PLANNING COMMISSION
OF THE CITY OF CHESTERFIELD
AT CHESTERFIELD CITY HALL
MAY 29, 2019

The meeting was called to order at 7:00 p.m.

I. ROLL CALL

PRESENT	**ABSENT**
Commissioner John Marino	Commissioner Allison Harris
Commissioner Debbie Midgley	Commissioner Mary Monachella
Commissioner Gene Schenberg	Commissioner James Rosenauer
Commissioner Guy Tilman	
Commissioner Steven Wuennenberg	
Chair Merrell Hansen	

Councilmember Mary Ann Mastorakos, Council Liaison
Mr. Michael Lindgren, representing City Attorney Christopher Graville
Mr. Justin Wyse, Director of Planning & Development Services
Mr. Chris Dietz, Planner
Mr. Andrew Stanislav, Planner
Ms. Mary Ann Madden, Recording Secretary

Chair Hansen recognized the attendance of Councilmember Mary Ann Mastorakos, Council Liaison.

Chair Hansen then acknowledged the recent passing of Councilmember Barry Flachsbart noting his lengthy and dedicated service to the City.

II. PLEDGE OF ALLEGIANCE

III. SILENT PRAYER

IV. PUBLIC HEARINGS – None

V. APPROVAL OF MEETING SUMMARY

Commissioner Midgley made a motion to approve the Meeting Summary of the May 13, 2019 Planning Commission Meeting. The motion was seconded by Commissioner Tilman and **passed by a voice vote of 6 to 0.**

VI. PUBLIC COMMENT

1. Mr. Mace Nosovitch, 1154 Greystone Manor, Chesterfield, MO was available for questions regarding **Monarch Center, Partial Amended Sign Package**.

2. Mr. Sean Sortor, 1717 Wilson Avenue, Chesterfield, MO was available for questions regarding **SMS Group (15320 Conway Road).**

VII. SITE PLANS, BUILDING ELEVATIONS AND PLATS

A. Monarch Center, Partial Amended Sign Package: A request for a Partial Amended Sign Package for Lot A (Edison Express) of Monarch Center.

Planner Andrew Stanislav stated that the existing sign package was approved in three separate parts by the Planning Commission in 2016 and 2017. The current request for the Partial Amended Sign Package was denied by the Planning Commission on April 22, 2019. Power of Review was subsequently called, and the Planning & Public Works Committee sent the request back to the Planning Commission to consider revisions made by the Applicant following the April 22nd meeting.

Mr. Stanislav then summarized: (a) the signage currently approved, (b) the original signage request of April 2019, and (c) the revised signage request, as follows:

West Elevation – (main entry parallel to Long Road)
a. 211 square feet currently approved
b. 315 square feet originally requested
c. 279 square feet now requested

Figure 4: West Elevation—Approved wall signage

Figure 5: West Elevation—REVISED Requested wall signage (May 2019)

- The Applicant has now applied for a sign permit through the Municipal Zoning Approval process for **Signs 1 and 2** in compliance with the existing sign package, so these signs are no longer a part of the amended request. It was noted that Signs 1 and 2 will now be in the same boxed area.
- The flipframe sign, **Sign #3,** has been reduced in size from 87.55 square feet to 78.76 square feet.

North Elevation (facing an internal road)
a. 31 square feet currently approved
b. 253 square feet originally requested
c. 116 square feet now requested

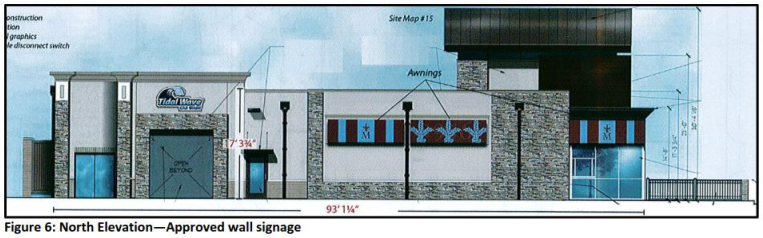

Figure 6: North Elevation—Approved wall signage

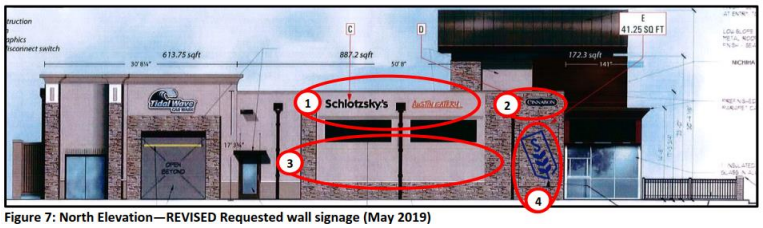

Figure 7: North Elevation—REVISED Requested wall signage (May 2019)

- The Applicant has removed the 137 sq. ft. graffiti mural (**Sign #3**).
- The existing awning signage will be removed and replaced with solid black awnings.
- Signs 1, 2 and 4 are not permitted under the current sign ordinance.

South Elevation (facing Edison Road)

a. 31 square feet currently approved
b. 68.4 square feet originally requested
c. 68.4 square feet still being requested

Figure 8: South Elevation—Approved wall signage

Figure 9: South Elevation—REVISED Requested wall signage (May 2019)

- The request has not changed since April.
- Signs 1 and 2 are not permitted under the current sign ordinance.

Open Violation

Mr. Stanislav then reported that a Notice of Violation has been issued on this property with respect to temporary signage on the property.

Discussion

In response to questions from the Commission, the following information was provided by Staff.

Total Square Footage of Signage: 6 signs - 200.51 sq. ft.

- West Elevation – 1 sign – 78.76 sq. ft.
- North Elevation – 3 signs – 84.65 sq. ft.
- South Elevation – 2 signs – 37.10 sq. ft.

Commissioner Wuennenberg expressed his concern that the amount of signage being requested will detract from the attractiveness of the building.

Commissioner Midgley questioned why a Schlotzsky's sign is being requested for all three elevations. It was confirmed that the entrance to the Schlotzsky's restaurant is on the western elevation.

South Elevation (facing Edison Road)

South Elevation Total Signage		
	Square Feet	% of Elevation
Currently Approved	31.3	1.8
REVISED Request (May)	68.4	4.13
Original Request (April)	68.4	4.13

It was confirmed that the current signage request for the South Elevation is less than 5% of the façade.

North Elevation (facing an internal road)

North Elevation Total Signage		
	Square Feet	% of Elevation
Currently Approved	31.3	1.8
REVISED Request (May)	115.95	6.9
Original Request (April)	252.95	15.1

The Unified Development Code allows signage on public streets only – not private, internal streets. Through the site's sign package, signage has been approved for the existing car wash on the North Elevation.

PETITIONER'S RESPONSE

Mr. Nosovitch stated that the site is fairly unique with respect to the amount of activity on it considering its size of 12,000 sq. ft. on a 2.5 acre parcel. The site has 'multi-activity generators and multi-businesses that require signs to succeed and be a business'. He also pointed out that the site has been approved for two, 14-foot high monument, multi-tenant signs as part of the original sign package, which never got built.

North Elevation

Mr. Nosovitch pointed out that while they are requesting three signs for the north elevation, they are removing the three existing awnings that are currently used as signage and replacing them with plain black awnings. Commissioner Tilman inquired as to whether the awnings were considered signage under the Sign Package. Mr. Stanislav

confirmed that the three awnings were included with the original Sign Package. The awnings are each 43 square feet, totaling 129 square feet.

Commissioner Schenberg asked whether any of the Schlotzsky's signs are functionally required in order for Schlotzsky to do business, such as a drive-thru sign or menu board. Mr. Nosovitch replied that the signs are advertisements for the business, which are part of the corporate standard used nationwide.

Chair Hansen indicated she has no issue with Sign #1 on the north elevation, but questioned whether Signs 2 and 4 are necessary. Mr. Nosovitch stated that Signs 1 and 4 are 'brand specific, corporate imaged signs' that the Austin Eatery prototype generally requires, along with the graffiti mural (Sign #3), which has been given up. He explained that Sign #2 is for their Cinnabon product, and that Sign #4 is a laser-cut aluminum metal sign painted with the blue teal of Schlotzsky's to match all its branding.

South Elevation
Mr. Nosovitch stated that the request is for two signs for the south elevation facing Edison Road, which currently has only one sign for the Tidal Wave car wash.

It was the consensus of the Commission that the signage requested for the south elevation is acceptable.

West Elevation
It was noted that Signs 1 and 2 for the west elevation will be permitted through the Municipal Zoning Approval process. Mr. Nosovitch explained that the one flipframe sign being requested consists of a one-inch border piece of aluminum that can be sprung open in order to insert images, such as for rotating promotions. It was confirmed that the sign is not electronic and is not lit. The signage would consist of corporate-approved images.

Chair Hansen expressed her concerns about the flipframe sign. Commissioner Marino noted that his issue with the flipframe sign is that it is too large for the space and that he needed confirmation that it would remain static.

Window Signage
Mr. Nosovitch confirmed that they have window signage in the way of transparent, 24" diameter circle signs for car wash promotions, which can only be seen at night. Staff noted that the window signs are allowed per the Unified Development Code.

Open Violation
Mr. Nosovitch stated that he was not aware that the site was in violation and noted that the signs in violation would be removed the following day.

MOTION

Commissioner Tilman made a motion to approve the Partial Amended Sign Package for Lot A (Edison Express) of Monarch Center, as submitted. The motion was seconded by Commissioner Marino.

Amendments to the Motion

1. **Commissioner Wuennenberg made a motion to amend the motion to approve Sign #1 on the north elevation, and to eliminate Sign #2 and Sign #4 on the north elevation**. The motion **died due to the lack of a second**.

2. **Commissioner Marino made a motion to amend the motion to remove the flipframe sign (sign #3) from the west elevation.** The motion was seconded by Commissioner Midgley and **passed by a voice vote of 6 to 0.**

3. **Commissioner Tilman made a motion to amend the motion to approve Sign #1 and Sign #2 on the north elevation, and to eliminate Sign #4 on the north elevation.** The motion was seconded by Commissioner Wuennenberg and **failed by a voice vote of 2 to 4.** *(Commissioners Hansen, Marino, Midgley, and Schenberg voted 'no'.)*

4. **Commissioner Wuennenberg made a motion to amend the motion to approve Sign #1 on the south elevation and to eliminate Sign #2 on the south elevation.** The motion **died due to the lack of a second**.

The vote on the original motion to approve the Partial Amended Sign Package, as amended by eliminating the flipframe sign (Sign #3) from the west elevation passed by a voice vote of 4 to 2. *(Commissioners Hansen and Wuennenberg voted 'no'.)*

Commissioner Hansen reminded Mr. Nosovitch that it is expected that the signs currently in violation will be removed the following day.

B. SMS Group (15320 Conway Road): A Site Development Plan, Landscape Plan, Lighting Plan, Architectural Elevations and Architect's Statement of Design for a 0.93 acre tract of land zoned "PC" Planned Commercial District located on the south side of Conway Road approximately 500 feet west of its intersection with Chesterfield Parkway East (18S310348).

Land Use

Planner Andrew Stanislav stated that the subject site is within the *Urban Core* designation, and then reviewed the Land Use Plan Policies, which include:

- Quality Commercial Development
- Quality of Design
- "Strip Commercial" Development
- Urban Core
- Encouragement of Sidewalks

Architectural Review Board Recommendations

The project was reviewed by the Architectural Review Board (ARB) on September 13, 2018, which recommended approval with four conditions:

1. Provide details for the trash enclosure and retaining walls.
2. Ensure mechanical equipment is placed to be adequately screened.
3. Better reflect the materials being utilized on the elevations and rendering.
4. Add landscaping to the north side of the building to soften the appearance.

The Applicant has incorporated all four of these recommendations into the project.

Site Development Plan
The building footprint is 11,020 sq. ft. with a maximum height of 21 feet. Materials include Nichiha finished concrete panel and aluminum accents. There is one access point on the northeast side of the property to align directly with the Fairfield Suites site to the north of Conway Road. The site includes 41 parking spaces to the north and east of the property, along with a cross access easement to the properties west and east of the subject site.

Landscaping & Screening
A variety of plantings are proposed for the site around the building and site perimeter. The screening for the 8-foot tall trash enclosure will utilize materials that complement and match the building. The retaining walls are proposed to tie into the same design scheme.

Lighting
There are five parking lot light fixtures and eight wall mounted fixtures; all of which are flat-lensed, fully-shielded fixtures.

Elevations
The north elevation is the main storefront entrance facing Conway Road. The south elevation faces the highway corridor and features similar treatments as the storefront elevation. A number of these elements have also been carried over to the east and west elevations. Materials include Nichiha finish concrete panels, aluminum clad canopy, aluminum louvers, and clear aluminum frame windows with bronze insulated glass.

Discussion

Chair Hansen expressed appreciation to the Applicant in his response to the ARB's recommendations. Mr. Justin Wyse, Director of Planning & Development Services, also thanked Mr. Sortor for working with Staff in correcting the 'inherited' code violations associated with the property at the time of purchase.

Chair Hansen reminded Mr. Sortor that the *Urban Core Plan Policy* requires that the site will positively affect the City image.

Commissioner Tilman made a motion recommending approval of the Site Development Plan, Landscape Plan, Lighting Plan, Architectural Elevations and Architect's Statement of Design for SMS Group (15320 Conway Road). The motion was seconded by Commissioner Wuennenberg and **passed by a voice vote of 6 to 0**.

VIII. UNFINISHED BUSINESS

A. P.Z. 09-2018 18633 Olive Street Rd (Herman & Connie Grimes): A request for a zoning map amendment from an "NU" Non-Urban District to the "PC" Planned Commercial District for a 3.1 acre tract of land located on the north side of Olive Street Road west of its intersection with Premium Way (17W530101).

At the Petitioner's request, **Commissioner Schenberg made a motion to postpone discussion and vote on P.Z. 09-2018 18633 Olive Street Rd (Herman & Connie Grimes) until the June 24, 2019 Planning Commission meeting.** The motion was seconded by Commissioner Tilman and **passed by a voice vote of 6 to 0.**

IX. NEW BUSINESS - None

X. COMMITTEE REPORTS

Commissioner Tilman reported that he would be sending out an email to the Planning Commissioners asking anyone who is interested in serving as an officer of the Planning Commission to get in touch with a member of the Nominating Committee.

XI. ADJOURNMENT

The meeting adjourned at 8:10 p.m.

Debbie Midgley, Secretary