

Planning Commission Staff Report

Project Type: Amended Architectural Elevations

Meeting Date: July 8, 2019

From: Andrew Stanislav, Planner *AS*

Location: 14804 Clayton Road

Description: **New Spirit Energy Convenience Store (Circle K) 5th Amended Architectural Elevations:** Amended Architectural Elevations for a 0.84 acre tract of land zoned "PC" Planned Commercial District located on the southeast side of the intersection of Clayton Road and Wildwood Parkway (21R420714).

PROPOSAL SUMMARY

Municipal Resolutions, on behalf of Spirit Energy, LLC, has submitted a request to modify the Architectural Elevations of the Circle K location at 14804 Clayton Road as part of a larger scale rebranding effort for the property. The current request is for modifications to the gas canopy and the convenience store. Signage is a separate process and will be reviewed to comply with all applicable regulations.

The carwash and convenience store buildings were both previously considered by the Architectural Review Board and Planning Commission in 2018, with the approved modifications complete on the carwash building.

Part of this request is to again modify the previously approved elevations for the convenience store building with a more neutral aesthetic than approved in November 2018.



Figure 1: Subject Site Aerial

HISTORY OF SUBJECT SITE

This fuel station was originally a part of the Wildwood Plaza development located to the south which was zoned to “C-2” with a Conditional Use Permit in 1969 by St. Louis County. At that time a two pump Shell station was already in existence. In 1973 an Amended Site Development Plan was approved by St. Louis County, and the CUP was amended in 1984 to allow additional fuel pumps and to change the hours of operation. These pumps were not installed until 1987. On September 7, 2005, the City of Chesterfield approved Ordinance 2195 which changed the boundaries of a “C-2” Shopping District for a 0.92 acre tract of land to a “PC” Planned Commercial District separating it from the Wildwood Plaza. Ordinance 2195 includes the following requirement: “The developer shall submit architectural elevations and building materials. Architectural information is to be reviewed by the Architectural Review Board prior to submission to the Planning Commission.”

A Site Development Plan, Architectural Elevations, Landscape Plan and Lighting Plan were approved by the Planning Commission in April 2006. In August 2007, Amended Architectural Elevations for a change to the elevation of the carwash were approved by the Planning Commission with a vote of 8-0. In 2009, Second Amended Architectural Elevations were approved by City Council.

Modifications to the existing carwash were approved in June 2018 by the Planning Commission (3rd AAE) as part of the most recent rebranding of this property as seen in Figure 2 below. In November 2018, City Council approved the 4th AAE for this property which included associated modifications to the convenience store portion of the development. City Council approved these Amended Architectural Elevations with a condition to reduce the height of the red ACM band from the requested six (6) feet to one that is no more than 24 inches tall by a vote of 8 to 0.

The current request (5th AAE) is to incorporate the gas canopy (Figure 3 below) into the updated rebranding of the development, as well as a request for a modification to the amended elevations previously approved for the convenience store which have not been installed. There is also currently a temporary treatment around the gas canopy reflecting the proposed modifications.



Figure 2: Convenience Store & Carwash



Figure 3: Gas Canopy

STAFF ANALYSIS

Site Relationships

The subject site is located at the southeast corner of the intersection of Clayton Road and Wildwood Parkway and is adjacent to the Wildwood Plaza shopping center, with Baxter Center west across Clayton Road. There are no changes proposed that would impact the circulation system, access, scale, landscaping, or other site related elements. Modifications to the elevations will not alter the primary orientation of the convenience store or gas canopy.

Materials and Color

Materials and colors selected for the updated elevations are part of Circle K's rebranding effort as seen throughout the St. Louis region. Proposed changes to the gas canopy and convenience store are described in further detail below.

Gas canopy. The existing gas canopy fascia is metal with raised illuminated red striping. The proposed color palette matches that previously approved for the carwash and convenience store building updates, respectively. The proposed gas island canopy fascia is three (3) feet in height and is comprised of the corporate red, white, and tangerine colors for Circle K. The new fascia bands are refacing the existing fascia elements with a new ACM panel skin. The applicant has also noted that the existing gas canopy columns are painted white with a gray stripe approximately two (2) feet from grade, which is shown as remaining in the proposed elevations.

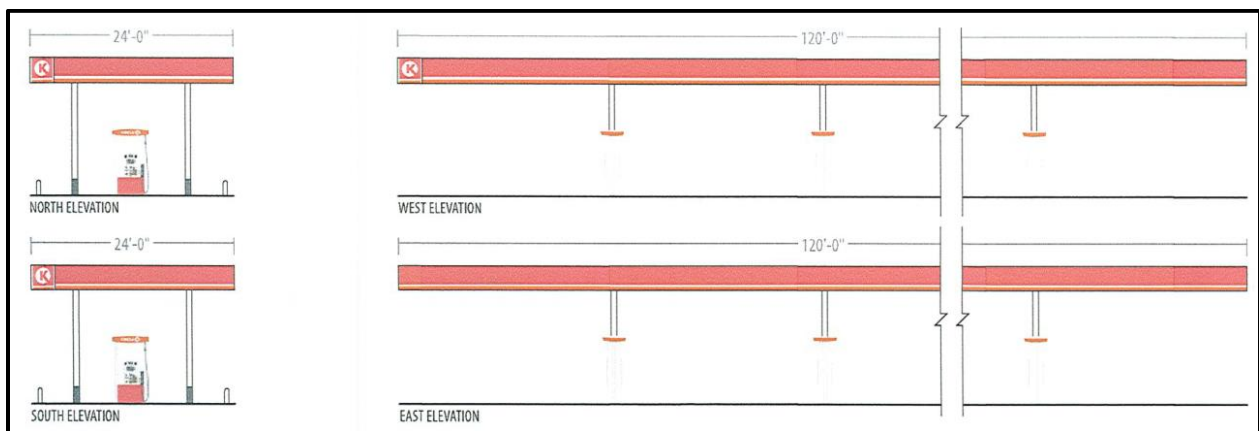


Figure 4: Proposed Gas Canopy Elevations

Convenience Store. The color palette for the building's exterior was previously approved in November 2018 as part of the 4th Amended Architectural Elevations (AAE) to include a white primary wall color with 30-inches from grade painted to Nuthatch brown, creating a wainscoting effect. The modification included as part of this request is specific to the refacing of the existing six (6) foot fascia banding. A six foot refacing of this feature to match the color scheme of the carwash (red, white, and tangerine) was requested as part of the 4th AAE; however, the applicant's request was ultimately modified and approved by City Council with a condition that the fascia banding not exceed two (2) feet in height.

As part of the 5th Amended Architectural Elevation request for this development, the applicant is seeking a six (6) foot fascia refacing for this existing band element to match the primary white

color of the building as opposed to the formerly requested red, white, and tangerine striping. The requested banding is non-illuminated and is intended to reface the existing band feature on the building with a neutral aesthetic compared to that previously proposed. Figure 5 below depicts the proposed ACM fascia band replacement in greater detail.

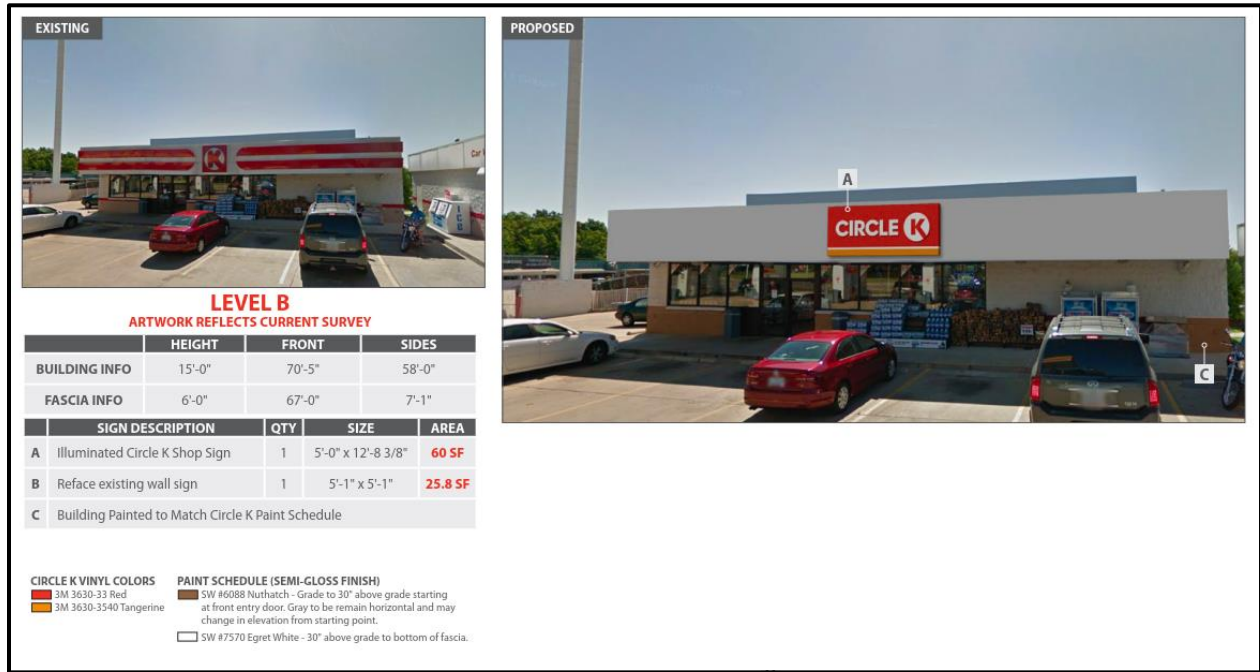


Figure 5: Existing and Proposed Convenience Store Fascia Band

Summary. Table 1 below compares the current request and the recent Amended Architectural Elevation approvals for the carwash and convenience store buildings within this Circle K development. The ACM band along the carwash building was approved with a height of four (4) feet, and the ACM band of the convenience store building (not installed) was reduced to a height of two (2) feet.

Currently requested is 1) a three (3) foot tall ACM band as a replacement around the existing gas canopy to match the colors of the carwash banding, and 2) a six (6) foot tall solid white ACM band replacement for the convenience store.

	CARWASH (3 rd AAE)	CONVENIENCE STORE (4 TH AAE)	CONVENIENCE STORE (5 TH AAE)	GAS CANOPY (5 TH AAE)
Approval Date	5/30/2018 (PC)	11/5/2018 (CC)	Currently Proposed	Currently Proposed
ACM Band Height	4'	2'	6' Proposed	3' Proposed
ACM Band Colors	Red, White, Tangerine	Red, White, Tangerine	White	Red, White, Tangerine

Table 1: Recently Approved and Proposed Amended Architectural Elevations (AAE) for Circle K

Signage

Signage is approved through a separate process and will be reviewed for compliance with all applicable regulations for this development.

ARCHITECTURAL REVIEW BOARD

On June 13, 2019 this application was reviewed by the City of Chesterfield’s Architectural Review Board. Discussion was had regarding the different look proposed for the Clayton Road location versus the Olive Boulevard location. It was noted that the original approval of a 24-inch band previously approved on the convenience store (4th AAE’s) was intended to remain consistent with a 24-inch band also approved for a nearby site at the time. A preference was also noted for the current neutral color band proposal as opposed to different banding heights among buildings of the same development. At that time, the Board passed a motion to recommend approval as submitted.

STAFF RECOMMENDATION

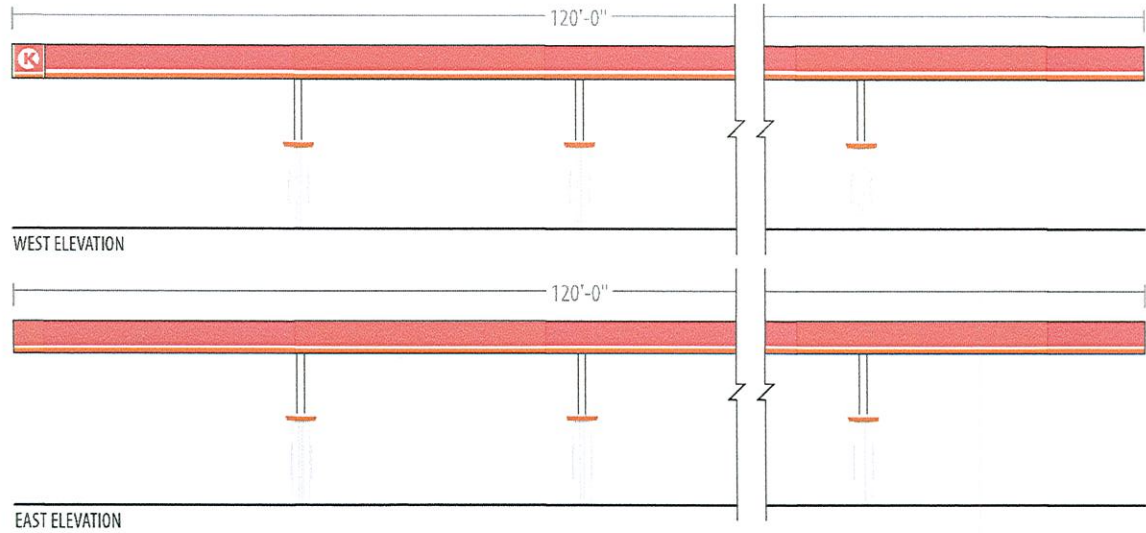
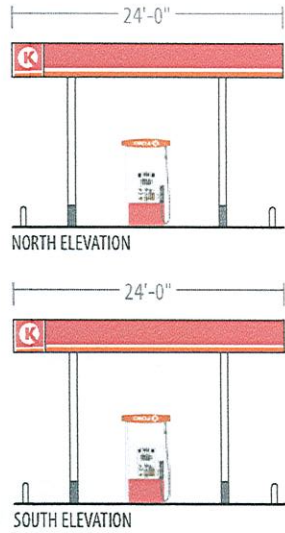
Staff has reviewed the 5th Amended Architectural Elevations for New Spirit Energy Convenience Store (Circle K) and recommends approval. Staff requests action from the Planning Commission.

MOTION

The following options are provided to the Planning Commission for consideration relative to this application:

- 1) “I move to approve (or deny) the 5th Amended Architectural Elevations for New Spirit Energy Convenience Store (Circle K) as presented.”
- 2) “I move to approve the 5th Amended Architectural Elevations for New Spirit Energy Convenience Store (Circle K) with the following conditions ...” (Conditions may be added, eliminated, altered or modified)

Attachments: Amended Architectural Elevations Submittal



LEVEL B

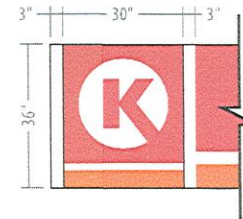
ARTWORK REFLECTS CURRENT SURVEY

NORTH ELEVATION			
Gas Island Canopy Fascia	3'-0" x 24'-0"	72.0 SF	10.4% of available space
Illuminated Circle K Totem	36" x 30"	7.5 SF	
SOUTH ELEVATION			
Gas Island Canopy Fascia	3'-0" x 24'-0"	72.0 SF	10.4% of available space
Illuminated Circle K Totem	36" x 30"	7.5 SF	
WEST ELEVATION			
Gas Island Canopy Fascia	3'-0" x 120'-0"	360 SF	2.1% of available space
Illuminated Circle K Totem	36" x 30"	7.5 SF	
EAST ELEVATION			

Non-illuminated Red, White, and Orange ACM panels

COLUMN PAINT SCHEDULE (SEMI-GLOSS FINISH)

- SW #7570 Egret White - From gray to bottom of canopy
- SW #6236 Grays Harbor - From grade to 24" above grade



RED, WHITE, AND ORANGE BACKGROUND PANELS TO FULLY ILLUMINATE



CORPORATE IDENTIFICATION SOLUTIONS

CUSTOMER
Circle K

SITE NUMBER
1647

LOCATION
Chesterfield, MO

ACCOUNT REP
Ben DeHayes

DRAWN BY
MH

DATE
01/23/19

REVISION
03

SCALE
NTS

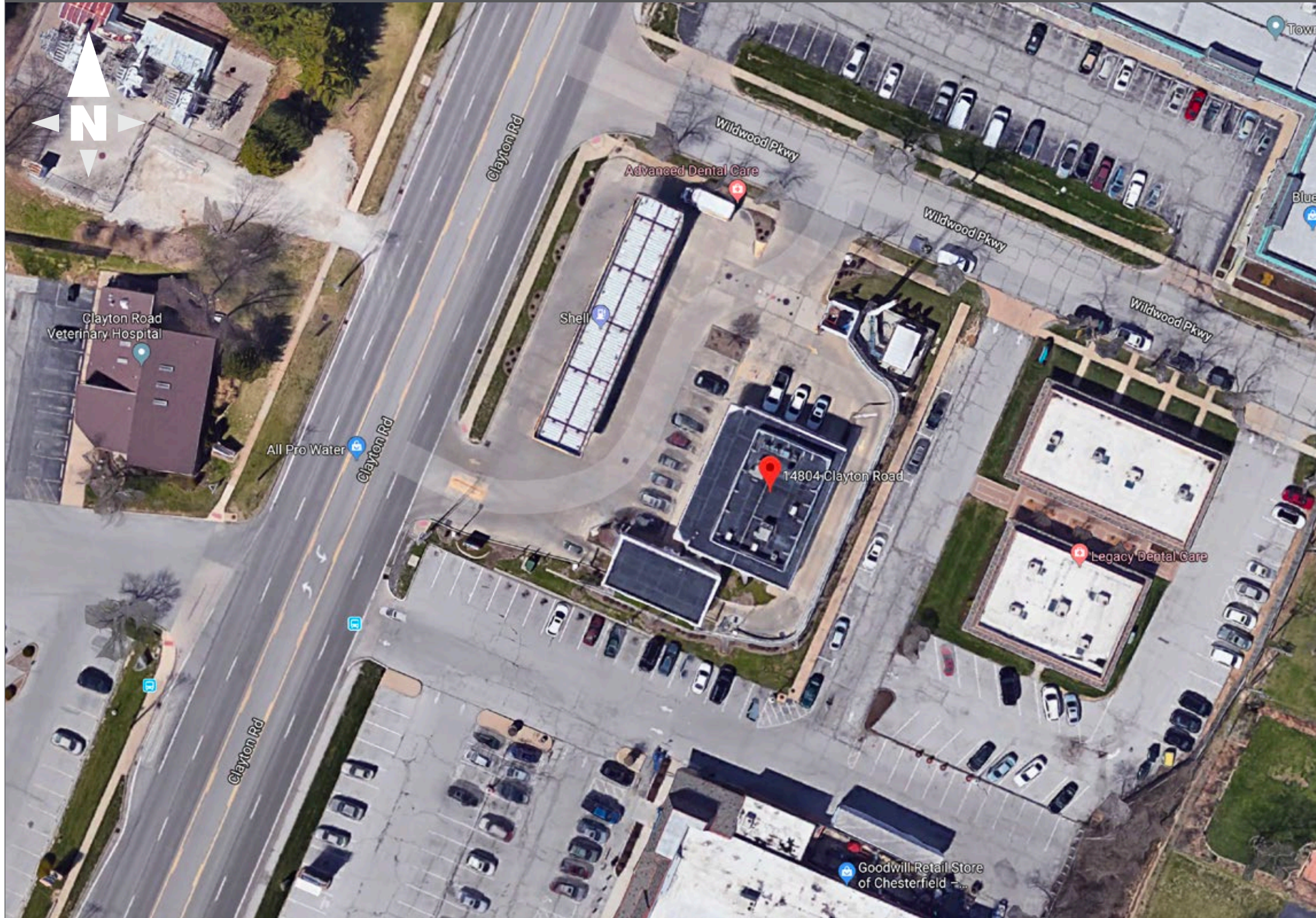
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14804 CLAYTON RD



CORPORATE IDENTIFICATION SOLUTIONS

CUSTOMER
Circle K

SITE NUMBER
1647

LOCATION
Chesterfield, MO

ACCOUNT REP
Ben DeHayes

DRAWN BY
JR

DATE
02/19/19

REVISION
02

SCALE
As Noted

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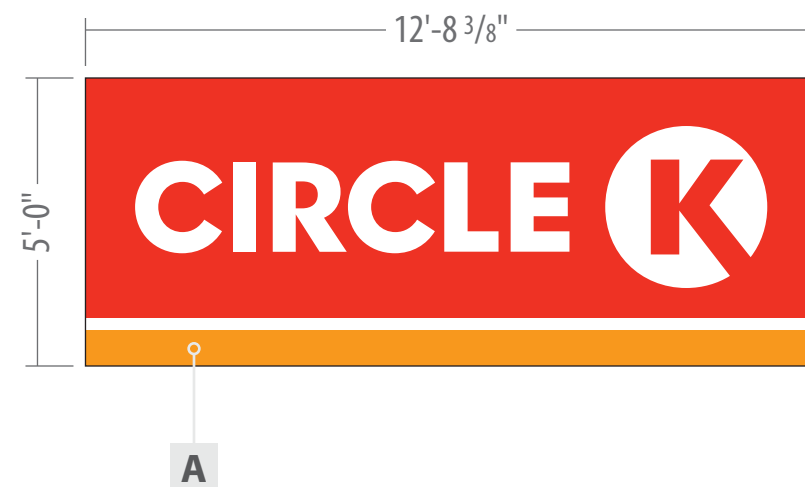
ARTWORK REFLECTS CURRENT SURVEY

	HEIGHT	FRONT	SIDES
BUILDING INFO	15'-0"	70'-5"	58'-0"
FASCIA INFO	6'-0"	67'-0"	7'-1"

	SIGN DESCRIPTION	QTY	SIZE	AREA
A	Illuminated Circle K Shop Sign	1	5'-0" x 12'-8 3/8"	60 SF
B	Reface existing wall sign	1	5'-1" x 5'-1"	25.8 SF
C	Building Painted to Match Circle K Paint Schedule			

- CIRCLE K VINYL COLORS**
- 3M 3630-33 Red
 - 3M 3630-3540 Tangerine

- PAINT SCHEDULE (SEMI-GLOSS FINISH)**
- SW #6088 Nuthatch - Grade to 30" above grade starting at front entry door. Gray to be remain horizontal and may change in elevation from starting point.
 - SW #7570 Egret White - 30" above grade to bottom of fascia.



SCALE: 1:40



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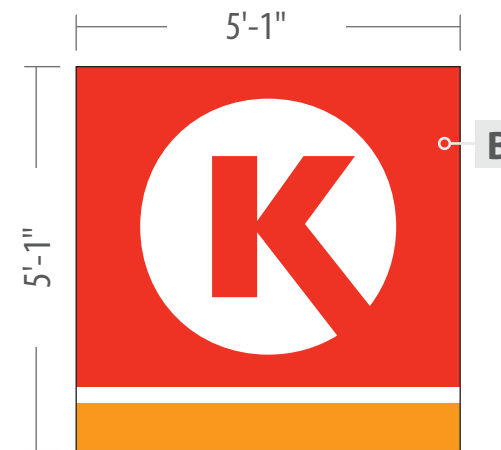
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SCALE: 3/8"=1'-0"



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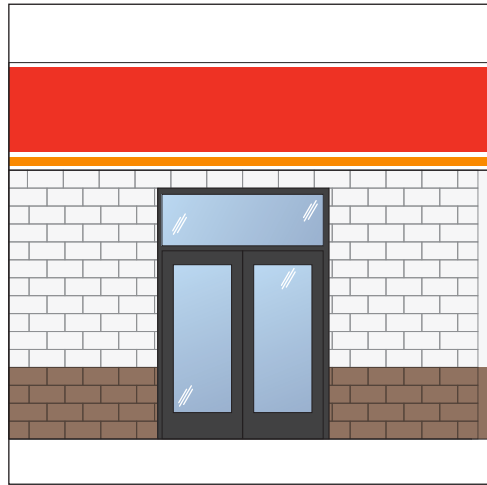
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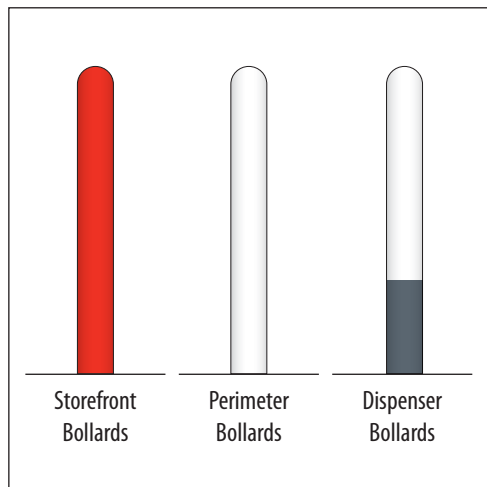
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STORE/CAR WASH BUILDINGS

NUTHATCH paint from grade to 30" above grade starting at entry door. To remain horizontal and may change in elevation from starting point.

EGRET WHITE paint from 30" above grade to bottom of fascia.

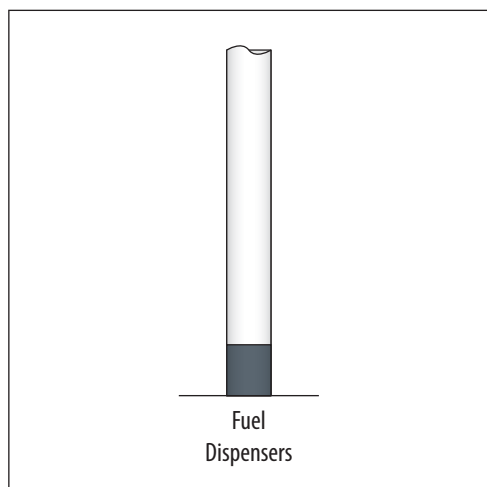


BOLLARDS

SAFETY RED for bollards along storefront and Car Wash (if applicable).

SHELL WARM WHITE paint from from 12" above grade to top of bollards next to fuel dispensers. Perimeter bollards are painted all white.

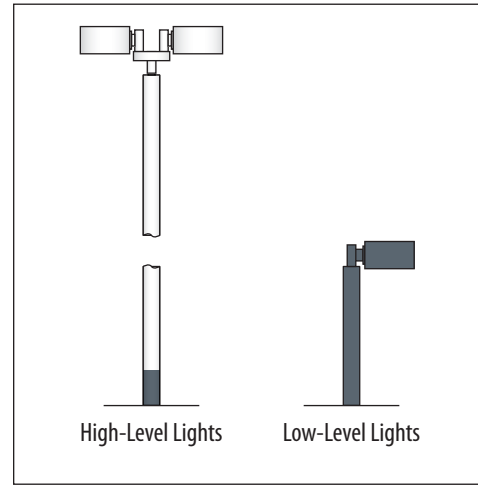
SHELL GRAY paint from grade to 12" above grade on bollards next to fuel dispensers.



CANOPY COLUMNS

SHELL GRAY paint from grade to 12" above grade for non-diesel fuel dispensers.

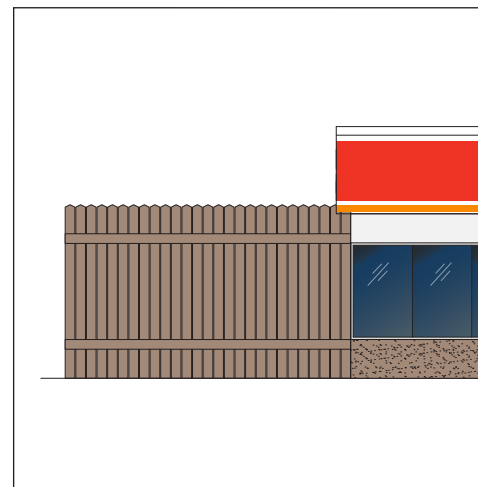
SHELL WARM WHITE paint from 12" above grade to bottom of canopy on fuel dispensers.



LIGHTPOLES

SHELL GRAY paint from grade to 12" above grade for high-level light poles. Low-level light fixtures are painted Shell Gray completely.

SHELL WARM WHITE paint from 12" above grade to top of high-level light poles



DUMPSTER ENCLOSURE

NUTHATCH paint entire enclosure.





MERCHANDISE DISPLAYS

If there are exterior merchandising displays with previous Circle K branding, then update to the new Circle K branding.

PAINT COLORS

-  **SAFETY RED**
SW #4081
Semi-gloss finish
-  **SHELL WARM WHITE**
RAL9016
Semi-gloss finish
-  **EGRET WHITE**
SW #7570
Semi-gloss finish
-  **NUTHATCH**
SW #6088
Semi-gloss finish
-  **SHELL GRAY**
Paint to match Pantone 431
Semi-gloss finish

SIGN COLORS

-  **PRIMARY RED**
Pantone 485
3M 3630-33 Red
-  **PRIMARY ORANGE**
Pantone 144
3M 3630-3540 Tangerine



CUSTOMER
Circle K

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