

**PLANNING COMMISSION  
OF THE CITY OF CHESTERFIELD  
MEETING SUMMARY  
OCTOBER 12, 2020**

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

**I. ROLL CALL**

**PRESENT**

Commissioner Allison Harris  
Commissioner John Marino  
Commissioner Nathan Roach  
Commissioner Gene Schenberg  
Commissioner Jane Staniforth  
Commissioner Guy Tilman  
Chair Merrell Hansen

**ABSENT**

Commissioner Debbie Midgley  
Commissioner Steven Wuennenberg

Mayor Bob Nation  
Councilmember Dan Hurt, Council Liaison  
Mr. Michael Lindgren representing City Attorney Christopher Graville  
Mr. Justin Wyse, Director of Planning  
Mr. Mike Knight, Assistant City Planner  
Mr. Chris Dietz, Planner  
Ms. Annisa Kumerow, Planner  
Ms. Mary Ann Madden, Recording Secretary

Chair Hansen acknowledged the attendance of Mayor Bob Nation; Councilmember Dan Hurt, Council Liaison; and Councilmember Mary Ann Mastorakos, Ward II.

**II. PLEDGE OF ALLEGIANCE**

**III. SILENT PRAYER**

**IV. PUBLIC HEARINGS – None**

**V. APPROVAL OF MEETING SUMMARY**

**Commissioner Schenberg made a motion to approve the Meeting Summary of the September 30, 2020 Planning Commission Meeting. The motion was seconded by Commissioner Roach and passed by a voice vote of 7 to 0.**

## VI. PUBLIC COMMENT

The following individuals, representing the Petitioner for **Clarkson Square, Lot A (McDonald's) Amended Site Development Section Plan**, were available for questions:

1. Mr. Jeff Brocco, Farnsworth Group, 20 Allen Avenue, St. Louis, MO
2. Mr. Justin Hodde, Farnsworth Group, 20 Allen Avenue, St. Louis, MO
3. Ms. Amy Switzer, McDonald's USA LLC, Overland Park, KS

The following individuals, representing the Petitioner for **Clarkson Square, Lot A (McDonald's) Sign Package**, were available for questions:

1. Mr. Jeff Brocco, Farnsworth Group, 20 Allen Avenue, St. Louis, MO
2. Mr. Justin Hodde, Farnsworth Group, 20 Allen Avenue, St. Louis, MO
3. Ms. Amy Switzer, Nashville Field Office, McDonald's USA LLC

## VII. SITE PLANS, BUILDING ELEVATIONS AND PLATS

- A. **Clarkson Square, Lot A (McDonald's) ASDSP**: An Amended Site Development Section Plan, Landscape Plan, Lighting Plan, Architectural Elevations and Architect's Statement of Design for a 0.73-acre tract of land located west of the intersection of Clarkson Road and Lea Oak Drive (19S411406).

**Commissioner Schenberg** representing the Site Plan Committee, made a motion recommending approval of the Amended Site Development Section Plan, Landscape Plan, Lighting Plan, Architectural Elevations and Architect's Statement of Design, as submitted, for **Clarkson Square, Lot A (McDonald's)**. The motion was seconded by Commissioner Tilman.

### Discussion

Commissioner Schenberg summarized the discussion from the earlier Site Plan Committee Meeting noting that no concerns were expressed regarding the proposed architectural elevations, lighting, or landscaping. The primary issues raised related to traffic flow, the tightness of the lot, how cars would maneuver and queue, and safety concerns with respect to pedestrian access to the building.

### Traffic Flow

Mr. Jeff Brocco of Farnsworth Group stated that the proposed traffic circulation and queueing have been improved upon from the existing conditions. An additional queue lane is being provided in order to get vehicles off of the main aisles and through the drive-thru at a more rapid pace. This will alleviate some of the back-up in the queue lane currently being experienced at the site. It has also been determined that cars and pick-up trucks utilizing the queue lanes will be able to maneuver the turns.

Commissioner Schenberg suggested that the applicant consider installing a "Do Not Enter" sign at the entrance of the first parking lane on the Clarkson Square lot. This would force cars to enter the second lane and allow vehicles exiting the drive-thru to make a right-hand turn, which may help with traffic flow. Mr. Brocco stated that they will consider installing directional signage on the site.

**Pedestrian Access**

Chair Hansen noted her concern about pedestrians having to cut in between vehicles in the drive-thru lanes in order to access the restaurant. Mr. Brocco indicated that they would look at ways to address this concern, such as painting a crosshatched area across the pavement, and installing a “Stop for Pedestrians in Crosswalk” sign.

**Out-of-Order Sequence Parking**

Mr. Brocco stated that the site will also include ‘out-of-order sequence parking spaces’ to accommodate customers whose orders are not ready at the pick-up window. This prevents back-ups in the drive-thru lanes.

**Commissioner Schenberg made a motion to amend the original motion that the petitioner add a clearly-delineated crosswalk with hatch marks to allow for a clear pedestrian walkway and signage to yield to pedestrians in the crosswalk.** The motion was seconded by Commissioner Tilman and **passed by a voice vote of 7 to 0.**

**Upon roll call, the vote to approve, as amended, was as follows:**

**Aye: Commissioner Tilman, Commissioner Harris,  
Commissioner Marino, Commissioner Roach,  
Commissioner Schenberg, Commissioner Staniforth,  
Chair Hansen**

**Nay: None**

**The motion passed by a vote of 7 to 0.**

**B. Clarkson Square, Lot A (McDonald’s) Sign Package:** A request for a Sign Package for a 0.73-acre tract of land located west of the intersection of Clarkson Road and Lea Oak Drive (19S411406).

**Commissioner Schenberg, representing the Site Plan Committee, made a motion recommending approval of the Sign Package for Clarkson Square, Lot A (McDonald’s) as provided by the Petitioner with the removal of the pole sign.** The motion was seconded by Commissioner Staniforth.

**Discussion**

Mr. Justin Wyse, Director of Planning, explained that the City’s desire is to eliminate pole signs and noted that the other two McDonald restaurants in Chesterfield have compliant monument signs rather than pole signs. The Applicant was informed that the motion for approval of the Sign Package with the removal of the pole sign would still permit a monument sign that complies with city code requirements as the Sign Package states that all other signs are as permitted in the UDC.

**Upon roll call, the vote was as follows:**

**Aye: Commissioner Harris, Commissioner Marino,  
Commissioner Roach, Commissioner Schenberg,  
Commissioner Staniforth, Commissioner Tilman,  
Chair Hansen**

**Nay: None**

**The motion passed by a vote of 7 to 0.**

## VIII. UNFINISHED BUSINESS - None

## IX. NEW BUSINESS

### A. Discussion on changes to the *Automobile Dealership* use.

Planner Annisa Kumerow stated that Staff was recently approached regarding a motorcycle dealership within Chesterfield Valley. As part of that review process, discrepancies were identified regarding the definition of the *automobile* term, the *automobile dealership* use, and the districts in which dealerships are permitted. Consequently, the Planning & Public Works Committee directed Staff to review the *automobile dealership* use to determine:

1. Whether the *automobile dealership* use should be subdivided into separate use terms for the sale of different vehicle categories; and
2. Whether the sale of any vehicle categories should be permissible within the “PI” Planned Industrial District.

*Automobiles* and *Automobile Dealership* are currently defined in the Unified Development Code as follows:

**Automobiles:** Passenger cars, motorcycles, vans, pickup trucks, boats, and recreational vehicles.

**Automobile dealership:** Retail business primarily housed in a structure and characterized by a mixture of related uses upon a commercial site; however, the principal use of the site shall be the marketing of new or used **automobiles**, whether by sale, rent, lease, or other commercial or financial means.

Ms. Kumerow noted that the definition of *automobile dealership* is broad and consolidates vehicle categories that may be better served by separate definitions. It also consolidates the sale of all vehicles defined under *automobile*. However, the vehicle categories are distinguishable from one another in terms of built form. Furthermore, *Automobile dealership* includes *boats*, which has its own use term: *boat (and marine supply) storage, charter, repair, sale*.

Prior to 2009, the City of Chesterfield permitted *sales, rental, and leasing of new and used vehicles, including automobiles* within the “PI” Planned Industrial District. With the adoption of the Unified Development Code in 2009, the current *automobile dealership* use was established. The UDC currently omits *automobile dealership* from permissible uses in the “PI” Planned Industrial District, and solely permits this use in the “PC” Planned Commercial District. It was pointed out, however, that there are existing automobile dealerships in existing “PI” Planned Industrial Districts that permit the former use term.

Ms. Kumerow explained that certain criteria, such as form, function, and design, distinguish the sale of one vehicle category from another. For example, a passenger car

dealership may have a large quantity of surface parking, whereas a motorcycle dealership may have limited outdoor display and a more expansive indoor display. Based on the above criteria, the sale of a vehicle category may be more suitable in a “PC” Planned Commercial District than in a “PI Planned Industrial District, and vice-versa.

As part of this process, Staff reached out to nearby municipalities for information on how they classify vehicles for sale. Of the eight municipalities examined:

- Four municipalities have separate *automobile dealership* uses based on the category of vehicle sold; and
- Several of the municipalities model their definitions based on the North American Industry Classification System codes, which distinguish *motorcycle dealerships* from *automobile dealerships*.

### **Staff Recommendations**

1. Staff recommends that the definition of *automobile dealership* be refined to create several new use terms for each category of vehicle, as shown below:
  - *Automobile Dealership*
  - *Motorcycle, ATV, and all other motor vehicle dealers*
  - *RVs*
  - *Boat (and marine supply) storage, charter, repair, sale* (this is an existing use)
2. Staff also recommends that the sale of certain vehicle categories be considered for the “PI” Planned Industrial District and/or “PC” Planned Commercial District.

It was noted that “PI” Planned Industrial Districts are primarily located in the western portion of the Chesterfield Valley, in and around the Spirit of St. Louis Airport. While these properties lack the arterial visibility and lot size that passenger car dealerships may prefer, they may be more suitable for the sale of vehicles with different visibility and footprint needs.

Ms. Kumerow also stressed that any change to permitted uses in a “PI” or “PC” District does not allow the use by right – the uses would still need to be requested as they typically are through the rezoning process. The uses would need to be approved by Planning Commission and would be subject to any site-specific restrictions imposed.

### **Discussion**

Commissioners Marino and Tilman noted their agreement with Staff’s recommendations.

Commissioner Tilman pointed out that the Unified Development Code has another use term that should be reviewed - *trucks, trailers, construction equipment, agricultural equipment sales, rental, leasing, outdoor storage*.

The following items were also discussed and clarified, as necessary:

- The *automobile dealership* use allows supporting uses, such as *maintenance, repair and service areas, parts storage areas, and financial service areas*.

- Question was raised as to whether any of the uses allow for storage of luxury vehicles, as it was felt this could be allowed in the PI District. Ms. Kumerow stated that there are some existing dealerships out by the airport where vehicle storage is allowed.
- It was noted that there is an increase in the market for customized vehicles, which Commissioner Marino felt would be acceptable in the PI District. He also questioned as to what use this would fall under. Ms. Kumerow stated she would research as to where such a use would be categorized.
- Commissioner Harris pointed out that there may be overlaps with dealerships as some sell both cars and trucks.

It was the consensus of the Commission to allow automobile dealerships in both PC and PI Districts with the understanding that the Planning Commission can add site-specific criteria or restrictions to the ordinance.

**Commissioner Tilman made a motion directing staff to proceed to arrange a public hearing to discuss ramifications to the Unified Development Code for the use terms ‘*automobile dealership*’ and ‘*trucks, trailers, construction equipment, agricultural equipment sales, rental, leasing, outdoor storage*’.** The motion was seconded by Commissioner Marino.

**Upon roll call, the vote was as follows:**

**Aye: Commissioner Marino, Commissioner Roach,  
Commissioner Schenberg, Commissioner Staniforth,  
Commissioner Tilman, Commissioner Harris,  
Chair Hansen**

**Nay: None**

**The motion passed by a vote of 7 to 0.**

**X. COMMITTEE REPORTS - None**

**XI. ADJOURNMENT**

The meeting adjourned at 7:58 p.m.

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Gene Schenberg, Secretary