

Memorandum Department of Planning, Public Works & Parks



To: Planning and Public Works Committee

From: Mara M. Perry, Senior Planner

Date: 04/19/2012

RE: Chesterfield Blue Valley, Proposed Lot 10 (Premium Outlets): A Site Development Section Plan, Landscape Plan, Lighting Plan, Architectural Elevations, and Architect's Statement of Design for a 50.72 acre tract of land zoned "PC" Planned Commercial District in the northeast corner of the development located on the north side of Olive Street Road, west of its intersection with Chesterfield Airport Road.

Summary

The Clayton Engineering Company and The Collaborative, Inc., on behalf of Simon Property Group and the Woodmont Company, has submitted a Site Development Section Plan, Landscape Plan, Lighting Plan, Architectural Elevations, and Architect's Statement of Design. The request is for eight (8) retail buildings totaling 390,098 square feet, located on Proposed Lot 10 of the Chesterfield Blue Valley subdivision. The subject site is zoned "PC" Planned Commercial District and is governed under the terms and conditions of City of Chesterfield Ordinance Number 2612. The exterior building materials will be comprised of brick and stone veneer, EIFS, smooth face architectural metal, exposed steel structure, painted concrete wall with sand texture finish, metal trellis and glass. The roof is proposed to be primarily a flat membrane roof system with parapet walls.

The plan was reviewed at the Planning Commission meeting held on April 9, 2012. At that meeting, a recommendation for approval of the above-referenced matter was approved by a vote of 9-0 with three recommendations for amendments to the plans. The recommendations were as follows:

- 1. Add additional pedestrian markings to insure safe pedestrian path from the parking area to the inner ring road at the north side of the building closest to the levee.*
- 2. Additional plantings be considered after bridge construction design is completed by MoDOT to be reviewed by Staff in accordance with the City Code.*
- 3. Limit the height of the towers to 45 feet*

The applicant worked with Staff to address the recommendations of the Planning Commission. On Friday, April 13, 2012 the Applicants amended their plans to address these recommendations and a new submittal was received by Staff. The following is a review of the new submittal:

Pedestrian Crosswalks: The Site Development Section Plan has been amended to include two (2) new pedestrian crosswalk locations along the north side of the development from the parking lot. In addition, in reviewing the crosswalk locations, the Applicants added one (1) additional crosswalk on the east; one (1) additional crosswalk on the west and one (1) additional crosswalk on the south. These locations are in addition to the seven (7) crosswalk locations connecting accessible parking spaces around the development.

Right-of-way Plantings: The Applicants have submitted a letter that states that they would be open to having a discussion with MoDOT and the team that is hired for the Boone Bridge redesign to examine potential opportunities for adding plantings to the right-of-way.

Height of the Towers: Based on the recommendation to reduce the heights of four (4) of the proposed towers to a maximum of forty-five (45) feet, the Applicants reviewed their design and submitted additional information with changes. Eight (8) areas of the elevations which exceeded thirty-four (34) feet were reviewed and the table below shows the proposed heights.

Building	Tower Height (PC Submittal)	Tower Height (P&PW Submittal)	Height Reduction
1	40'-0"	38'-0"	-2'-0"
2	65'-0"	60'-0"	-5'-0"
3	50'-0"	45'-0"	-5'-0"
3	38'-0"	38'-0"	0
3	34'-6"	34'-6"	0
4	45'-0"	40'-0"	-5'-0"
5	50'-0"	45'-0"	-5'-0"
6	50'-0"	50'-0"	0

In your packet are a set of new architectural elevations which show the buildings in relation to one another along the full north, south, east and west elevations of the site. The proposed new heights have been identified on the elevations. In addition, a new Aerial perspective was generated to show the relationship of all the buildings as a whole.

City of Chesterfield Ordinance 2612 which governs the site has a provision for Automatic Power of Review.

Attached please find a copy of a letter from the Applicants addressing Planning Commission's recommendations; the April 13 submittal of the Aerial perspective and architectural elevations; Staff's report and the Planning Commission packet.

Respectfully submitted,



Mara M. Perry, AICP
Senior Planner

Cc: Michael G. Herring, City Administrator
Rob Heggie, City Attorney
Michael O. Geisel, Director of Planning, Public Works & Parks
Aimee Nassif, Planning and Development Services Director

April 13, 2012

Aimee E. Nassif, AICP
 Planning and Development Services Director
 City of Chesterfield
 690 Chesterfield Parkway West
 Chesterfield, MO 63017-0760



Re: 4/9/12 Planning Commission Comments
 St. Louis Premium Outlets
 Chesterfield, MO

- In response to the Planning Commission's request, we have reviewed all of the architectural tower elements in the proposed design for the St. Louis Premium Outlets development. The objective of this review focused on towers that equaled or exceeded 45'-0" in height with the goal of: (1) Potentially reducing a tower's height, and/or (2) Provide the Board with justification to exceed the height of 45'-0". Towers below 40' remain unaffected and unchanged.

Based upon our review, we propose reductions to 5 out of the 8 towers. In 2 instances, we propose towers that exceed 45 ft; (1) A 60' tower located at Bldg. 2 and (2) A 50' tower located at Bldg. 6. The revised breakdown of each tower in the project and their proposed height is, as follows:

<i>Bldg.</i>	<i>Orig. Tower Height</i>	<i>Proposed Tower Height</i>	<i>Reduction in Height</i>
1	40'-0"	38'-0"	(-2'-0")
2	65'-0"	60'-0"	(-5'-0")
3	50'-0" (a)	45'-0"	(-5'-0")
3	38'-0" (b)	38'-0"	0
3	34'-6" (c)	34'-6"	0
4	45'-0"	40'-0"	(-5'-0")
5	50'-0"	45'-0"	(-5'-0")
6	50'-0"	50'-0"	0

	372'-6"	350'-6"	(-22'-0")

Note: As Buildings 7 and 8 are not perimeter structures and have not been included in the above analysis.

As noted in the matrix, typical reductions were in the range of 2'-5'. **Collectively, the towers have been reduced by approximately 6%.** The tallest structure at 65', located at

Building 2, has been reduced to 60'. Our justification for this approach is based on the following planning and development principles:

- **Promoting Architectural Variety.** The design is based on establishing an architectural language that includes a great variety of elements, features, materials and details in the project. We want to also vary both the design and height of towers to create an interesting, attractive and visible identity for the development.
- **Establishing a Hierarchy of Towers.** We believe the proposed height adjustments establish a clearer hierarchy of tower elements that better responds to different conditions around the site related to access, orientation, arrival, entry, visibility, identity and branding. Each tower is unique and varies in both height and design from the next.
- **The Tallest Towers only front the Highway.** It is critical that we maximize project visibility over longer distances and help orient our customer travelling at higher speeds on I-64. Therefore, we propose a 60' tower (reduced from 65') located at building 2 by the east entry and a 2nd but smaller tower of 50' located at Building 6 by the northeast entry.

Additionally the centerline elevation of I-64 is 472' at the levee and 470' at the eastern edge of our property. The proposed bottom elevation of the tower is 465' – 6' below the mean elevation of the highway. The 60' tower will only be 54' higher than the roadway elevation.

- **Smaller Towers emphasize a “Sense of Arrival” to the Center.** Towers located at important public entrance courts serve as “Gateways” to the project framing important sight lines and creating a sense of arrival and place for visitors to the center. In these areas, we propose towers that range in height from 34'-6” to 45'.
- **The proposed Towers make an Architectural Statement.** They are unique and integrated features of the building design, not separate stand-alone signs as in a typical project pylon. In fact, the proposed tower heights are *lower* than typical pylon signs designed for many of the Premium Outlet Centers throughout the world.
- **Towers emphasize important corners in the project.** And these corners need to be taller than adjacent building parapet heights. We will need to emphasize important anchor tenants and their entrances and provide them with attractive signage opportunities.
- **Tower height is not directly correlated to the amount of signage.** The *taller* the tower does not necessarily translate into *more* signage. There is little difference, if any, between the amount signage on a 45' tower as compared to a tower 60' or greater. In this instance, we are creating a unique project icon and height is more related to visibility than signage.

We hope our approach to tower design and the proposed height adjustments make sense and the Board's acceptance will be forthcoming.

2. The Planning Commission requested that the applicant consider additional landscaping along the frontage of I-64. It is our understanding that MoDOT is seeking Design-Build proposals for the New I-64 Bridge this summer. This design-build process is seeking a variety of cost effective engineering solutions for the new bridge as well as the bridge approaches. Until such time as a D/B Team is selected and a contract negotiated, St. Louis Premium Outlets will not be capable of designing potential landscape enhancements to the I-64 ROW. Once the team is on-board, our team will meet and coordinate with MoDOT and its I-64 design team to examine and understand potential opportunities for additional landscaping. We will report our findings to City of Chesterfield Planning Staff.
3. The Planning Commission requested that the applicant consider adding Pedestrian crosswalks at the northern parking field. We have reviewed this request and added 5 more pedestrian crosswalks at promenade entry points located along the perimeter loop road. Reference the revised site plan for locations.
4. We have submitted overall North, South, East and West perimeter elevations along with an aerial perspective to aid the commission and committee's with the overall development building massing.

Thank you for your time and attention in this matter and if you should have any questions or comments, feel free to contact me.

Submitted on behalf of Premium Outlets | Simon and Woodmont Outlets.

Sincerely,

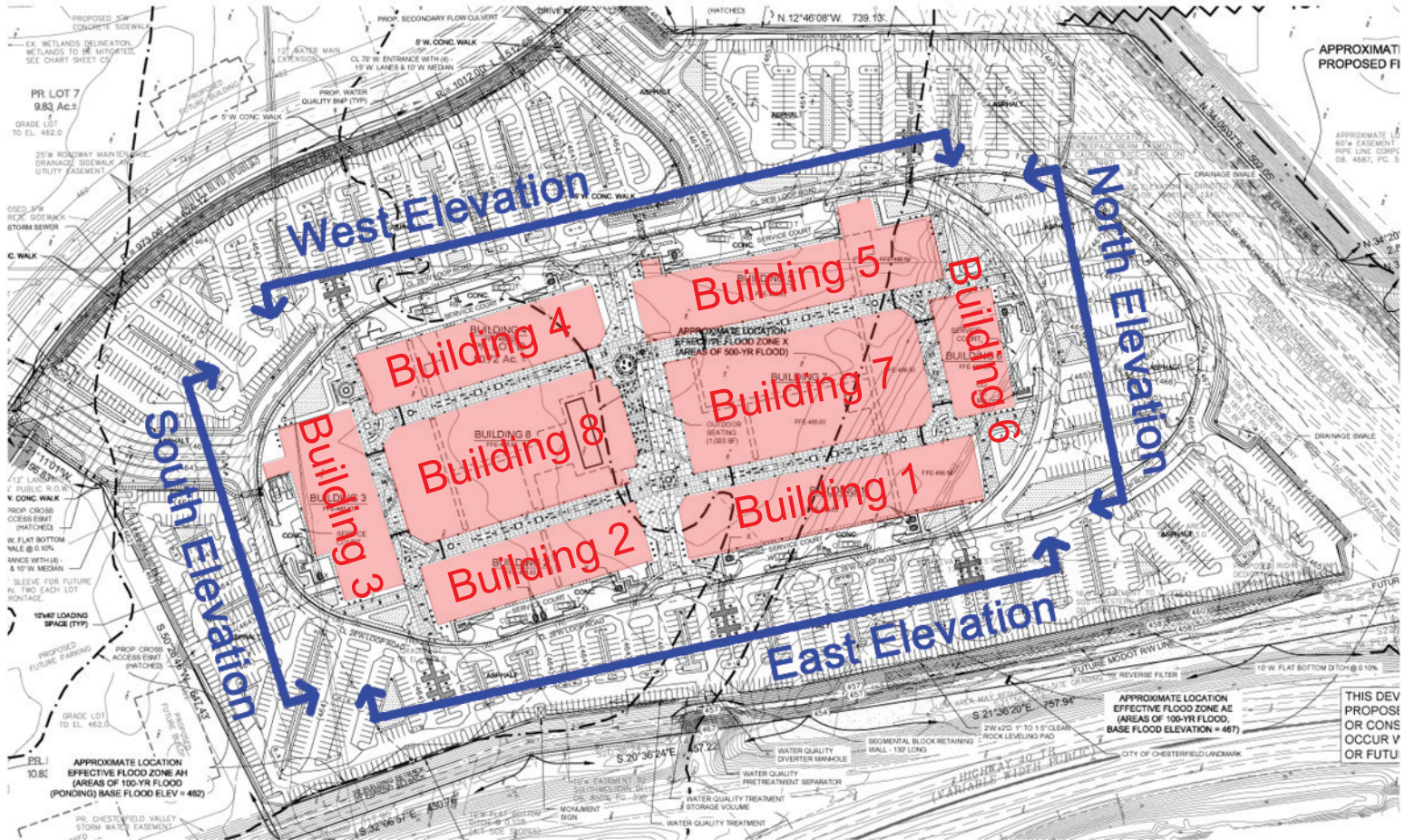
A handwritten signature in blue ink, appearing to read 'MP', with a long horizontal line extending to the right.

Matt Pastula, AIA
Architect/Project Manager

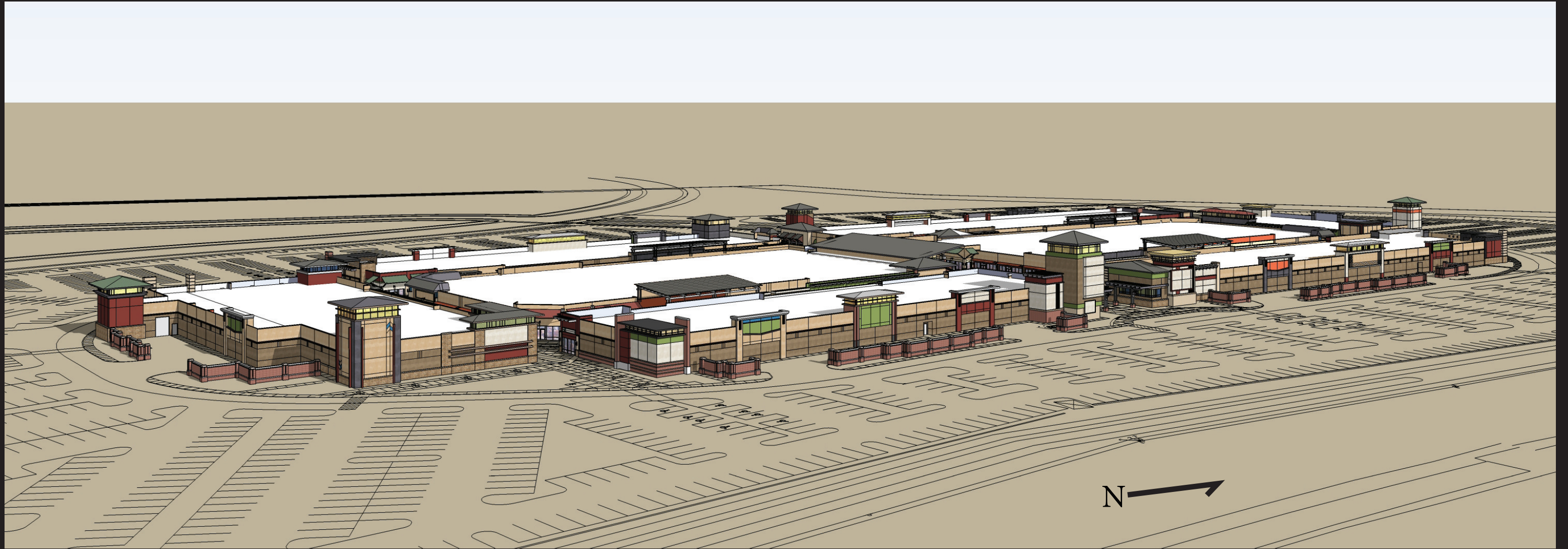
cc: Steve Dworkin, Simon
Andy Atkinson, Simon
John Villapiano, Simon
Stephen Coslik, Woodmont
Rick Machak, Woodmont
Dan Tabor, TCI

MJP/mjp
106081

April 13, 2012 Submittal KEY TO BUILDING ELEVATIONS



OVERALL AERIAL PERSPECTIVE



VIEW FROM SOUTHEAST CORNER

ST. LOUIS PREMIUM OUTLETS
ARCHITECTURAL REVIEW BOARD

PREMIUM
OUTLETS
SIMON

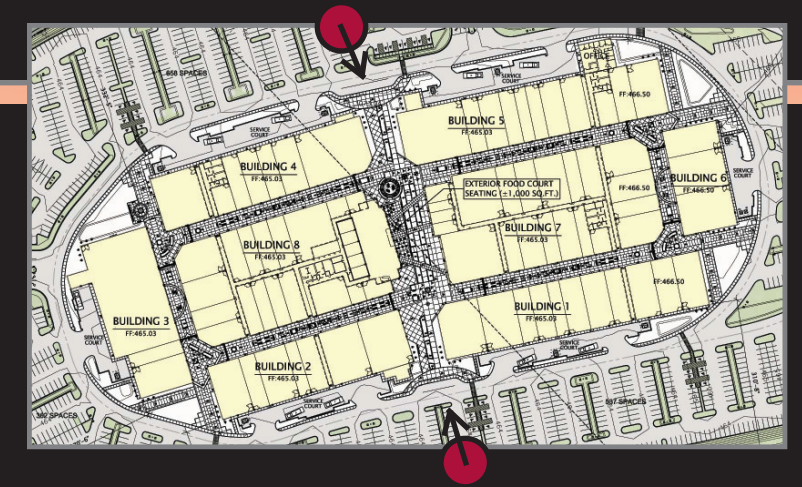


WOODMONT
OUTLETS

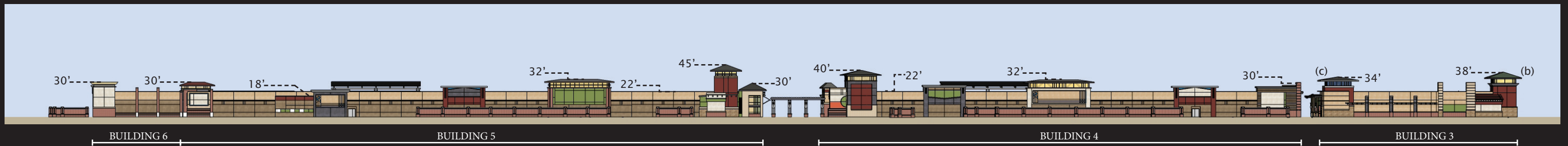


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OVERALL COLOR ELEVATIONS



OVERALL EAST ELEVATION



OVERALL WEST ELEVATION

SEE BUILDING ELEVATIONS FROM PRIOR SUBMISSION FOR BUILDING MATERIALS

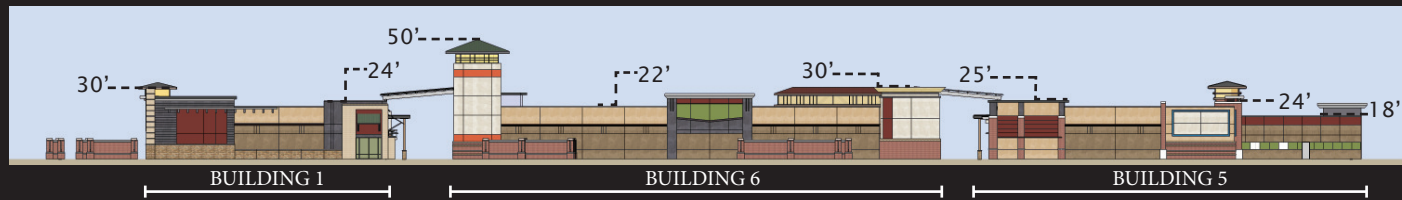
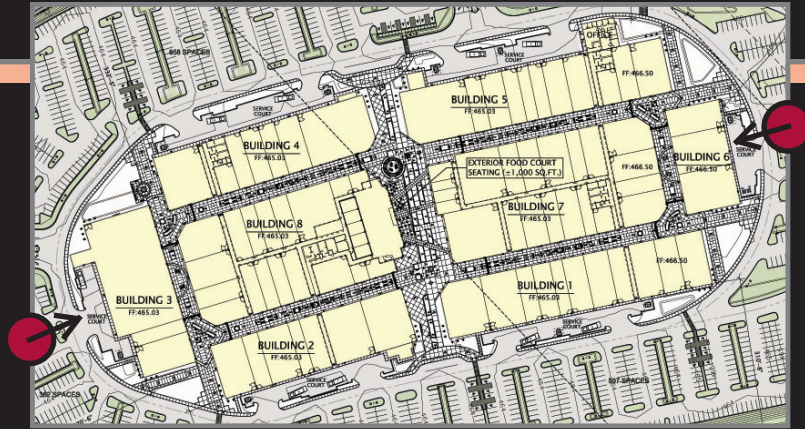
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ARCHITECTURAL REVIEW BOARD

PREMIUM
OUTLETS
SIMON

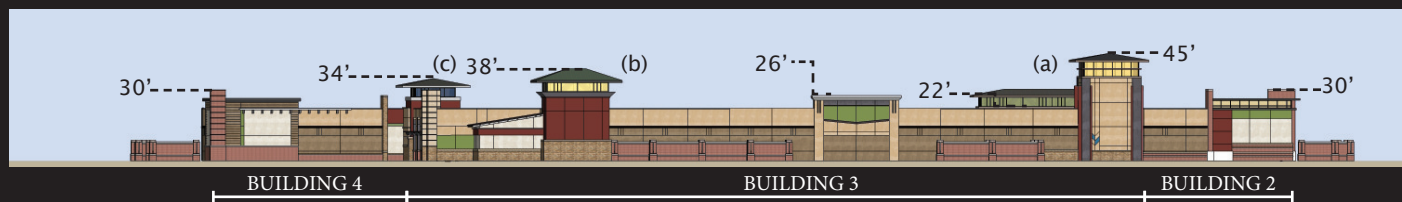
WOODMONT
OUTLETS

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OVERALL COLOR ELEVATIONS



OVERALL NORTH ELEVATION



OVERALL SOUTH ELEVATION

SEE BUILDING ELEVATIONS FROM PRIOR SUBMISSION FOR BUILDING MATERIALS

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