

**THE CITY OF CHESTERFIELD
ARCHITECTURAL REVIEW BOARD
March 14, 2013**

PRESENT

ABSENT

Mr. Matt Adams
Ms. Mary Brown
Mr. Rick Clawson
Ms. Carol Duenke
Mr. Bud Gruchalla
Mr. Gary Perkins
Mr. Randy Logan, Council Member
Mr. Stanley Proctor, Planning Commission Liaison
Mr. Mike Watson, Planning Commission Member
Mr. Justin Wyse, Senior Planner
Ms. Kathy Juergens, Recording Secretary

I. CALL TO ORDER

Board Chair Carol Duenke called the meeting to order at 6:30 p.m.

II. APPROVAL OF MEETING SUMMARY

A. November 8, 2012

Board Member Mary Brown made a motion to approve the meeting summary as written.

Board Member Bud Gruchalla seconded the motion.

Motion passed with a voice vote of 4-0 with Board Members Rick Clawson and Matt Adams abstaining.

III. PROJECT PRESENTATION

- A. The Arbors at Wildhorse Creek:** Amended Architectural Elevations and Architect's Statement of Design for a 23 acre tract of land zoned "PUD" Planned Unit Development located on the south side of Wild Horse Creek Road west of its intersection of Long Road and east of its intersection with Wildhorse Parkway Drive.

Mr. Justin Wyse, Senior Planner, presented the project request for Project Planner Purvi Patel. The request is for approval of two additional single family home elevations that incorporate both side-entry and front-entry garages thereby

creating a courtyard garage design. Current approved elevations allow only for side-entry garages. They are basically adding on a front-entry car garage which can either be a single-car or double-car garage. Several homebuyers have requested the additional garage space. All materials are identical to what was previously approved with the only addition being the garage itself.

Discussion:

Board Member Bud Gruchalla commented on the number of potential cars allowed at a home. If there is a three-car side entry garage and a one-car or two-car front entry garage, there could potentially be a total for four or five cars and it would look like an apartment or condominium complex. Mr. Wyse stated that the side-entry garage would not be visible from the public right of way. The petitioner stated several homebuyers asked for more than a three-car garage. This trend is seen throughout Chesterfield in several new communities such as Wild Horse Canyon and Eagle Crest Estates. It is a very popular option in today's market and it adds value to the home. However, they would limit garage space to four cars only. Mike Watson, Planning Commission Member, asked the petitioner if they would be willing to put a limit of four cars into their proposal? The petitioner concurred. Board Member Gary Perkins stated he had no concern if they follow the Wild Horse Canyon pattern with the eave right above the door. The scale and proportion would be fine.

Board Member Rick Clawson made a motion to forward to the Planning Commission the Amended Architectural Elevations for The Arbors at Wildhorse Creek as presented with a recommendation for approval.

Board Member Gary Perkins seconded the motion.

Mr. Wyse suggested amending the motion to include a maximum of four cars as one elevation included in the submittal showed a three-car side entry.

Board Member Rick Clawson amended his motion to include the following recommendation of allowing only a maximum garage space for four cars.

Board Member Gary Perkins seconded the amended motion.

The amended motion passed with a voice vote of 6-0.

(Council Member Randy Logan left the meeting at this time.)

- B. Chesterfield Commons East, Lot 8 (Golf Galaxy):** Amended Architectural Elevations and Architect's Statement of Design for a mini-anchor storefront in a 10.66 acre tract of land zoned "PC" Planned Commercial District located on the south side of Chesterfield Airport Road and east of Chesterfield Commons Drive.

Mr. Justin Wyse, Senior Planner, presented the project request for approval of amended architectural elevations for a mini-anchor storefront in Chesterfield Commons East, formerly Circuit City then Big Lots. Golf Galaxy is proposing a new storefront entry with a custom metal entry awning, EIFS and stone pilasters, a standing seam metal roof with a cupola design along with a leaderboard design feature to the left of the main entry. A new awning along with EIFS and stone pilasters are also being proposed on the existing egress doors to the right of the main entry.

There are some new materials being proposed that complement the existing building and samples were made available for the Board. There will be some minor changes to the landscaping along the front elevation. The existing planter beds will remain with new natural planting types being utilized.

As far as lighting, the ground mounted lighting at the entrance as depicted on the elevations is being eliminated from the proposal at the request of the landlord. There will be some new landscape lighting located in the planter beds that will project directly onto the façade itself. As always, Staff will ensure that any light projected onto the façade is fully captured on the façade and not pointing upward in the air.

Discussion:

Board Member Mary Brown stated there are restrictions on wall signs on all buildings so how does the leaderboard not qualify as a sign. Mr. Wyse stated that it will not contain any advertising text. When comparing signage in the Commons, it would be similar to Gordman's or Home Depot where you have corporate branding associated with a particular color. This leaderboard is interpreted as an architectural feature. Board Member Brown asked if it would not fall under the restrictions of the amount of wall signage that is allowed. Mr. Wyse stated that as it is depicted on the elevation, it would not fall under that restriction; it would be an element that the Board would look at as part of the elevation itself.

Board Member Rick Clawson asked if the grid pattern of a leaderboard in the EIFS material will be visible with only the words "Golf Galaxy" or are they planning on numbers and words to make it look like an actual golf leaderboard with the Golf Galaxy sign on top. Mr. Wyse stated it would only be a grid pattern with the words "Golf Galaxy". Board Chair Carol Duenke reiterated that the leaderboard is basically serving as a field for their signage and their signage will then comply with signage regulations. Mr. Wyse confirmed and stated that it was very similar to Circuit City's orange/yellowish EIFS with the sign in the middle with the biggest difference being that is placed on the side of the building instead of being over the entryway. Board Member Bud Gruchalla stated it looks like a

framed billboard. Board Chair Duenke commented she can see that it is an architectural feature that serves as a backdrop for the sign but because of the crisp white contrasting border, it seems proportionally large and downplays the entryway. Board Member Gary Perkins stated this is very similar to the large panels of color on the two outlet malls.

Mr. Mike Watson, Planning Commission Member asked what the size of the leaderboard area is and how will it be lit. Mr. Wyse advised that any sign would be regulated under the sign package for Chesterfield Commons East but he would anticipate that any future signage would probably be lit and that lighting would be directly associated with the sign itself. There will be small landscape lighting shining on the building façade itself. Mr. Watson said he could envision them putting Golf Galaxy across the top and then maybe “clearance sale” or “special on golf balls today” etc. since we do not have an actual example of the sign. Mr. Wyse stated that they will not be adding text to it and as submitted, they would not be permitted to add text. The sign package for this development prohibits temporary signage. It is not an actual leaderboard that they will change periodically. They are simply trying to bring the image of Golf Galaxy to mind through an architectural feature on the building itself by mimicking a leaderboard. The petitioner stated only the Golf Galaxy logo will be on it. No other text will be on the leaderboard. The idea behind this design is to create a country club feel and create an iconic look similar to other types of chain stores. The dimension of the “leaderboard” is 28 feet across by 17 feet tall. It is proportional to the size of the sign that will be placed within it. Per Architectural Review Board Standards, they were asked not to include the signage layout.

Board Member Clawson stated he felt the copula style of architectural scale was out of place with the rest of the development. There also appears to be an uplight in the middle of the copula and feared it would glow like a lighthouse at night. The petitioner informed the Board that it was a low level LED uplight just to accentuate the copula at night.

Mr. Stanley Proctor, Planning Commission Liaison wanted an idea on how large “Golf Galaxy” would be within the leaderboard. Mr. Wyse stated under the sign package for Chesterfield Commons East, permitted sign area is determined by tenant square footage. This falls under the classification of a mini-anchor and it allows a maximum of 200 sq. ft. per sign.

Board Member Rick Clawson made a motion to forward the Amended Architectural Elevations and Architect’s Statement of Design for Chesterfield Commons East, Lot 8 (Golf Galaxy), as presented with a recommendation for approval with the following recommendations:

1. The “leaderboard” is to be comprised of blue EFIFS material with reveals as depicted on the elevation and should contain only City allowed signage.
2. Staff is to work closely with the architect and Planning Commission to determine the light output from the uplight in the copula.

Board Member Mary Brown seconded the motion.

After some discussion regarding the City’s sign package process, the motion was approved by a voice vote of 6-0.

IV. OLD BUSINESS

None.

V. NEW BUSINESS

None.

VI: ADJOURNMENT

Board Member Bud Gruchalla made a motion to adjourn the meeting.

Board Member Mary Brown seconded the motion.

Motion passed with a voice vote of 6-0 and the meeting adjourned at 7:29 p.m.