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690 Chesterfield Pkwy W • Chesterfield MO 63017-0760  
Phone: 636-537-4000 • Fax 636-537-4798 • [www.chesterfield.mo.us](http://www.chesterfield.mo.us)

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July 23, 2008

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

The Planning Commission agenda for **July 28, 2008** will include the following item for your consideration:

Re: **Jared's Jewelers (Chesterfield Mall)**: A request for amendment to the architectural elevations on a freestanding standing building in a "C8" Planned Commercial-zoned regional shopping center to permit lighting of an architectural feature.

Dear Planning Commission:

Ruggle Sign Company, on behalf of Jared's Jewelers, have submitted for your review a request for lighting of an architectural feature for the new free-standing retail building located at Chesterfield Mall. The Department of Planning and Public Works has reviewed this request and submits the following report:

### **BACKGROUND INFORMATION**

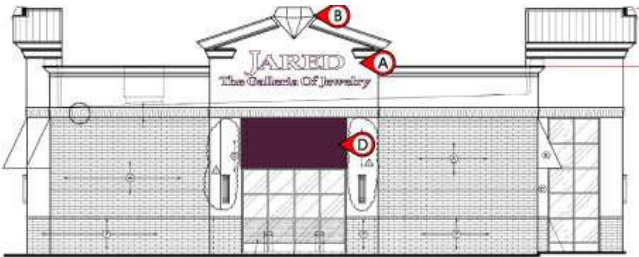
- Chesterfield Mall was zoned "C-8" Planned Commercial via St. Louis County Ordinance 6815.
- St. Louis County Ordinance 6815 was subsequently amended by St. Louis County Ordinance 10,241.
- On October 22, 2007 the Planning Commission approved Amended Site Development Concept Plan, Site Development Section Plan, Landscape Plan, Architectural Elevations and Lighting Plan for the subject site to allow construction of one (1)-6,054 square foot jewelry store at Chesterfield Mall. .

### **ARCHITECTURAL FEATURE/SUBMITTAL INFORMATION**

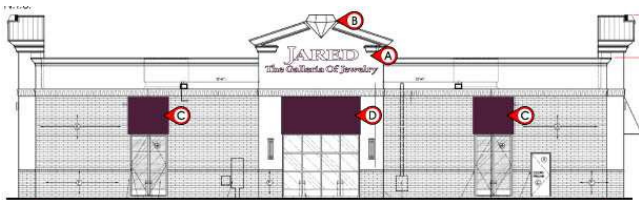
Included in the Architectural Elevations for the building at the time of approval in October 2007 was a "diamond" architectural feature.



North (Front) Elevation

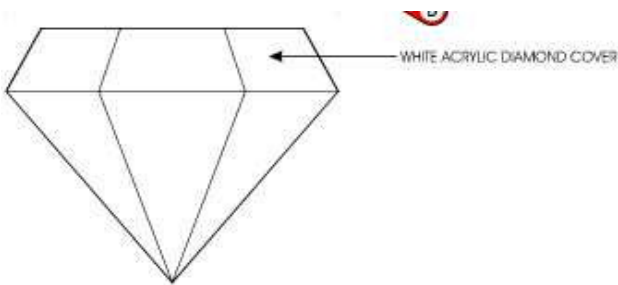


East Elevation



South (Rear) Elevation

This feature, shown below, was reviewed not as a sign or a logo, but rather an integrated part of the elevations.



The purpose of the amended elevation is not for approval of the “diamond,” but rather the use of lighting for the feature.

City of Chesterfield Ordinance 2228 (Lighting Ordinance) states:

*“Exterior building lighting shall be architecturally integrated with the building style, material and color. The color of exterior lamps shall be consistent with that on surrounding buildings. All accent lighting, including Light-Emitting Diodes or LEDs shall be subject to approval of the City of Chesterfield.”*

Please be advised that while the "diamond" feature is not considered to be signage, it still falls well within size, location and material requirements for a sign or logo. The only difference in procedure the "diamond" were considered to be signage, a sign permit would be issued subsequent to Planning Commission approval.

**DEPARTMENTAL INPUT**

The submittal was reviewed and is in compliance with all City of Chesterfield ordinances.

The Department of Planning and Public Works requests action by the Planning Commission for amendment to the architectural elevations for Jared's Jeweler's to permit lighting of an architectural feature.

Respectfully Submitted,



Annissa McCaskill-Clay, AICP  
Assistant Director of Planning

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

# STERLING JEWELERS Inc.

July 21, 2008

City of Chesterfield  
690 Chesterfield Parkway West  
Chesterfield, Missouri 63017-0760

**Re: Jared, The Galleria of Jewelry  
Chesterfield Mall**

Ladies and Gentlemen:

Jared The Galleria of Jewelry is petitioning the City of Chesterfield to allow the inclusion of illumination for their "diamond" logo accent feature at their new location at 975 Chesterfield Center Dr. The "diamond" emblem is a part of their nationally recognized logo and is an important feature in their well-established brand identity.

Sterling Jewelers, parent company of Jared, recognizes the City of Chesterfield's desire to maintain the high aesthetic quality of the neighborhood by not allowing lighting to impose upon surrounding properties. Given the location of the Jared property, within Chesterfield Center Drive which is adjacent to Clarkson Road, there is considerable distance between their building and that of other businesses. Notably, the diamond is an integral part of the building structure and it works in harmony with the illuminated letters placed below. Illumination for the diamond is simply from two fluorescent lamps. As such they do not create visual clutter nor serve as a distraction to motorists or pedestrians.

Jared has successfully utilized their diamond logo throughout their 175 chains without creating any hazards or obscuring traffic signals or lights. Therefore, we respectfully ask for the City of Chesterfield to grant their approval of the diamond illumination so as to allow Jared to maintain the corporate identity.

Respectfully,



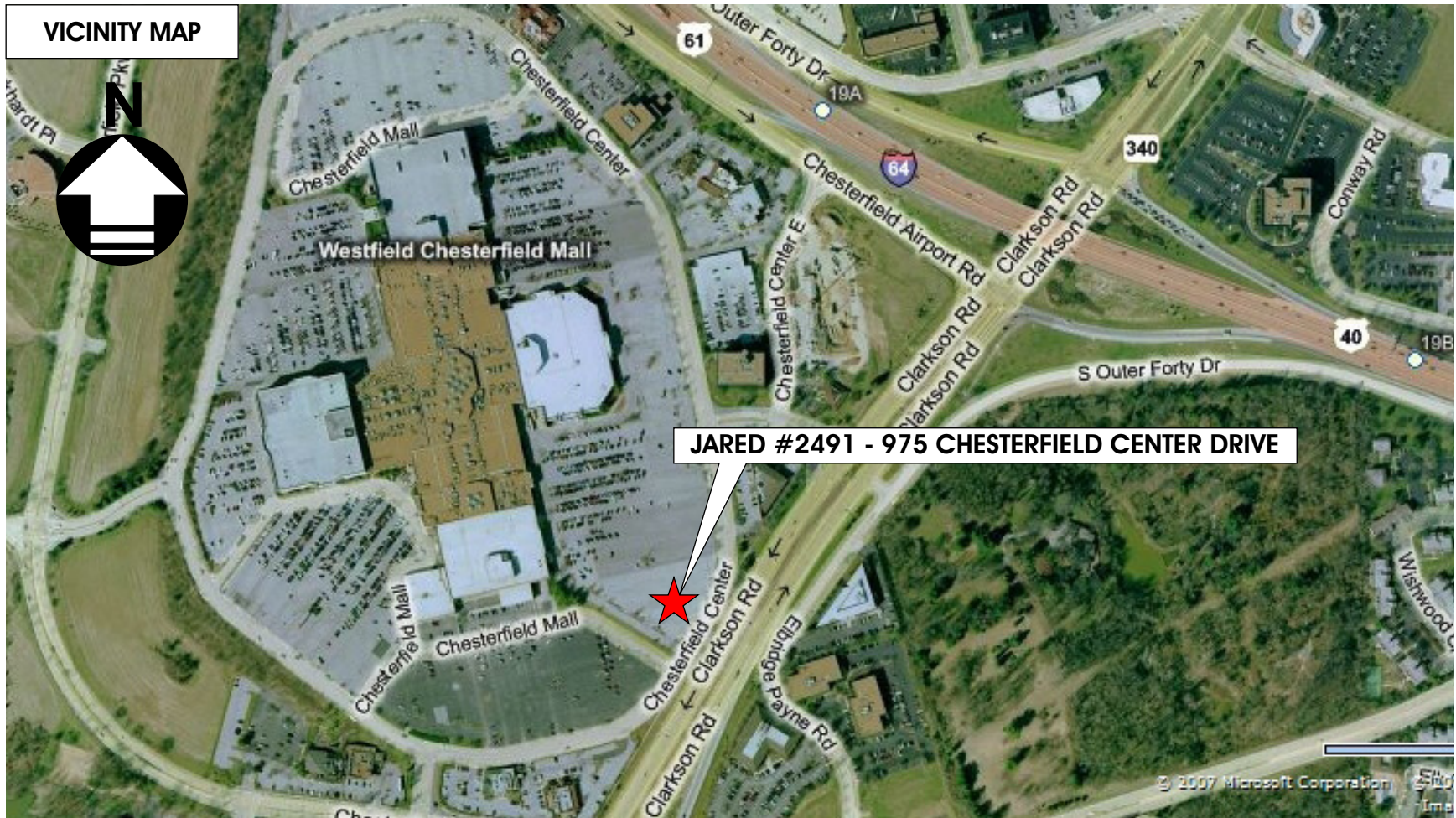
Paul J. Wolenski  
Sterling Jewelers, Inc.

# JARED

The Galleria Of Jewelry

## #2491

**CHESTERFIELD MALL  
975 CHESTERFIELD CENTER DRIVE  
CHESTERFIELD, MO**



308 Crossfield Drive Versailles, KY 40383  
Ph: 859-879-1199 Fx: 859-879-8683  
www.rugglessign.com

Client: **JARED 2491**

Location: CHESTERFIELD MALL / CHESTERFIELD, MO

Date: 03/06/08 Rep: SCOTT CAMBRON

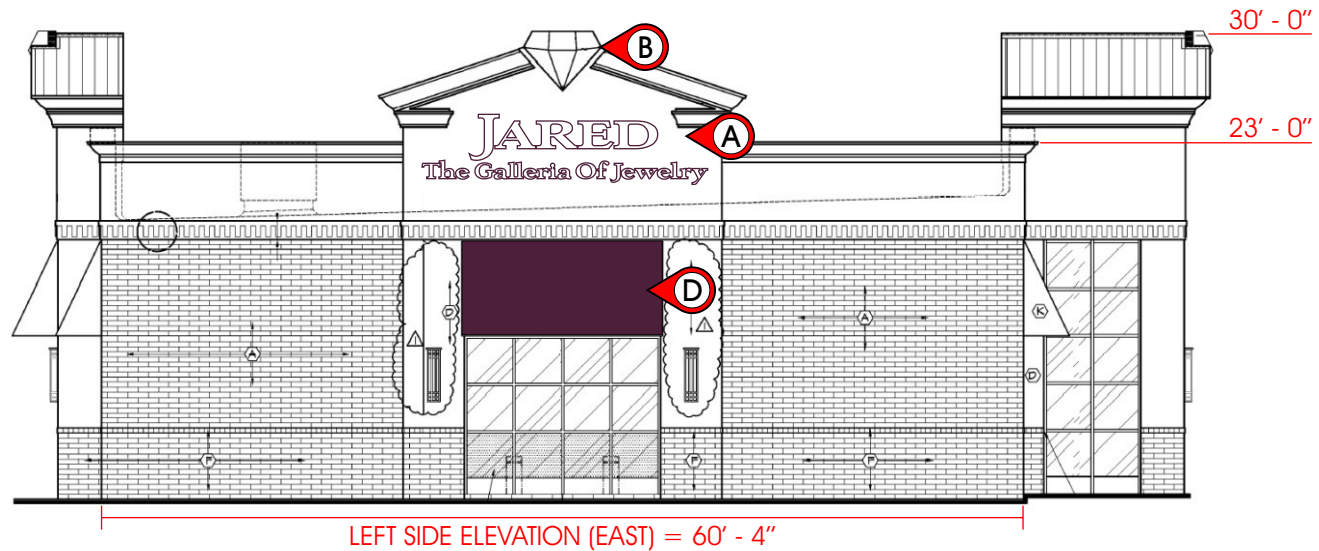
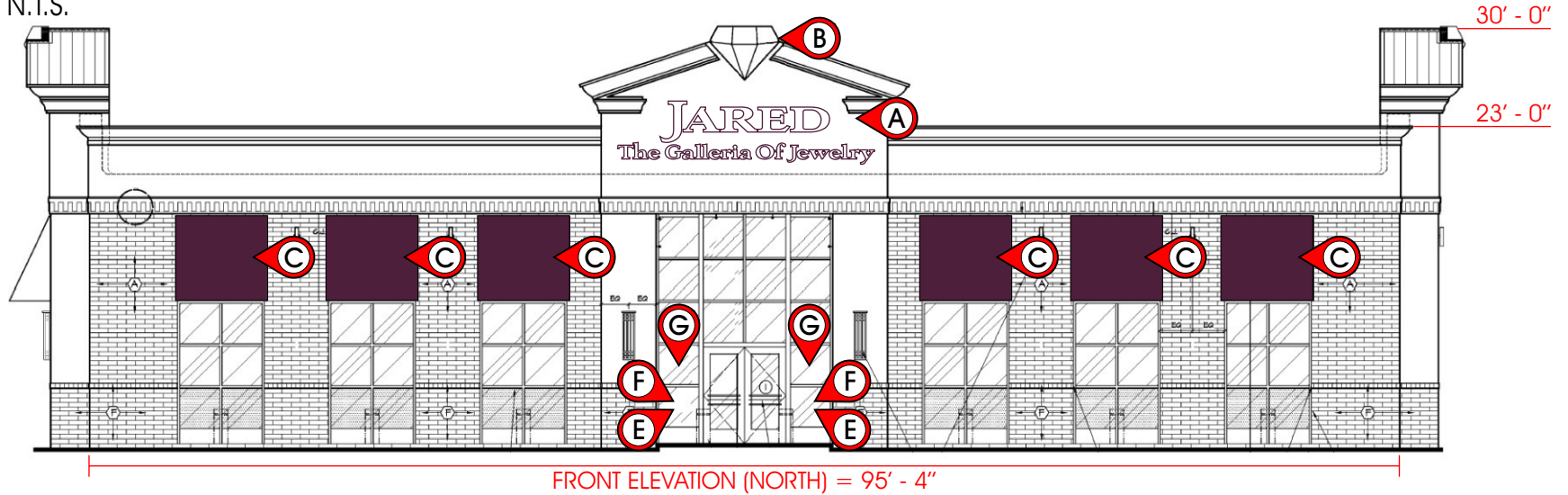
Plan issue/revision date: 01/24/08

Submittal: J 2491 Chesterfield MO

ACCEPTED BY: \_\_\_\_\_  
DRAWN BY: \_\_\_\_\_ D.C.

STOREFRONT ELEVATION

Scale: N.T.S.



- A** J36-12FL Qty - 3
- B** J60DIA Qty - 3
- C** J AWNING Qty - 8
- D** J AWNING Qty - 2
- E** J WV HOURS Qty - 2
- F** J WV NS Qty - 2
- G** J WV CW Qty - 2
- H** J4X8CONST Qty - 1



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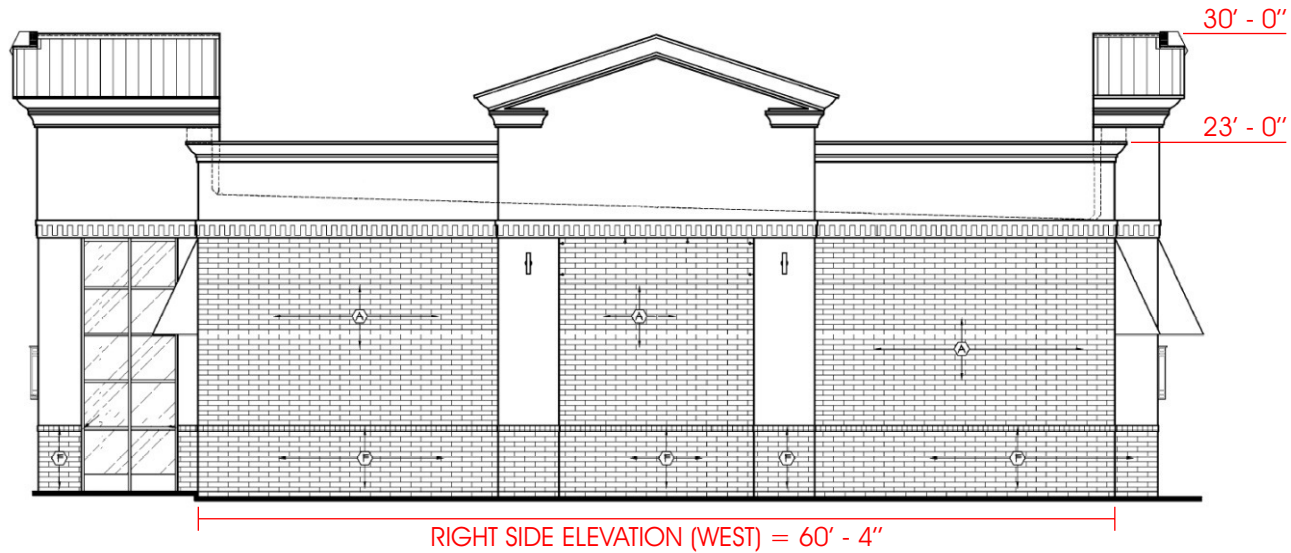
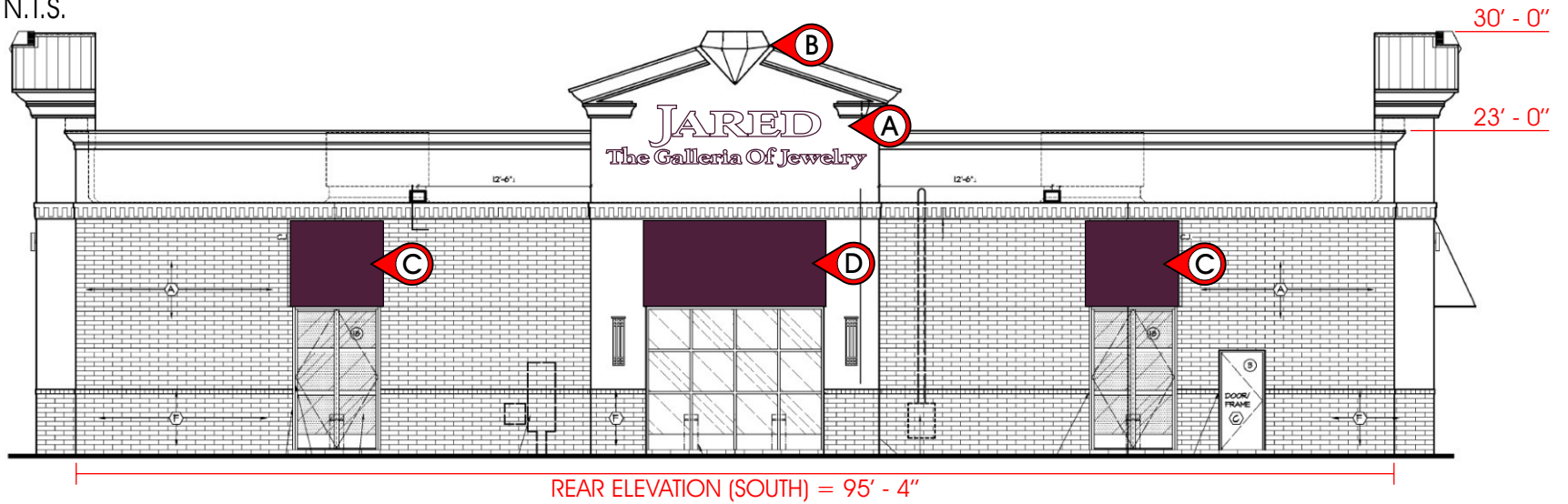
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