



**III.A.**

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## **Architectural Review Board Staff Report**

**Project Type:** Amended Architectural Elevations

**Meeting Date:** October 23, 2014

**From:** Purvi Patel  
Project Planner

**CC:** Aimee Nassif, Planning & Development Services Director

**Location:** North Outer 40 Road, east of Boone's Crossing

**Applicant:** DosterUllom, LLC, on behalf of Taubman Prestige Outlets of Chesterfield, LLC

**Description:** **Chesterfield Outlets (H&M) 3<sup>rd</sup> AAE:** Amended Architectural Elevations and Architect's Statement of Design for a 48.625 acre tract of land zoned "PC" Planned Commercial District located on the north side of North Outer 40 Road, east of Boone's Crossing.

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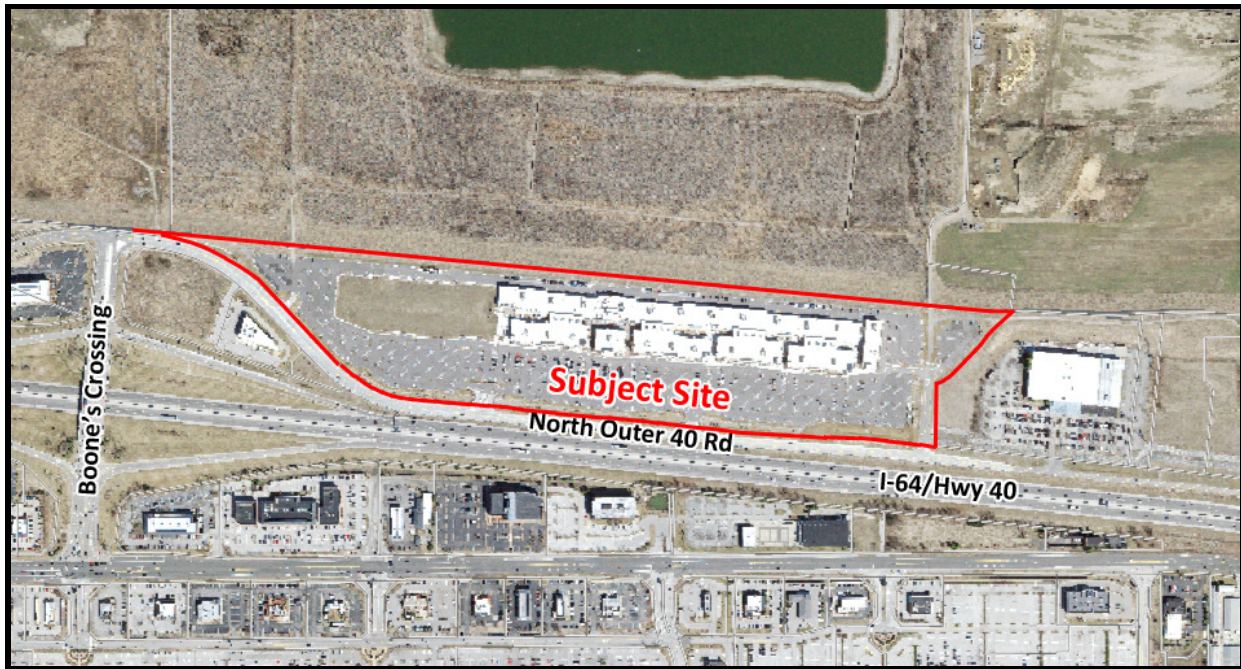
### **PROPOSAL SUMMARY**

DosterUllom, LLC, on behalf of Taubman Prestige Outlets of Chesterfield, LLC, has submitted a request for Amended Elevations for the retail development located at 17071 N Outer 40 Road. The request is for approval of alterations to the existing exterior color scheme, the removal of existing building awnings and the addition of a new light fixture for Building M only to accommodate a significant new tenant at the shopping center. The applicant proposes a color change from terra cotta and brown tones (both light and dark) to gray and white tones for the exterior of the building and the removal of standing seam metal canopies located on the eastern corners of the building. The new light fixtures proposed are LED fixtures and will be installed on the interior walls of Building M. Approximately 225 feet of the south façade, 100 feet of the east façade and 270 feet of the north façade of Building M will be impacted by the proposed changes.

### **HISTORY OF SUBJECT SITE**

St. Louis County zoned the subject site "NU" Non-Urban District in 1965. On November 21, 2011, the City of Chesterfield approved Ordinance 2682, which zoned the subject site from an "NU" Non-Urban District to a "PC" Planned Commercial District.

Subsequent to the change in zoning, a Site Development Plan, which included Architectural Elevations, was submitted proposing a 468,882 square foot outlet retail center on the site. The plan was approved by the City of Chesterfield on March 26, 2012; two minor amendments to the Site Development Plan were approved in October 2012 and July 2013. Additionally, the approved elevations were amended twice as well. The first time was to include four lighting masts on the building in February 2013 and the second time was in April 2013 to include wall mounted green-screens to the northern façade.



**Figure 1**

**STAFF ANALYSIS**

The request is for modifications to Building M’s existing exterior color scheme, the removal of existing building awnings and the addition of a new light fixture. There are no other changes proposed on the site, nor does the request include the addition of square footage. The proposed changes are requested for an existing building on the site.

**Exterior Colors**

In the original Architect’s Statement of Design, the architect had noted the following in regards to the materials and colors chosen for the site:

“The material and color palettes were driven by the desire to create a sympathetic base building where the theme is the variety of the tenant’s identities. To that end, we have selected a very neutral/earthy palette of colors and materials: beiges, tans, terra cotta, and warm gray tones with primarily white trim for much of the building.”

As discussed above, the current proposal includes a change of color from terra cotta and brown tones (both light and dark) to gray and white tones for the exterior of Building M. The Architect’s Statement of Design states the chosen colors, Chantilly Lace and Gray Owl, remain neutral and warm and are in keeping with the design standards previously approved. However, the white and gray colors were previously approved as accent colors for the development and not major colors for building or tenant elevations. This color change is a drastic difference to the existing terra cotta and dark brown color on the southern façade of the building, as seen in the images on the next page. Currently, the southern façade of Building M is the only building façade in the development which is not primarily tan in color, but instead the tan color is used as an accent to the terra cotta and dark brown colors, as seen in the renderings provided in the ARB packet.

The color change is proposed on the northern and eastern elevations of Building M also, as seen in Figures 3 and 4 on the next page. Again, Staff has the same concerns as listed above regarding these elevations.

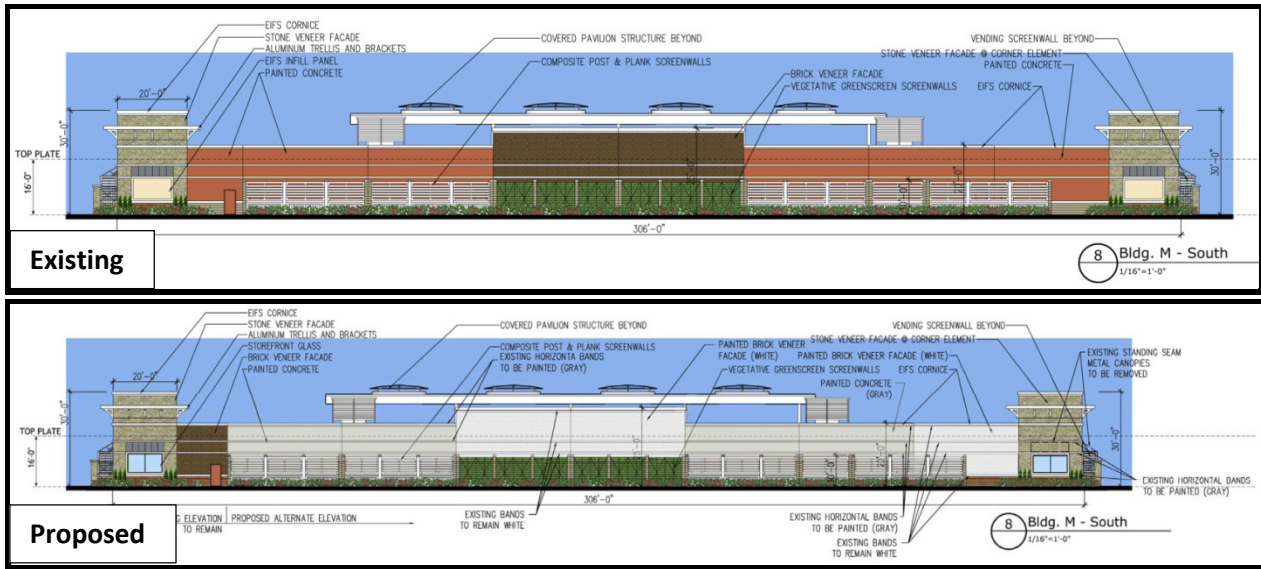


Figure 2

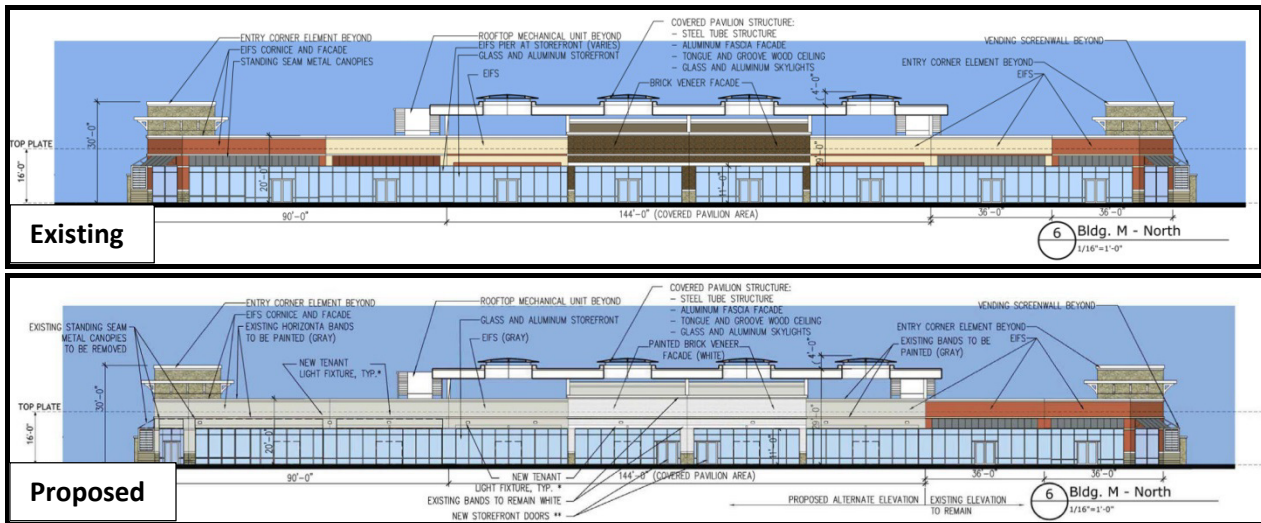


Figure 3



Figure 4

**Standing Seam Metal Awnings**

The second change proposed is the removal of the existing standing seam metal awnings located on the eastern corners of Building M as seen on Figure 5 below. The previous Architect’s Statement of Design stated the following in regards to these awnings:

“Accent banding on all of the buildings visually connect the structures as well as define the locations of the “hard awning” (sloping standing seam metal canopies). These elements appear throughout the project, primarily for weather protection for the shoppers.”

The current statement notes the removal of these awnings accommodates the tenant’s desire to maintain clean lines. However, the removal of these awnings, in conjunction with the proposed color change, further eliminates existing architectural features on the building. Thus making Building M the only building within the development without these architecture features.



**Figure 5**

**New Light Fixture**

The proposal includes additional light fixtures along the tenant’s storefront. These fixtures will be installed along the northern and eastern façades of Building M. This fixture is a wall mounted LED fixture and is fully shielded, full cut off optics and adheres to the City of Chesterfield Lighting Standards. The fixture is proposed to create visual interest and variety along the tenant’s storefront, as stated in the Architect’s Statement of Design.

**DEPARTMENTAL INPUT**

Staff has reviewed the Amended Architectural Elevations and found the proposal to be incompatible to the approved and existing architecture of the development. The Unified Development Code's Architectural Review Design Standards states that the colors, materials and detailing proposed should be compatible with adjacent buildings and properties. The addition of white and gray as predominant colors is a stark difference to the approved color scheme/theme of the development.

At this time Staff is not in favor of the proposal as submitted and the applicant is aware of Staff's concerns. Staff requests review and recommendation on this submittal for Chesterfield Outlets (H&M), 3<sup>rd</sup> Amended Architectural Elevations.

**MOTION**

The following options are provided to the Architectural Review Board for consideration relative to this application:

- 1) "I move to forward the 3<sup>rd</sup> Amended Architectural Elevations and Architect's Statement of Design for Chesterfield Outlets (H&M) as presented, with a recommendation for approval (or denial) to the Planning Commission."
- 2) "I move to forward the 3<sup>rd</sup> Amended Architectural Elevations and Architect's Statement of Design for Chesterfield Outlets (H&M), to the Planning Commission with the following recommendations..."

Attachments

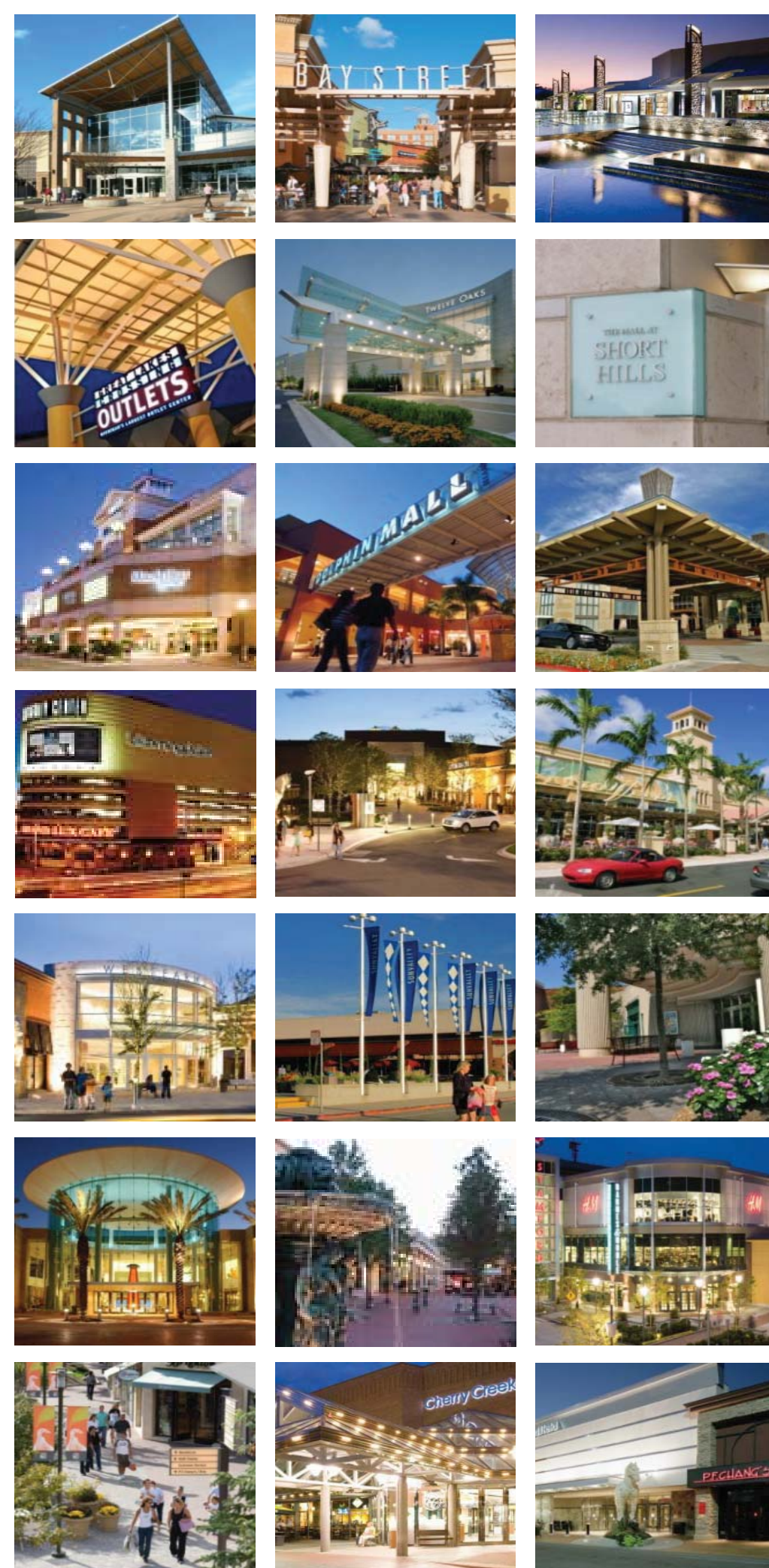
1. Architectural Review Packet Submittal

# Taubman

## Taubman Prestige Outlets Architecture Review Board Submittal

Chesterfield, Missouri

October 23, 2014



This Presentation has been prepared by The Taubman Company LLC and/or its affiliated companies. By your acceptance of the Presentation, you hereby agree that you will not copy, reproduce or distribute this Presentation, in whole or in part, at any time without our prior written consent, and that you will keep confidential this Presentation and any and all non-public information contained herein. Nothing contained here constitutes a commitment or agreement.

# Architect's Design Statement

# Architect's Design Statement

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- The proposed changes to the Building “M” façade, as shown on sheet A2.05, are to accommodate a significant new tenant at the shopping center. As such, we worked with the Tenant and their architect to ensure we are maintaining the previously approved General Requirements for Building Design. The proposed modifications include the alteration of the existing exterior color scheme of a portion of the building, the removal of select building awnings and the addition of new light fixtures. Approximately 225 linear feet along South façade, 100 linear feet along the East façade and 270 linear feet along the North façade are impacted.
- The proposed color palette remains of the neutral and warm tones in keeping with design standards as previously approved by the City of Chesterfield. The Chantilly Lace color evokes the image of pure silk and soft linen, where Gray Owl is a warm gray color that complements Chantilly Lace and ties the proposed new color scheme to the overall existing base building aesthetic.
- The awning removal accommodates the tenant’s desire to maintain clean lines, while the additional light fixtures create visual interest and variety along the Tenant’s mall storefront, as well as the major circulation spine at the shopping center.
- The previously approved design standards, as they relate to the materials and colors for the development state:  
*“color palettes were driven by the desire to create a sympathetic base building where the theme is the variety of the tenants’ identity. To that end, we have selected a very neutral/earthy palette of colors and materials: beiges, tans, terra cotta and warm gray tones with primarily white trim for much of the building...”*
- Further, as outlined in the ARB Staff Report General Requirements for Building Design:  
*“Neutral tones with primarily white trim make up the base building. Individual tenant themes will be included to provide tenant identification beyond signage with accents to help tie the architecture together...”*



# Building Elevations

ARCHITECTURE, PLANNING, INTERIORS  
WWW.DESIGNCOLLECTIVE.COM

ISSUED FOR	DATE
CITY SUBMISSION	10-15-2012
1. ADD LIGHTNING MAST	1-3-2013
2. REVISED LIGHTNING MAST	1-31-2013
3. GREEN SCREEN	4-12-2013

CONSULTANT

OWNER / DEVELOPER  
**T-O VENTURES LLC**

200 EAST LONG LAKE RD.  
SUITE 300  
BLOOMFIELD HILLS, MI  
48304-2324

PROJECT NAME  
**CHESTERFIELD OUTLETS**

PROJECT ADDRESS  
**### N OUTER 40  
CHESTERFIELD, MO 63005**

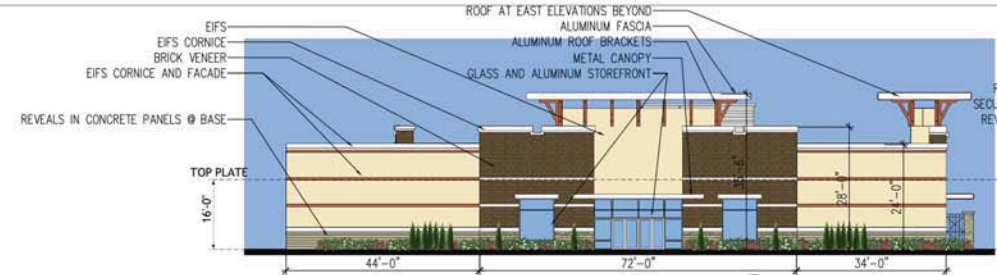
PROJECT MANAGEMENT  
DCI Project No. 647-11  
Owner Project No.  
Drawn by \_\_\_\_\_ Checked by \_\_\_\_\_



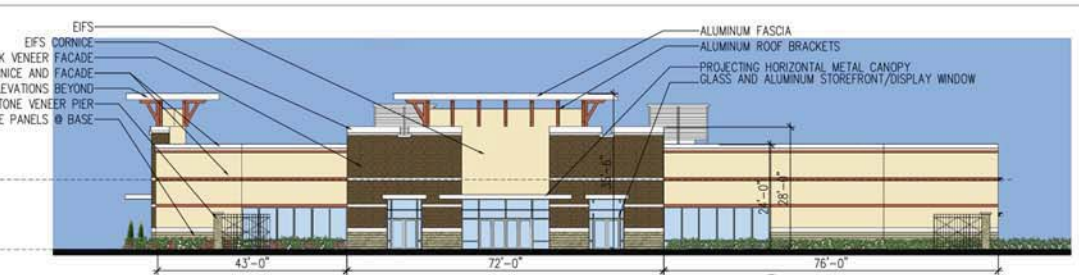
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**BUILDING A - B  
ELEVATIONS**

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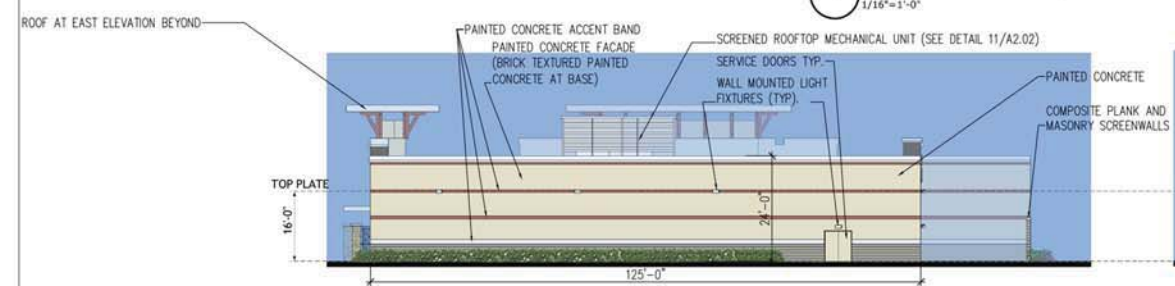
SHEET NUMBER  
**A2.01**



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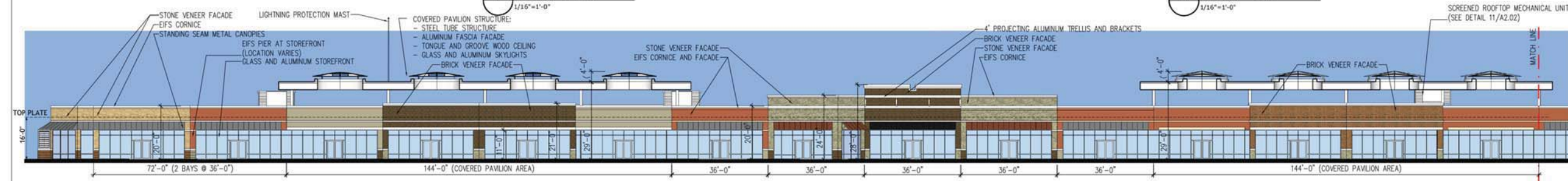
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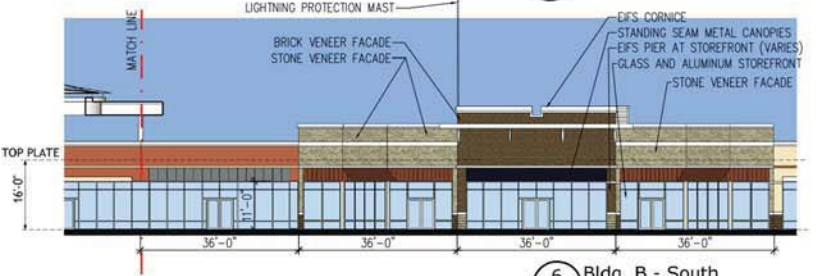
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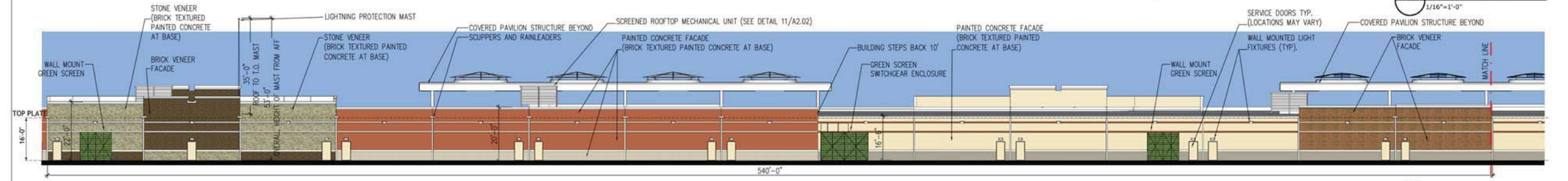
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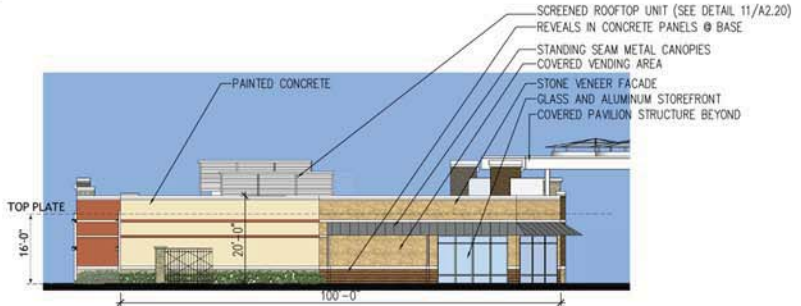
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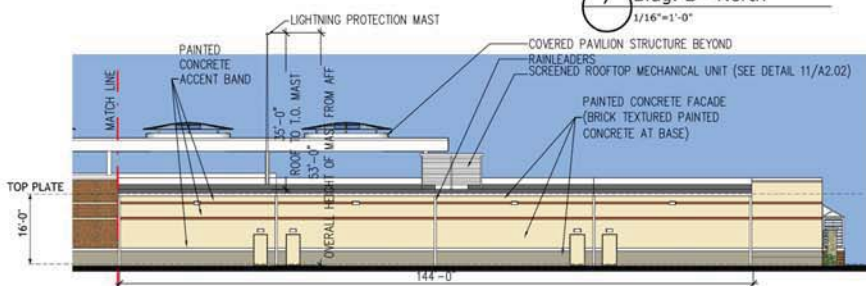
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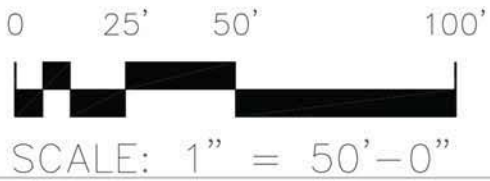
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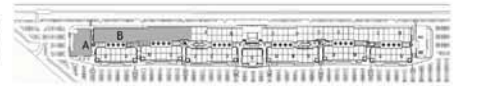
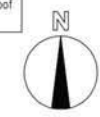
9 Bldg. B - West  
1/16"=1'-0"



8 Bldg. B - North  
1/16"=1'-0"



NOTE: Unless otherwise noted all roof drainage shall be internal.



ARCHITECTURE, PLANNING, INTERIORS  
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ISSUED FOR	DATE
CITY SUBMISSION	3-12-2012
GREEN SCREEN	4-12-2013

CONSULTANT

OWNER / DEVELOPER  
**T-O VENTURES LLC**

200 EAST LONG LAKE RD.  
SUITE 300  
BLOOMFIELD HILLS, MI  
48304-2324

PROJECT NAME  
**CHESTERFIELD OUTLETS**

PROJECT ADDRESS  
**### N OUTER 40  
CHESTERFIELD, MO 63005**

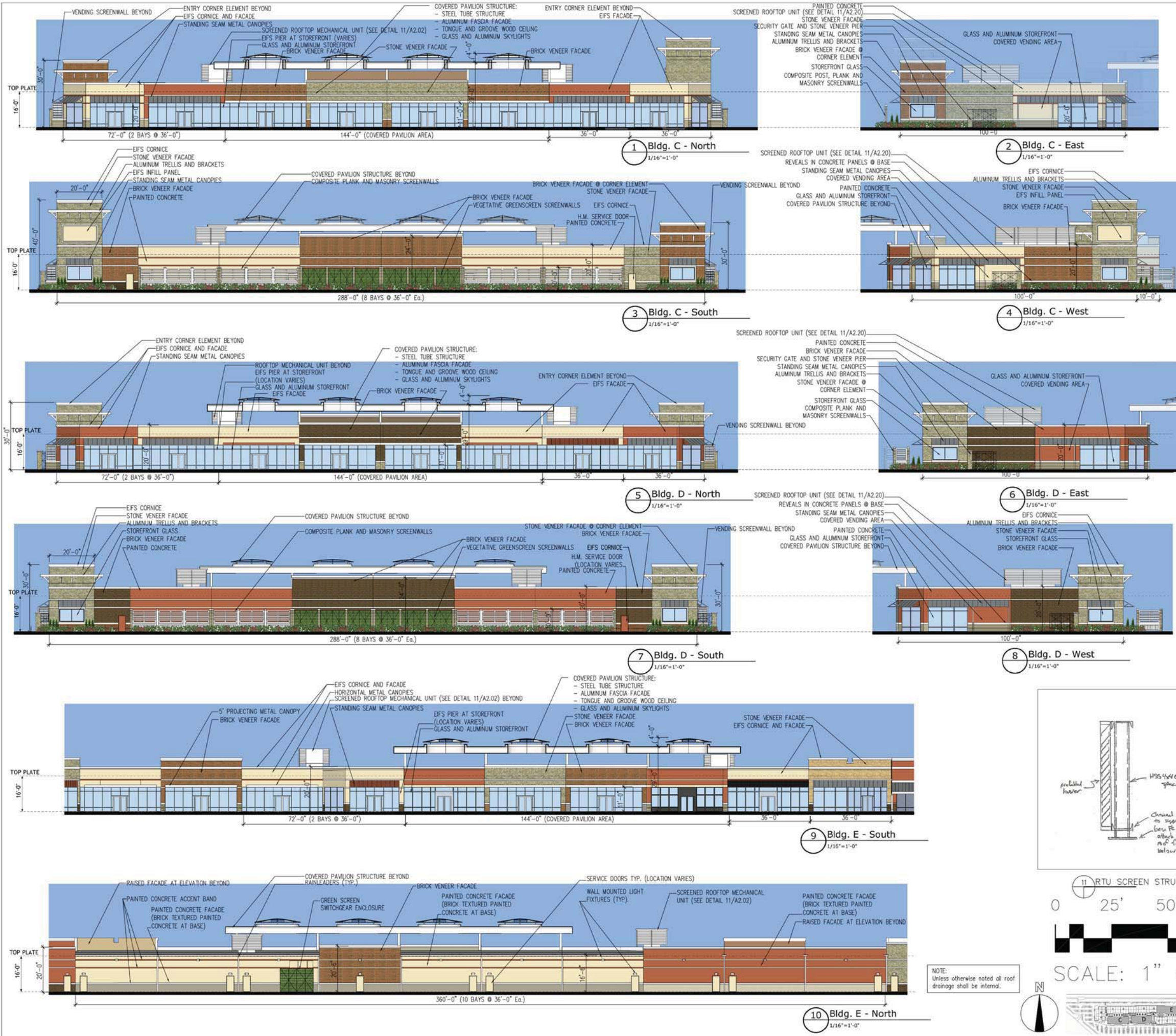
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DCI Project No. 647-11  
Owner Project No.  
Drawn by \_\_\_\_\_ Checked by \_\_\_\_\_

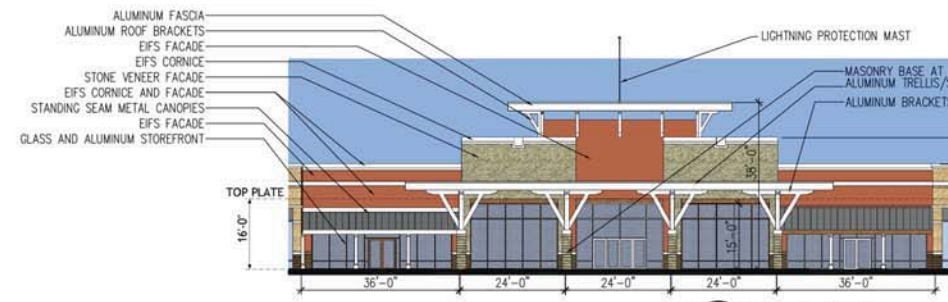


SHEET TITLE  
**BUILDING C - D - E  
ELEVATIONS**

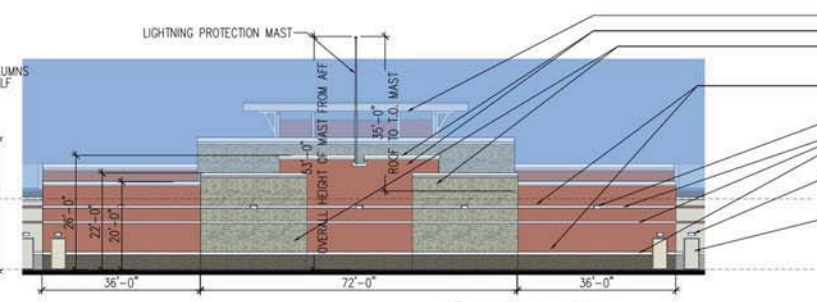
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**A2.02**

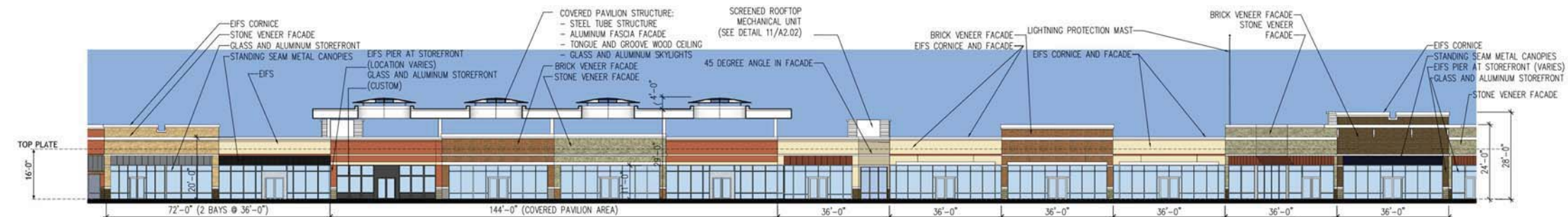




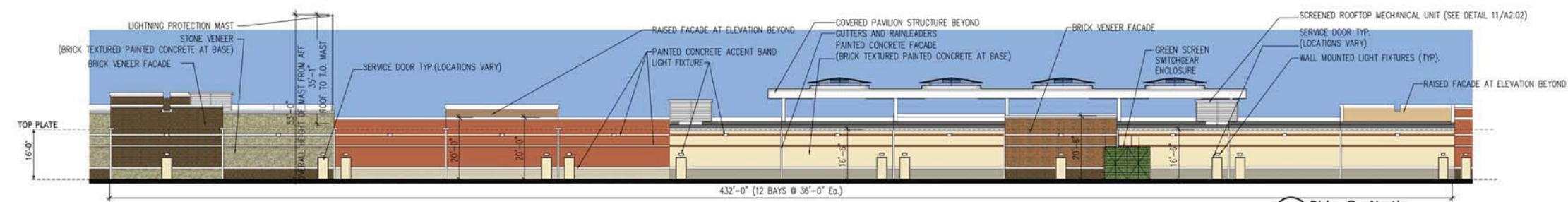
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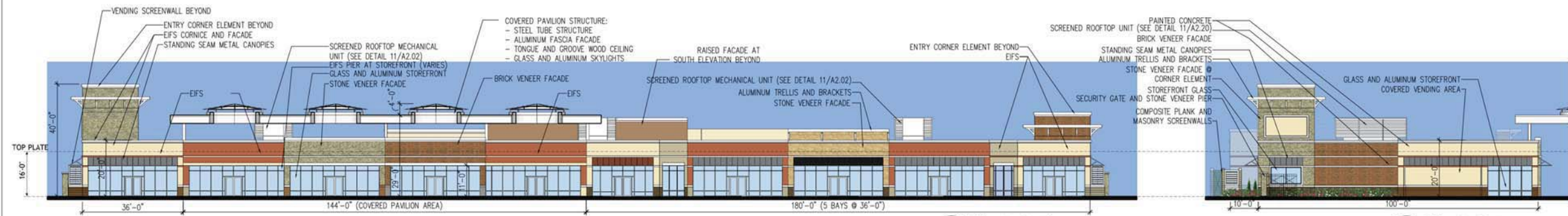
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3 Bldg. G - South  
1/16"=1'-0"

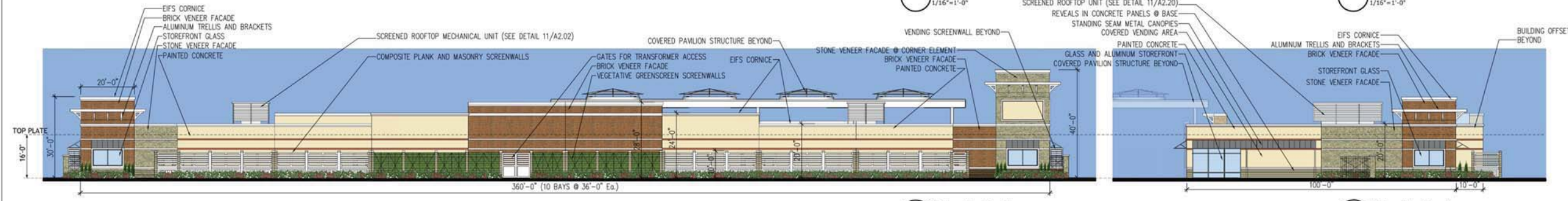


4 Bldg. G - North  
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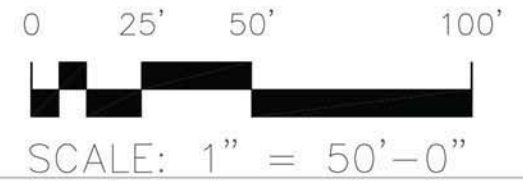
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6 Bldg. H - East  
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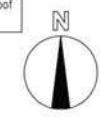


7 Bldg. H - South  
1/16"=1'-0"

8 Bldg. H - West  
1/16"=1'-0"



NOTE:  
Unless otherwise noted all roof  
drainage shall be internal.



**DESIGN COLLECTIVE**

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BALTIMORE, MARYLAND 21202  
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ISSUED FOR	DATE
CITY SUBMISSION	3-12-2012
1. ADD LIGHTNING MAST	1-3-2013
2. REVISED LIGHTNING MAST	1-31-2013
3. GREEN SCREEN	4-12-2013

OWNER / DEVELOPER  
**T-O VENTURES LLC**

200 EAST LONG LAKE RD.  
SUITE 300  
BLOOMFIELD HILLS, MI  
48304-2324

PROJECT NAME  
**CHESTERFIELD  
OUTLETS**

PROJECT ADDRESS  
**### N OUTER 40  
CHESTERFIELD, MO 63005**

DCI Project No. 647-11  
Owner Project No.  
Drawn by \_\_\_\_\_  
Checked by \_\_\_\_\_



**BUILDING F - G - H  
ELEVATIONS**

SCALE  
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SHEET NUMBER

**A2.03**

ISSUED FOR	DATE
CITY SUBMISSION	3-12-2012

CONSULTANT

OWNER / DEVELOPER  
**T-O VENTURES LLC**

200 EAST LONG LAKE RD.  
SUITE 300  
BLOOMFIELD HILLS, MI  
48304-2324

PROJECT NAME  
**CHESTERFIELD OUTLETS**

PROJECT ADDRESS  
**### N OUTER 40  
CHESTERFIELD, MO 63005**

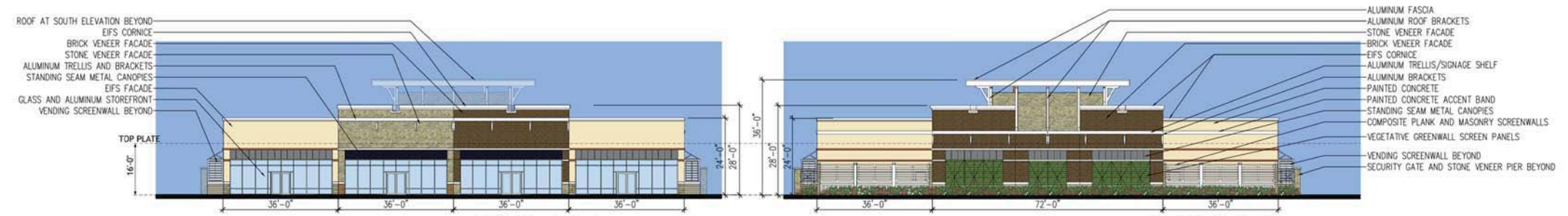
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SHEET TITLE  
**BUILDING J- K  
ELEVATIONS**

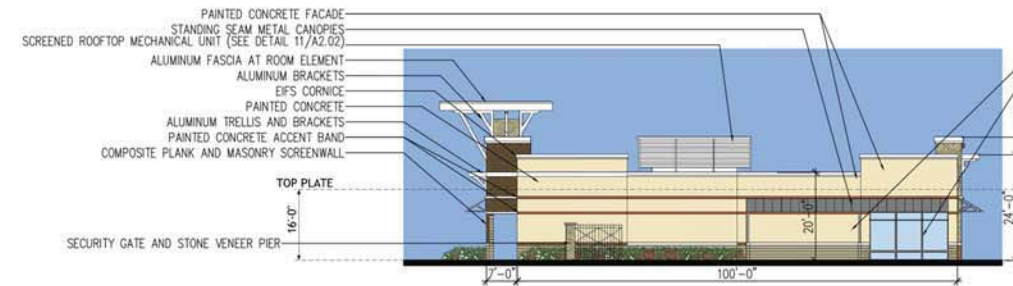
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SHEET NUMBER

**A2.04**



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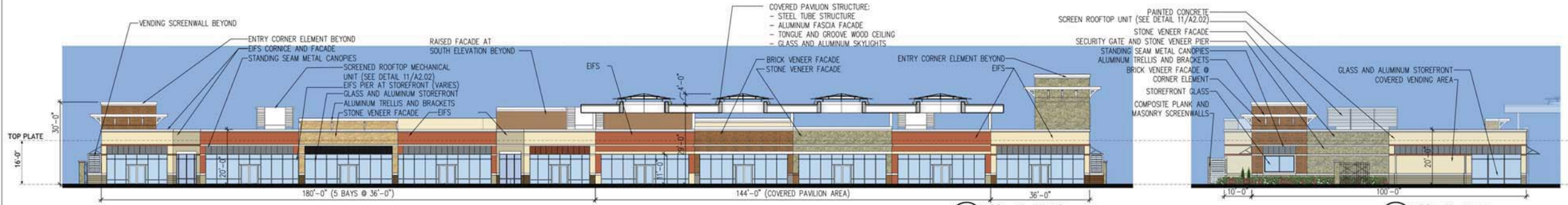
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**3 Bldg. J - East**  
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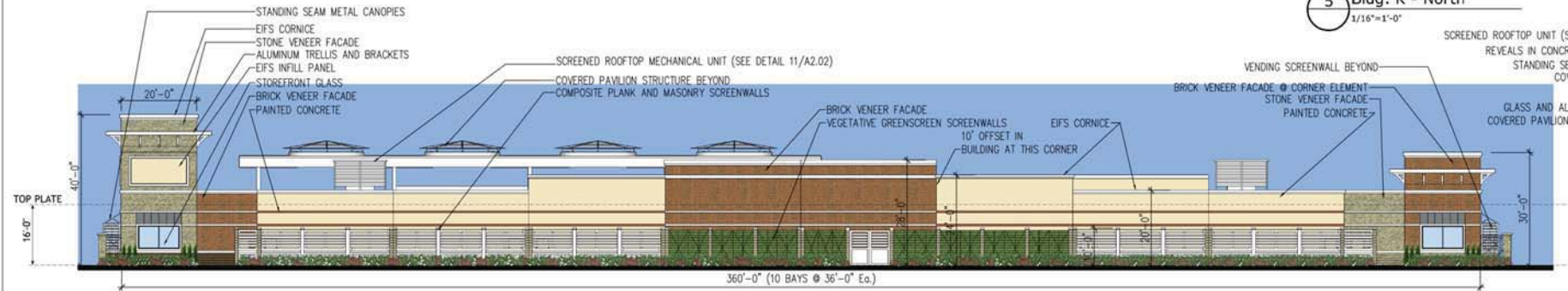


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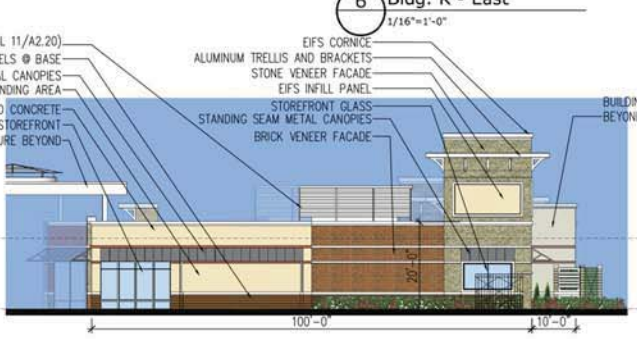


**5 Bldg. K - North**  
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**6 Bldg. K - East**  
1/16"=1'-0"



**7 Bldg. K - South**  
1/16"=1'-0"



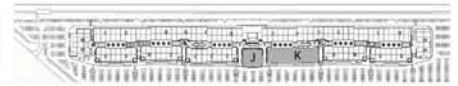
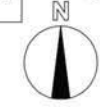
**8 Bldg. K - West**  
1/16"=1'-0"

NOTE:  
Unless otherwise noted all roof  
drainage shall be internal.

0 25' 50' 100'



SCALE: 1" = 50'-0"



ARCHITECTURE, PLANNING, INTERIORS  
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ISSUED FOR	DATE
CITY SUBMISSION	10-15-2012
1. ADD LIGHTNING MAST	1-3-2013
2. REVISED LIGHTNING MAST	1-31-2013
3. GREEN SCREEN	4-12-2013
4. ALTERNATE ELEVATION	8-28-2014

OWNER / DEVELOPER  
**The Taubman Companies**  
200 EAST LONG LAKE RD.  
SUITE 300  
BLOOMFIELD HILLS, MI 48304-2324

PROJECT NAME  
**Taubman Prestige Outlets of Chesterfield**

PROJECT ADDRESS  
17017 North Outer 40  
Chesterfield, MO 63005

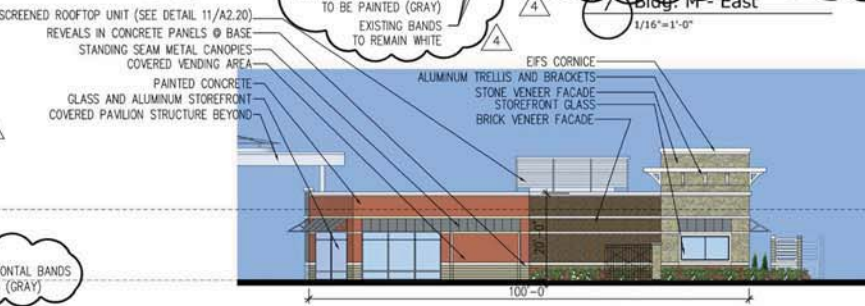
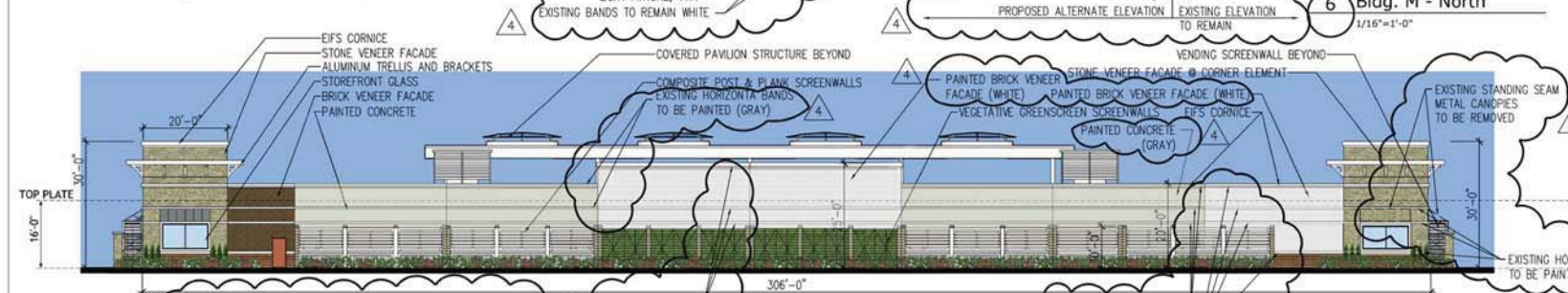
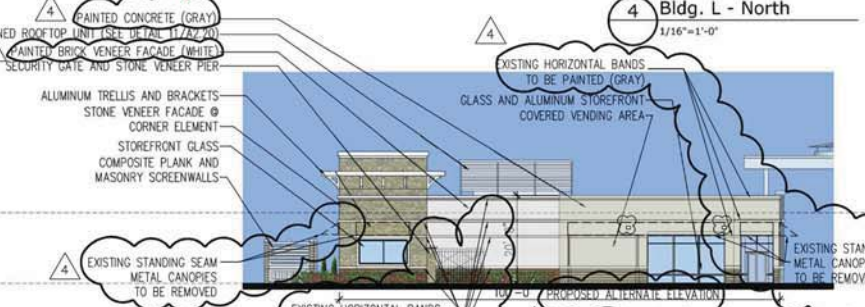
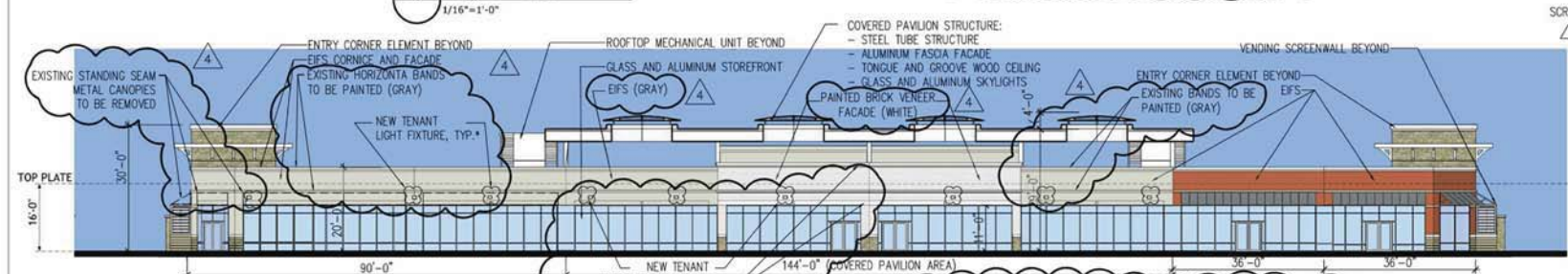
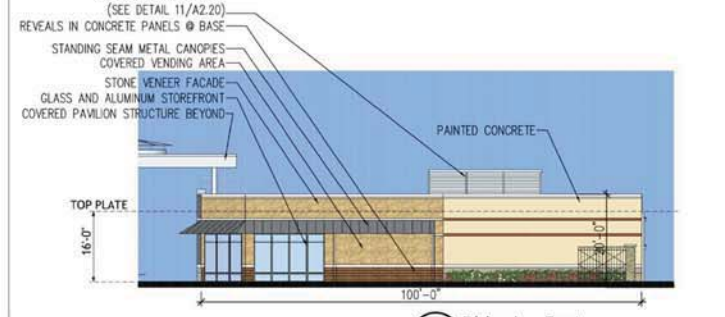
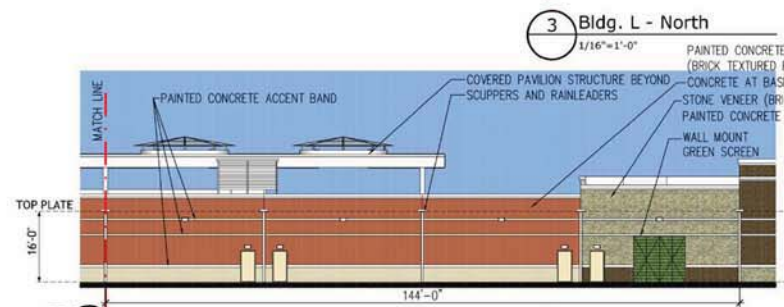
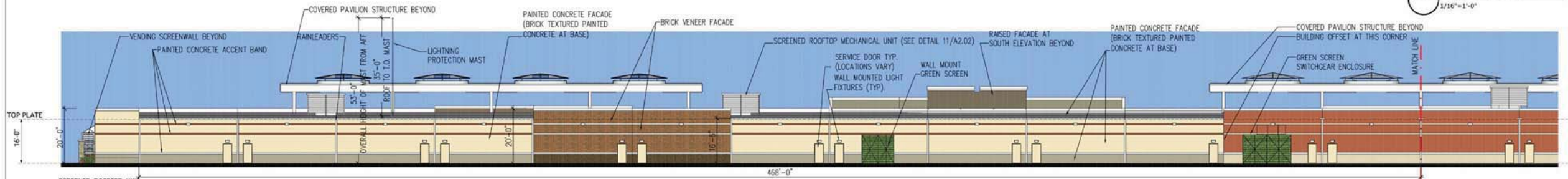
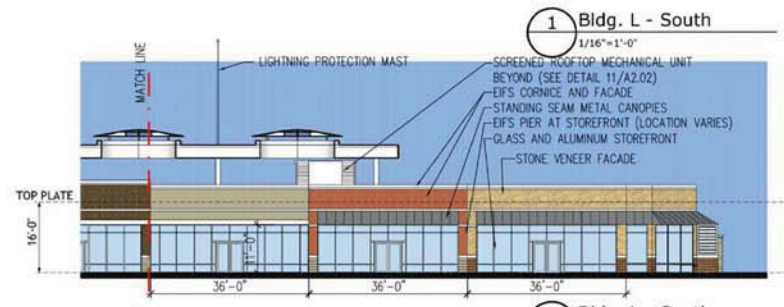
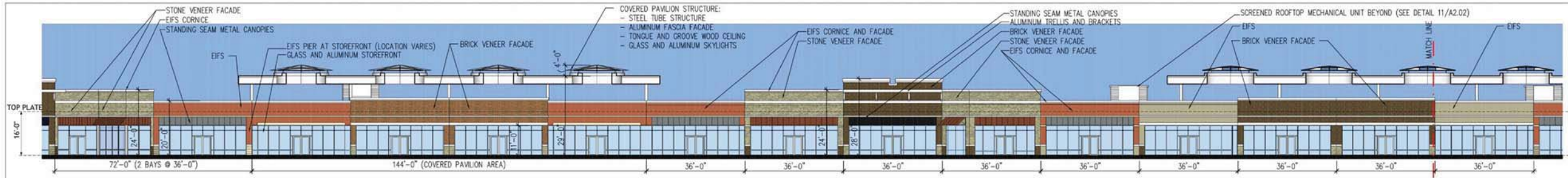
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DCI Project No. 647-11  
Owner Project No.  
Drawn by \_\_\_\_\_ Checked by \_\_\_\_\_

SEAL

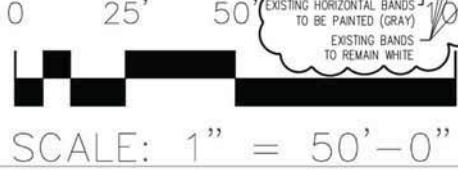
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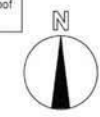
SHEET NUMBER  
**A2.05**



NOTES:  
\* NEW TENANT LIGHT FIXTURE, REFER TO TENANT DRAWINGS FOR SPECIFIC TYPE AND INSTALLATION



NOTE:  
Unless otherwise noted all roof drainage shall be internal.



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ISSUED FOR	DATE
CITY SUBMISSION	10-15-2012
4. SCREEN WALLS @ N	5-1-2013
5. SCREEN WALLS @ N	5-10-2013

CONSULTANT

OWNER / DEVELOPER  
**T-O VENTURES LLC**

200 EAST LONG LAKE RD.  
 SUITE 300  
 BLOOMFIELD HILLS, MI  
 48304-2324

PROJECT NAME  
**CHESTERFIELD OUTLETS**

PROJECT ADDRESS  
 ### N OUTER 40  
 CHESTERFIELD, MO 63005

PROJECT MANAGEMENT  
 DCI Project No. 647-11  
 Owner Project No.  
 Drawn by \_\_\_\_\_ Checked by \_\_\_\_\_

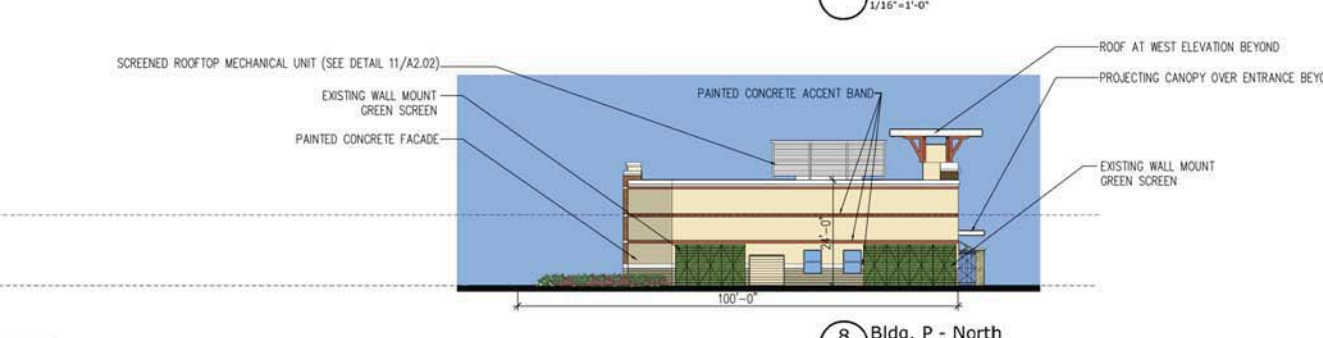
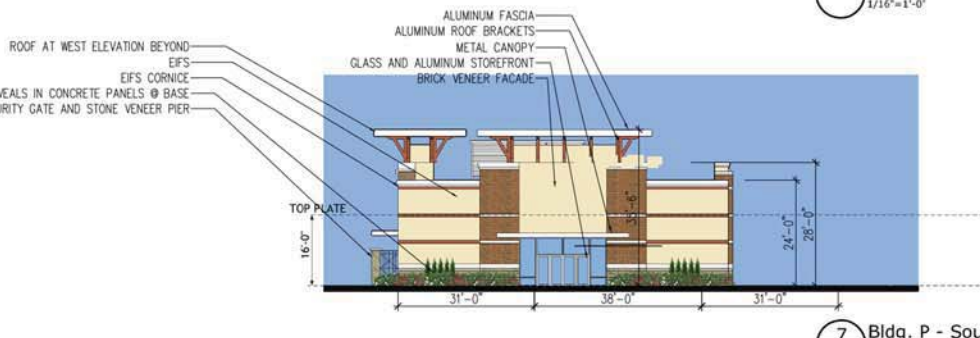
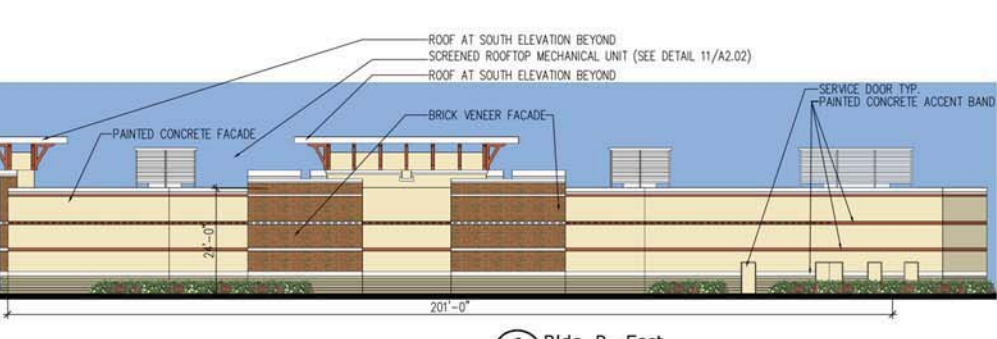
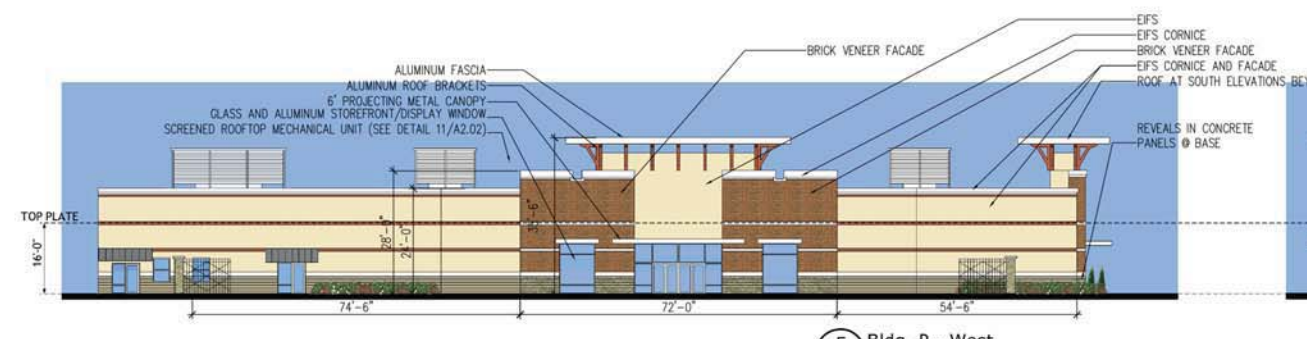
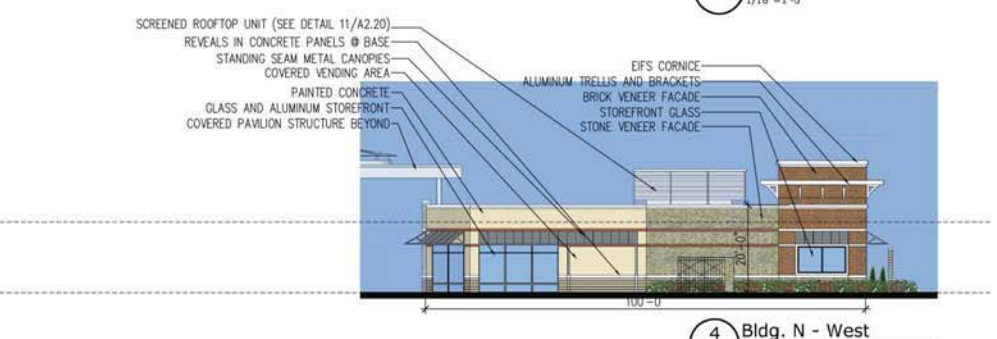
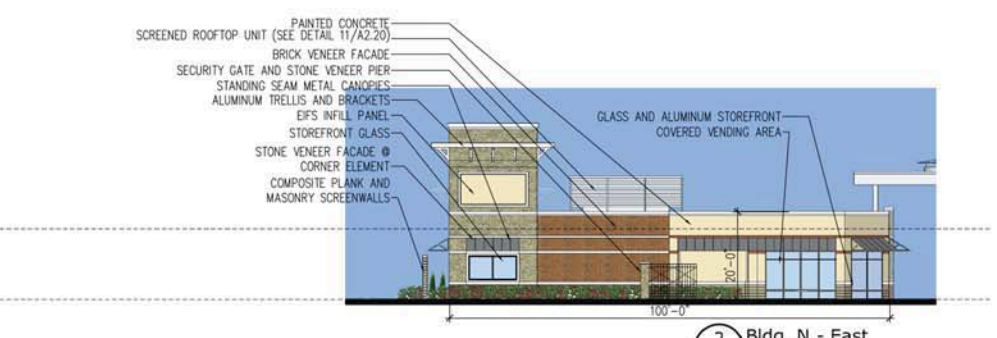
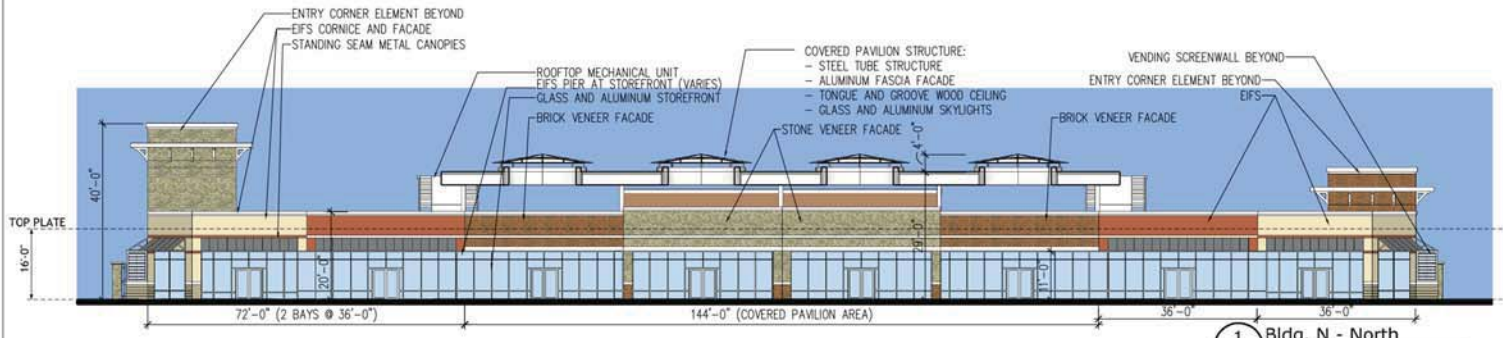


SHEET TITLE  
**BUILDING N - P ELEVATIONS**

SCALE  
 1/16"=1'-0"

SHEET NUMBER

**A2.06**

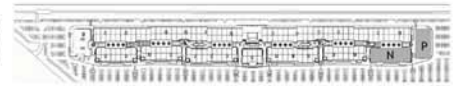
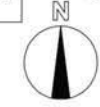


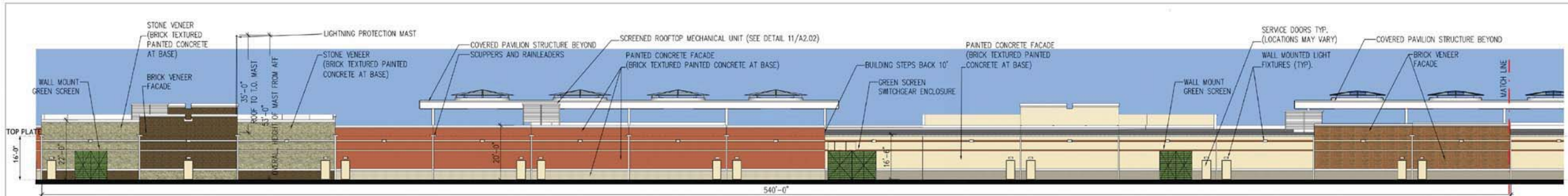
NOTE:  
 Unless otherwise noted all roof drainage shall be internal.

0 25' 50' 100'

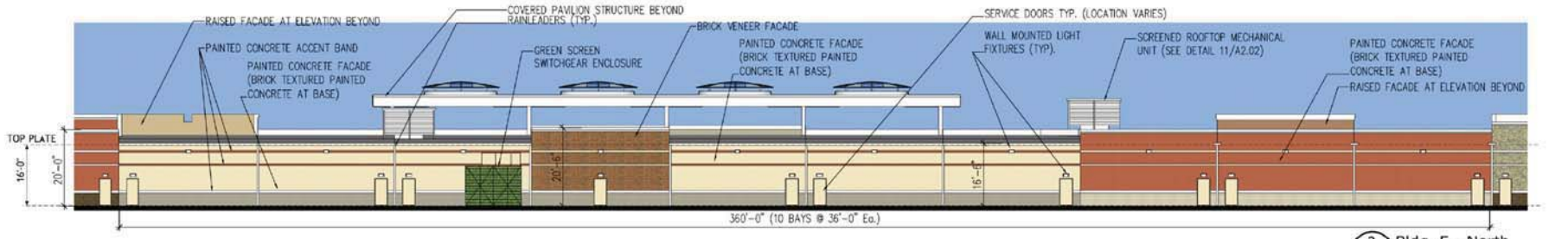


SCALE: 1" = 50'-0"

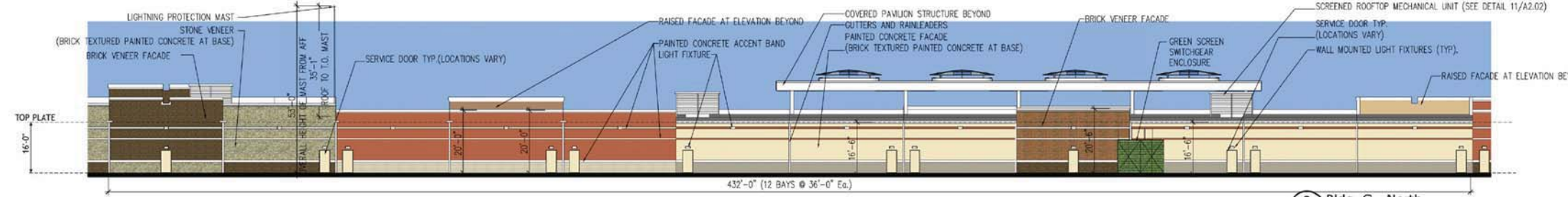




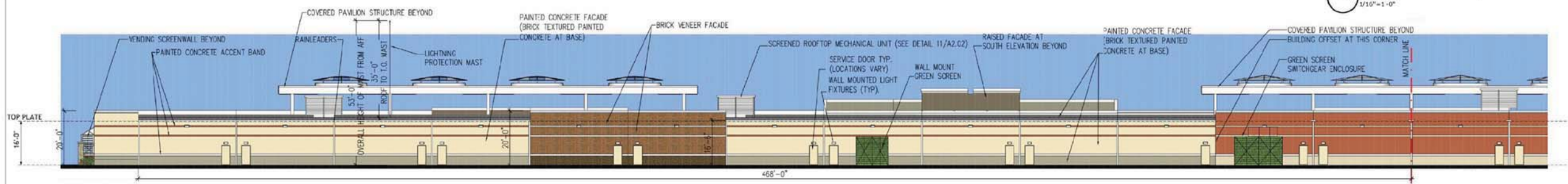
**1 Bldg. B - North**  
1/16"=1'-0"



**2 Bldg. E - North**  
1/16"=1'-0"



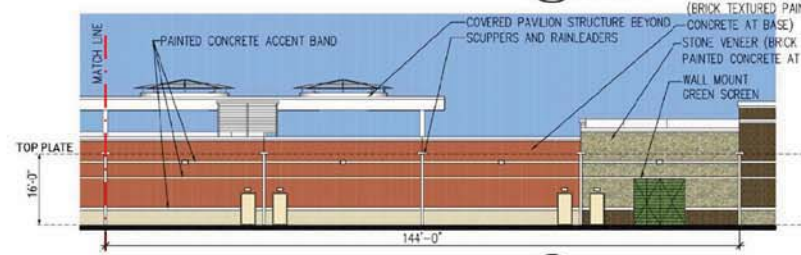
**3 Bldg. G - North**  
1/16"=1'-0"



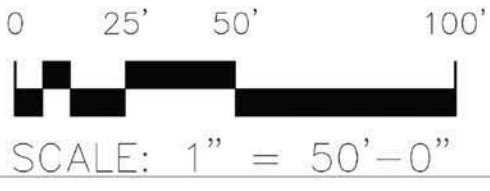
**4 Bldg. L - North**  
1/16"=1'-0"



**6 Bldg. N - South**  
1/16"=1'-0"



**5 Bldg. L - North**  
1/16"=1'-0"

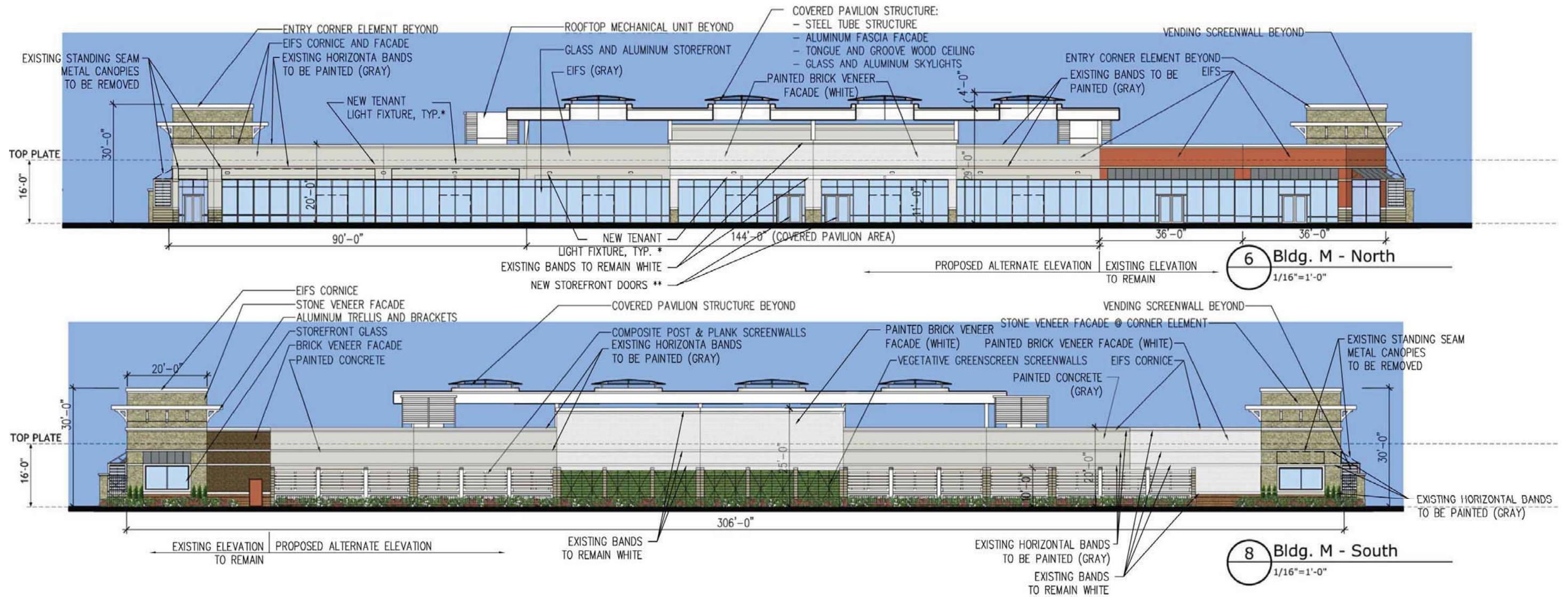


NOTE:  
Unless otherwise noted all roof  
drainage shall be internal.





# Building "M" Elevations



# Renderings

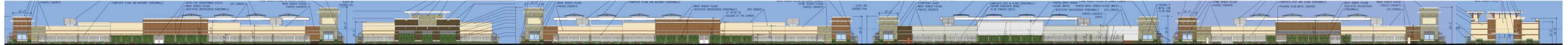
# Renderings

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# Renderings

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# Renderings

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# Renderings

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# Renderings

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# Renderings

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# Site Photography

# Site Photography

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# Site Photography

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# Site Photography

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# Site Photography

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# Site Photography

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# Lighting Cut Sheet

