

**THE CITY OF CHESTERFIELD
ARCHITECTURAL REVIEW BOARD
September 15, 2011**

PRESENT

Ms. Mary Brown
Mr. Rick Clawson
Ms. Carol Duenke
Mr. Bud Gruchalla
Mr. Gary Perkins
Ms. Wendy Geckeler
Ms. Mara Perry, Senior Planner
Mr. Justin Wyse, Senior Planner
Ms. Kathy Juergens, Recording Secretary

ABSENT

Mr. Matt Adams
Mr. Tim Renaud

I. CALL TO ORDER

Vice Chair Gary Perkins called the meeting to order at 6:30 p.m.

II. PROJECT PRESENTATIONS

- A. Chesterfield Village Mall (American Girl):** Amended Architectural Elevations and an Architect's Statement of Design for a 10.84 acre lot of land zoned "C8" Planned Commercial District located in the southwest corner of the intersection of Interstate 64 and Clarkson Road.

Mr. Justin Wyse, presented the project request for Amended Architectural Elevations at the Chesterfield Village Mall. The proposed project is for American Girl. The improvement is located on the northeast section of the east side of the mall which is the former Wapango site. It is approximately 10,850 sq. ft. The only major change to the site is that they are removing the existing curved wall and replacing it with a straight wall. The majority of the facades will be comprised of EIFS, consistent with other storefronts along the mall, and there will be cast stone along the bottom of the storefront. The color at the entrance and around the windows is candy cane red. The rest of the tenant space is a sandy white. They are also including five new architectural light fixtures. They will be modifying the lights by adding a shade on them so the light will shine on the building and not beyond the roof line in order to comply with our lighting ordinance. The red and white colors along with the pink awnings are American Girl's trademark colors. Material samples were available for review. The architect was present as well as representatives from the mall.

Discussion

Board Member Carol Duenke requested to see the color samples and all Board Members agreed that the actual sample of the red is much less intense than depicted on the renderings. Mr. Wyse also pointed out that the same color scheme will be carried out on the inside of the store as well.

Board Member Rick Clawson expressed a concern regarding the proposed changes to the area that was previously the outdoor dining area for Wapango. Everything that was associated with the outdoor dining area broke up the mass of concrete sidewalk in front. He pointed out that now nothing is planned for that area, such as low plantings, a sculpture, outdoor furniture or anything other than just a huge mass of concrete with four mall street trees around the perimeter. He is concerned about the pedestrian experience when walking by. He also stated that when the existing restaurant hardscape is removed, the area will have to be filled in with concrete which will leave a patchwork affect. It would be beneficial to American Girl to find a creative way to break that up and utilize that to an advantage to make it a better pedestrian experience. Vice Chair Perkins concurred with Board Member Clawson's concern. He stated that it ties directly into the elevation in terms of how you view the building as you approach it and also the pedestrian experience as you approach the entrance. He would like for the petitioner to look at some kind of pedestrian streetscape enhancement to that area, possibly planters. The entrance is located at the angular wall so it would not interfere with egress. It would help anchor the corner and improve the entire façade of the east side of the mall. Board Member Bud Gruchalla commented that with the new store entrance, they are losing a lot of interest there by removing the sculptural effect of the existing curved wall. Board Member Mary Brown asked the petitioner why the existing round entrance will be replaced with square walls. The architect stated that they wanted the entrance portal the same as the rest of their stores which is their trademark entrance.

Vice Chair Perkins questioned whether it is their trademark to run the red color all the way up to the top cornice and the architect confirmed this. Board Member Clawson commented that he would like to see the cornice in the stone color to match what was done on the Cheesecake Factory and other similar areas of the mall in order to break up some the massive red color. Board Member Duenke agreed with his comments.

Vice Chair Perkins asked the petitioners whether any of their other stores have an outdoor dining area or if they have future plans to add an outdoor dining space? The architect stated that this location will have a Bistro and American Girl representatives expressed an interest in using the outdoor space for seasonal dining but they did not want to add any permanent fixtures. They would like to leave this space open so they have the flexibility to add portable partitions/fixtures for the dining area but be able to store them in the winter

months. This would be the first store to have an area for outdoor dining so they have not fully developed this concept yet. Vice Chair Perkins asked if it was possible for American Girl to consider softening the expanse of pavement so that it would not interfere with their future plans for the dining area just to give that area some kind of aesthetic enhancement. The representative asked for clarification on whether the Board was looking for a permanent fixture or a portable fixture and stated they would be amendable to a portable fixture versus a permanent fixture.

Vice Chair Perkins asked whether there would be any flexibility from the branding aspect to have the cornice to match the cast stone. The petitioner will ask them but there will only be 20 of these stores in the United States so they are trying to keep them all very similar although there are some variations with the nine existing stores.

Vice Chair Perkins asked if the signage would be the same as depicted in the pictures that were included in the packets. The architect stated that it would be the same. Staff pointed out that the signage would be reviewed against the Sign Code.

Board Member Clawson made a motion to forward the Amended Architectural Elevations for American Girl, as presented, to the Planning Commission with the following concerns/recommendations:

- 1. Once the existing streetscape and planting elements are removed from the front façade, a vast open area will be created that will need to be broken up with some architectural, landscape or streetscape elements such as plantings, seating, large scale moveable planters, etc., to improve the human scale and interest along that area. This will also add some visual interest to compensate for removing the curved wall and replacing it with straight walls.**
- 2. The Board would like the petitioners to strongly consider changing the EFIS at the top corner of the building's front entryway to match the cast stone in order to break up the façade. This will also help to tie in the building architecturally with the surrounding mall.**

**Board Member Gruchalla seconded the motion.
Motion passed with a voice vote of 5-0.**

III. APPROVAL OF MEETING SUMMARY

A. August 11, 2011

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

**Board Member Gruchalla seconded the motion.
Motion passed with a voice vote of 5-0.**

IV. OLD BUSINESS

None.

V. NEW BUSINESS

None.

VI: ADJOURNMENT

Board Member Gruchalla made a motion to adjourn the meeting.

Board Member Brown seconded the motion.

The motion passed by voice vote of 5-0 and the meeting adjourned at 7:06 p.m.