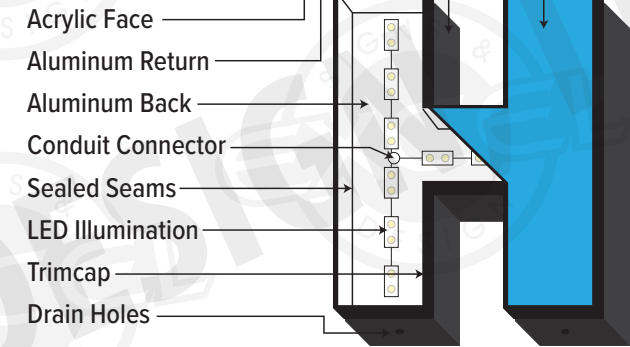
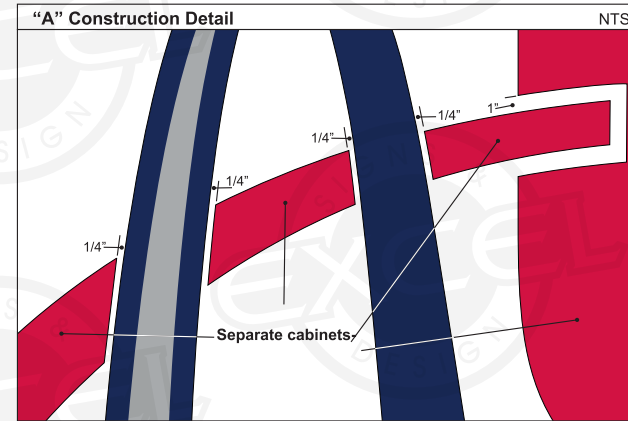
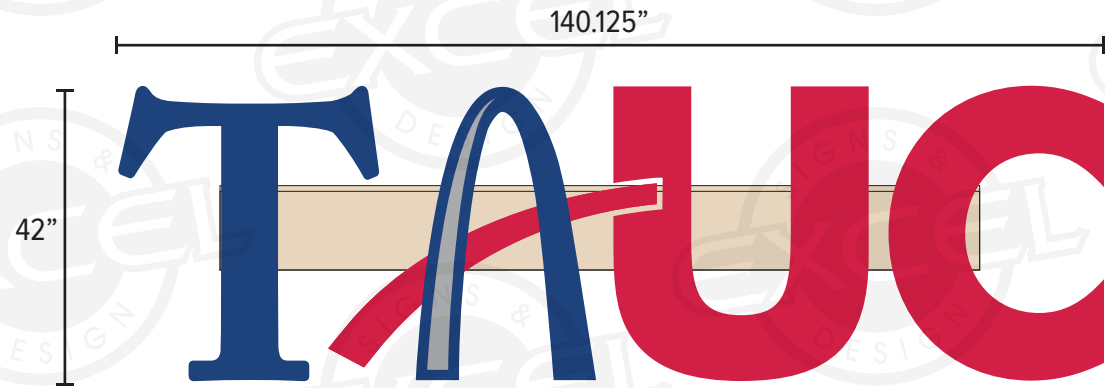
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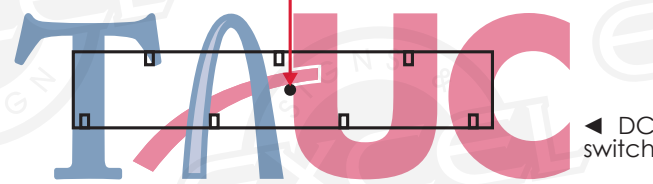
Approved By: _____ Date: _____



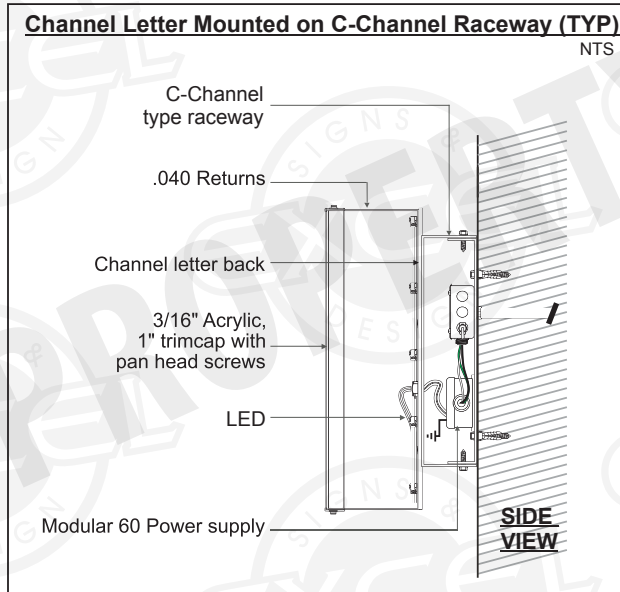
CHANNEL LETTERS STANDARD STYLE - FRONT LIT



POWER INLET
CENTERED ON BACK
OF RACEWAY



20' x 57.25' = 1,145sqft
27.5' x 19.33' = 531.575sqft
1,145sqft + 531.575sqft = 1,676.575sqft total wall area



COLORS DETAILS | 3M 3630-36 Blue | 2793 Red Acrylic | 3M 3630-51 Silver Gray | SW 6091 Reliable White

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DATE OF PROOF
03/26/2024

DESIGNER
Kara Neubauer
kara.n@excelsignstl.com
314.200.8097 x3

FILE NAME V1_West Elevation_TAUC Chesterfield_03.26.24.ai

SPECIFICATIONS | Internally illuminated, front lit channel letters on c-channel raceway; Black trim caps and returns; Blue and gray faces to have translucent vinyl applied with white LEDs; Red faces to be red acrylic with Red LEDs.
PERMITTING ALLOWANCES | (Chesterfield, MO - C8 Zone) Per Planning Commission Approval on 03/25/24: 1 sign allowed on west elevation. Outlined area shall not exceed 5% of west wall area.
> Wall Area = 1,676.575sqft x 5% = 83.82sqft allowed
PROPOSED SIGNAGE | 42" x 140.125" = 5,885.25 sqin / 144 = 40.8 sqft

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