

# III. B.

## Memorandum Department of Planning & Public Works



**To:** Planning and Public Works Committee  
**From:** Mara M. Perry, Senior Planner  
**Date:** 4/20/2009  
**RE:** **Power of Review for Equilon Shell (15530 Olive Boulevard):** Amended Architectural Elevations for a 0.78 acre tract of land zoned "C8" Planned Commercial District and located at 15530 Olive Boulevard, at the intersection with Chesterfield Parkway.

### Summary

At the March 23, 2009 meeting of the City of Chesterfield Planning Commission, a recommendation for approval of the above-referenced matter was approved by a vote of 6-2.

This project is scheduled for the April 22, 2009 City Council meeting agenda due to a request for consideration of Power of Review. In anticipation of the request moving forward, this item has been placed on the agenda for the Planning and Public Works Committee.

Attached please find a copy of staff's report and the Amended Architectural Elevations.

Respectfully submitted,

Mara M. Perry, AICP  
Senior Planner of Site Plan Review

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



## VII. B.

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March 18, 2009

Planning Commission  
City of Chesterfield  
690 Chesterfield Parkway West  
Chesterfield, MO 63017

The Planning Commission agenda for **March 23, 2009** will include the following item for your consideration:

**Equilon Shell (15530 Olive Boulevard)**: Amended Architectural Elevations for a 0.78 acre tract of land zoned “C8” Planned Commercial District and located at 15530 Olive Boulevard, at the intersection with Chesterfield Parkway.

Dear Planning Commission:

Mitchell Enloe, of Enloe Aluminum, Inc, on behalf of Circle K, has submitted Amended Architectural Elevations for your review. The Department of Planning and Public Works has reviewed this submittal and submits the following report.

### **BACKGROUND**

1. In 1986, St. Louis County amended the Zoning Ordinance by changing the boundaries of the “C2” Shopping District, the “R3” Residence District and the “C8” Planned Commercial District and approving a new “C8” Planned Commercial District for a 0.78 acre tract of land by approving St. Louis County Ordinance 12,838.
2. In October 1986, St. Louis County Ordinance 12,838 was amended by St. Louis County Ordinance 12,897 to increase the hours of operation of the car wash.
3. In January 1987, St. Louis County Ordinance 12,897 was amended by St. Louis County Ordinance 13,057 for road improvements and sidewalks.
4. On August 16, 1993, the City of Chesterfield amended St. Louis County Ordinances 12,838, 12,897, and 13,057 with City of Chesterfield Ordinance 821 for temporary signage to be allowed on the site.
5. On April 19, 1999 the City of Chesterfield repealed City of Chesterfield Ordinance 821 and approved City of Chesterfield Ordinance 1512 to increase the square footage of the convenience store.

## **SUBMITTAL INFORMATION**

This request is before the Planning Commission for review of two items.

### **Architectural Elevations**

The first request is an amendment to the architectural elevations for the building. As a part of the Ordinance Amendment for the increase in square footage of the convenience store, the existing architectural elevations of the store were reviewed by the Architectural Review Board. Recommendations were added to the Ordinance amendment by the ARB.

The fascia of the elevation is currently white and yellow with signage on the yellow band. The proposed change is to have red and white stripes along the fascia with a sign location which would be approved by staff with a sign permit. The existing convenience store is white painted block with a band of grey paint. The lower portion of the front elevation would be painted with a red and brown paint and the upper portion of the façade will remain the white painted block color.

The lower portion of the gas station elevations, which is currently painted white, is also proposed to match the convenience store with bands of red and brown paint with the upper portion of the façade remaining the white painted block color. Signage on the gas station elevations will be approved by staff with sign permits.

### **LED Lighting**

The second request is due to the petitioner's proposal for LED lighting on the façade of the convenience store. Under City of Chesterfield Ordinance 2228, Planning Commission may approve the use of LED accent lighting per the following:

4. Lighting Fixtures and Usage
  - 6) All accent lighting, including Light-Emitting Diodes or LEDs, and lighting used for signage shall be subject to the approval of the City of Chesterfield.

The petitioner is proposing LED accent lighting along the edges of the red bands proposed on the fascia of the building as well as around the face of the proposed signage. The LED lighting is located behind the bands and signage and is not exposed.

## **DEPARTMENTAL INPUT**

The submittal was reviewed and is in compliance with all City of Chesterfield ordinances. The Department of Planning requests action on the Amended Architectural Elevations.

Respectfully submitted,



Mara M. Perry, AICP  
Senior Planner

Cc: City Administrator  
City Attorney  
Director of Planning & Public Works  
Planning and Development Services Director

Attachments:

Amended Site Development Plan  
Amended Building Elevations  
Photograph of example elevation at night

# Chesterfield Planning Commission Review

Equilon Shell

15530 Olive Boulevard

Amended Architectural Elevations

( 3/4/09 elevation and lighting submittal )

March 23, 2009

# CIRCLE K - 1651 CHESTERFIELD, MO

## PROPOSED BUILDING SIGNAGE

PRODUCT ROLLUP		
QTY	DESC.	SIZE
1	CIRCLE K SIGN	36" x 36"
1	UPPER RIGHT AIMER	13" x 36"-6"
1	LOWER RIGHT AIMER	13" x 36"-6"
1	UPPER LEFT AIMER	13" x 36"-6"
1	LOWER LEFT AIMER	13" x 36"-6"
1	30.5" VINYL AIMER	MISC
4	90° CORNERS (OUT)	

\*VERIFY ALL SIZES



EXISTING STORE

30.5" VINYL AIMER  
(LEFT-SIDE, NOT SHOWN)

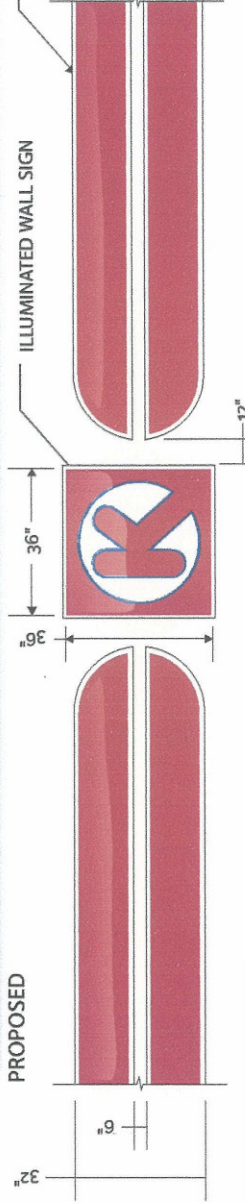
BUILDING PAINTED  
FRONT AND BOTH SIDES  
TO MATCH NEW CIRCLE K  
PAINT SCHEDULE

36" x 36" CIRCLE K SIGN

30.5" VINYL AIMER  
(RIGHT-SIDE)

13" x 36"-6" LED AIMERS ON BOTH SIDES  
OF CIRCLE K CABINET SIGN

PROPOSED



13" LED AIMERS  
3/4" RETAINERS  
V.O.: 11.5"

\*CONCEPTUAL ARTWORK ONLY\*

CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

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CUSTOMER	LOCATION	SHEET	DATE	NOTES
CIRCLE K	Chesterfield, MO	02/08	06/26/08	
STORE #	CIS ACCOUNT REP	DRAWN BY	REVISION	SCALE
1651	Ben DeHayes	MT		NTS

CORPORATE IDENTIFICATION SOLUTIONS, INC.  
1111 CHESTERFIELD BLVD  
ILIAC, MO 65031  
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**CIRCLE K - 1651 CHESTERFIELD, MO**  
**PROPOSED BUILDING SIGNAGE**

PRODUCT ROLLUP	
QTY	DESC. SIZE
1	Car Wash VINYL LTRS 20" X 10'-2"
1	Exit VINYL LTRS 20" X 4'-5"
1	Enter VINYL LTRS 20" X 6'-2"

\*VERIFY ALL SIZES

7125-63 GERANIUM RED VINYL  
 "Car Wash" APPLIED DIRECTLY  
 TO FASCIA

BUILDING PAINTED ALL SIDES  
 TO MATCH NEW CIRCLE K  
 PAINT SCHEDULE



7125-63 GERANIUM RED VINYL  
 "Exit" APPLIED DIRECTLY  
 TO FASCIA ("Enter" NOT SHOWN)

CAR WASH INFO:  
 28'-0" W x 56'-0" L

**Car Wash** 20.5"

**Enter**

**Exit**

PROPOSED LAYOUT OF  
 CAR WASH BUILDING  
 GRAPHICS

\*CONCEPTUAL ARTWORK ONLY\*

**CUSTOMER ACCEPTANCE:** \_\_\_\_\_ DATE: \_\_\_\_\_

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CUSTOMER	LOCATION	SHEET	DATE	NOTES:
CIRCLE K	Chesterfield, MO	09/03	05/26/08	
STORE #	CIS ACCOUNT REP	DRAWN BY	REVISION	SCALE
1651	Ben DeHayes	MT	NTS	NTS



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