

ARCHITECT'S STATEMENT OF DESIGN

Vision

St. Louis Premium Outlets is a new shopping concept proposed on the western edge of the City of Chesterfield. Located at the primary gateway to Chesterfield along Interstate 64/Highway 40, the St. Louis Premium Outlets will become a destination, attracting shoppers from both the close-by communities and the surrounding region.

The upscale retail centre has been designed to create a pedestrian-oriented, innovative shopping experience. The outdoor mall features a collection of attractive retail stores aligned along pedestrian-only walkways (Promenade Spaces). Access to the Promenade Spaces is provided from six well-defined, visually appealing entry plazas.

The Gallery Spaces are arranged in an easy-to-navigate rectilinear pattern. Attractive courtyards with seating and landscaping occur where the Promenade Spaces intersect. Portions of the Promenade Spaces will be covered with a steel framed roof that adds to the pedestrian experience. The Promenade Spaces will be landscaped with attractive lighting, benches, trees and shrubs so that pedestrians feel safe, comfortable and are encouraged to shop and stay longer.

A high degree of architectural quality will be the standard for all retail buildings, with articulated entries, roof lines, fenestration, facade treatment and details.

The St. Louis Premium Outlets has been designed as a Contemporary Prairie Style. Which is a style marked by horizontal lines, flat or hipped roofs with broad overhanging eaves, windows grouped in horizontal bands, solid construction, craftsmanship, and discipline in the use of ornament. Horizontal lines were thought to evoke and relate to the prairie landscape. To highlight the style, a high degree of landscape detail is proposed to complement the well-articulated architectural facades.

Design Concept

- create a community-oriented, upscale retail centre that becomes a principal destination for the region and surrounding area
- create an innovative, dynamic built form that will be an asset to the community
- create a pedestrian-only, central retail plaza with parking that surrounds it for easy access
- create a comfortable pedestrian environment with courtyards and promenades that promote shopping, walking, strolling, sitting and socializing
- create an urban form that promotes user enjoyment and retail success
- protect and enhance the environmental features of the site
- ensure that a coordinated, upscale design theme is present in every architectural and landscape feature including built form, lighting, street furniture, and landscaping

- promote the site as a Gateway by creating a built form that is visually attractive from the major viewpoints in the surrounding community, particularly from Interstate 64/Highway 40
- create attractive landscape edges along Interstate 64/Highway 40 and proposed Outlet Blvd.

Site Circulation

Interstate 64/Highway 40 access to the St. Louis Premium Outlets retail site will be from two primary points:

- exit 14 eastbound onto Chesterfield Airport Road
- exit 14 westbound onto North Outer 40 to Spirit of St. Louis Blvd then to Chesterfield Airport Road

Within the site, drive aisles will lead to a ring road that completely surrounds the central plaza. All drive aisles will be defined by raised curbs with adjacent walkways or landscaping. Pedestrian movement will be accommodated by a series of tree-lined walkways that extend throughout the site and connect with the central plaza.

The central plaza contains all of the retail buildings and is designed for pedestrian-only access. Six entry points are provided along the perimeter of the central plaza, connected to the ring road. There will be a walkway that completely encircles the central plaza, leading shoppers to the pedestrian-only entry plazas.

The pedestrian-only entry plazas will be clearly defined by detailed landscaping that leaves a strong visual impression. The feature paving in the central plaza will extend out onto the road at the pedestrian entries to highlight the entrance and welcome pedestrians into the shopping centre. Highly articulated landscaping accompanied by enhanced building facades will define the entrance and distinguish it from the loading areas.

Building Type and Orientation

A distinct building type is proposed to create a user-friendly, innovative shopping experience at the St. Louis Premium Outlets site.

Central plaza multi-tenant buildings are clustered together at the centre of the site, creating an outdoor, pedestrian-oriented, retail hub.

To enhance the visual experience of the site, important building features will be located along view corridors and entry points.

Architectural Expression

All buildings in the St. Louis Premium Outlets shopping complex will be constructed using the same palette of building materials, complementary colors, and textures so that the entire development appears as a unified whole. Other design principles include:

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- The project design will be based on the general character, principles and theme of the Prairie Style of Architecture, which contains horizontal lines, flat or hipped roofs with broad overhanging eaves, windows grouped in horizontal bands as the principal means of architectural expression.
- The material palette will consist of:
 - brick and stone veneer
 - exterior insulation plaster system (EIFS)
 - smooth face architectural metal
 - exposed steel structure
 - painted concrete wall panels with sand texture finish
 - open metal trellises
 - glass and aluminum storefronts and curtain walls
 - canvas and metal awnings and cornices
- The color palette will be mainly earth tones accompanied by complimentary accent colors located at the view corridors and arrival points.
- All street furniture and lighting shall be complimentary with the architectural style of the buildings.

Building Articulation

Attractive facade treatment will be integrated into all sides of the buildings. The most visually prominent facades will be designed with feature elements and articulation. Feature building elements will consist of:

- Primary tower features
- Secondary tower features
- Enhanced facade treatments
- Enhanced pedestrian entry portals

Primary and secondary tower features are located at the principal access points along the main pedestrian corridors in the central plaza. They will consist of varying materials and have an identified base, middle and top. The same degree of detailing for the tower will extend down to provide visual interest at the pedestrian level.

The primary west entry court along the proposed Outlet Blvd. will incorporate an overhead gateway feature. This will act to highlight the primary entry to the centre and terminate the view corridor from the main entry boulevard

Enhanced facade treatments will consist of varying planes and roof (parapet) heights, and greater articulation and

interest at the pedestrian level. These areas will be located at the entry plazas, at building corners, and at central locations along the service courts.

Central Plaza Layout

The central plaza has been designed as an upscale, pedestrian-only shopping complex that will provide an innovative shopping experience.

Although the exterior of the central plaza will have articulated facades and roof lines, pedestrian access to the retail shops is only available from the interior. Shoppers must enter through one of the six designated entry points in order to access each store.

Within the central plaza, a hierarchy of pedestrian courtyards and promenades define the spaces between the retail buildings. These spaces will orient the shopper, create a strong identity of space, develop visually interesting hardscape and landscape treatments, and connect the entire centre together.

The main central court is laid out in an east-west direction and will be the principal area for outdoor seating and events. The promenades will be partially covered by varying types of awnings, canopies and roof structure that are light in color, structurally interesting, and will allow for natural light and air to flow into the spaces. The covered spaces will protect shoppers from inclement weather throughout the year.

Service courts will be located on the perimeter of the central plaza, strategically placed outside of the main view corridors.

Service court areas will be screened by a decorative wall, constructed using materials and articulation consistent with the building design. Each wall will be approximately 8 feet in height so that service vehicles are screened from view. A landscape strip containing a walkway and planting will enhance the visual appearance of the wall, and will assist with pedestrian movement to the designated entry points.

The upper portion of the buildings in the central plaza that are visible above the decorative wall will be highly articulated with variations in roof line, and material and color changes.

Lighting

The lighting scheme at the St. Louis Premium Outlets site will complement the architectural style of the buildings and also be coordinated with the style of the street furniture, creating a consistent theme and look throughout. The types of lighting anticipated is as follows:

- Parking Field Illumination - High mast poles with fixtures that do not transmit light beyond the extent of the site will be distributed throughout the parking fields. The pole color will be consistent with the other fixtures in the lighting scheme.

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- Walkway Illumination - Pedestrian-scale vertical lamps will be distributed along the walkways within the central plaza, and pedestrian corridors within the parking field and main drive aisles. They will not only visually enhance the pedestrian experience, but they will also increase user safety.
- Building Illumination - Wall sconces will be attached onto the vertical piers that separate retail units and also at building corners. Sconces will have a complimentary style and color to the vertical lamps.

Internal Roads

All internal roads will be tree-lined streets defined by raised curbs, landscaping and pedestrian walkways.

All internal roads will be constructed from asphalt and will have colored and textured paving at significant locations to demarcate pedestrian routes, aid in traffic calming and to physically define the six entry points to the central plaza.

Street Furniture

Along with the style of the lighting standards, the design, character, color and materials of street furniture will have a coordinated, complete design expression that extends throughout the site.

Street furniture at the St. Louis Premium Outlets will include:

- various styles of lighting (see lighting section)
- benches (with and without a back)
- waste receptacles
- bollards
- table and chair combos
- stand-alone chairs
- bicycle racks

Landscape Guidelines

The landscape details for the St. Louis Premium Outlets are integral components of the character and quality of the design. Not only will they add to the visual appeal of the retail centre, but they will also help in spatial definition, way-finding and effective site circulation.

All landscape details will be complementary with the architectural design of the buildings and the street furniture. Opportunities to provide shaded walkways and seating areas have been optimized throughout the site.

Guiding principles:

- Site entries, walkways and parking fields should be well-illuminated
- Landscaping should not create any isolated areas, and allow clear views throughout the site

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