

TOWN OF PLAINFIELD DESIGN REVIEW COMMITTEE

DATE: 08-11-2026

CASE NO.: [DP-26-063](#)

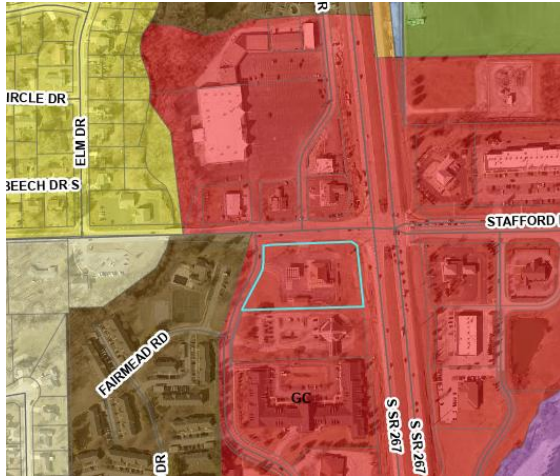
Project Page: Village Pantry Refresh

PETITIONER: Alex Gomez, GPM Investments

REQUESTED ACTIONS: Development Plan Amendment approval for exterior building and site modifications to an existing legal nonconforming use.

LOCATION: 801 Southfield Drive

PARCEL SIZE: 2.34 +/- acres



EXISTING ZONING AND LAND USE		<i>THRIVE! COMPREHENSIVE PLAN</i>	
Site:	GC: General Commercial	Site:	Corridor Commercial
North:	GC: General Commercial	North:	Corridor Commercial
South:	GC: General Commercial	South:	Suburban Mixed Residential
East:	GC: General Commercial	East:	Community Mixed Node
West:	R6: High Density Residential	West:	Suburban Mixed Residential

PROJECT DESCRIPTION

Requested Action:

- Development Plan Amendment approval for exterior building and site modifications to an existing legal nonconforming use.

Concurrent Actions:

- None

Future Action(s):

- Improvement Location Permit and other necessary permits (Administrative)



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PROJECT REVIEW

The applicant is proposing modifications to the existing gas station (Village Pantry) located at 801 Southfield Drive, including updates to the site's signage package and repainting of the existing structures on the property. All related documents for this project are available on the [Project Page](#).

The applicant previously provided staff with a single proposed option for the modification of the building. After discussions with staff, the applicant has brought forth three (3) separate options for consideration. Each option consists of the same modifications being made to the site; however, each presents a different way of accomplishing the applicant's goals.

The following items are highlighted in the report below for the Committee's review and discussion:

- **Facade:** The applicant has proposed three different options regarding the modification of the exterior façade of the structure (primary building & car wash structure).
- **Signage:** The applicant includes four signage components – the existing “V” sign, a new “Fas Craves” wall sign, shadow box frame signs, and a refresh of the gas price monument sign – each subject to different review standards.
- **Trash Enclosure:** The applicant proposes bringing both trash enclosures on the property into compliance with Town standards and have included it as part of the overall renovation to the property. All three options presented include improvements to the site's trash enclosures.

The subject property is zoned GC: General Commercial. While the gas station use was permitted at the time of its original construction, gas stations were subsequently removed as a permitted use within the General Commercial district. As a result, the existing use is considered a legal nonconforming use under the Plainfield Zoning Ordinance. Article 9 limits alterations to legal nonconforming uses, buildings, and signs where such changes increase the extent of nonconformity. While a façade renovation would ordinarily be reviewed administratively by staff, the nonconforming status of the existing use warrants review through the Development Plan Amendment process and referral to the Plan Commission.

The applicant is requesting approval of the proposed exterior paint scheme and signage package. Each of the three options being presented are highlighted below. Photos of the site as it exists today have been included below for your reference.



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STAFF COMMENTS

PLANNING:

Façade

The primary component of the proposed Development Plan Amendment is the modification of the existing building facades. Following discussions with staff during the review process, the applicant has submitted three (3) façade options for consideration. While each option shares the same overall intent of refreshing the appearance of the site, they differ in the extent and treatment of the proposed modifications. Each option is highlighted individually below.

Option 1

Option 1 proposes painting the existing brick facades of both the primary building and the car wash structure. The existing façade materials and architectural features would remain in place, with the proposed paint scheme serving as the primary means of updating the appearance of the buildings. The proposed renderings and finish legend are provided below for the Committee's review.

FINISH LEGEND		
P-1		SHERWIN WILLIAMS #7069 IRON ORE SEMI-GLOSS ELASTOMERIC PAINT
P-2		SHERWIN WILLIAMS #6871 POSITIVE RED SEMI-GLOSS ELASTOMERIC PAINT
P-3		SHERWIN WILLIAMS #6258 TRICON BLACK SEMI-GLOSS ELASTOMERIC PAINT
P-4		IDENTITY WOOD PRODUCTS "CEDAR" ARCHITECTURAL WALL PANELS

OPTION 1

- PAINT EXISTING BRICK
- ARCHITECTURAL WOOD PANELS
- NEW BRAND SIGNAGE
- REPAIR ALL GATES AND PAINT
- REMOVE ICEBOX NEAR CAR WASH



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Option 2

Option 2 is substantially similar to Option 1 but proposes a limewash finish on the existing brick facades rather than paint. No additional façade materials or architectural modifications are proposed. The proposed rendering has been included below.

OPTION 2

- TRADITIONAL BRICK LIME WASH
- ARCHITECTURAL WOOD PANELS
- NEW BRAND SIGNAGE
- REPAIR ALL GATES AND PAINT
- REMOVE ICEBOX NEAR CAR WASH



Option 3

Option 3 utilizes the same proposed color palette and overall appearance as Option 1 but would achieve that result by installing EIFS over the existing brick rather than painting the masonry directly. While EIFS is an “Accepted” material within the Building Materials Matrix, it is not classified as a “Preferred” material and **would likely fail to meet** the Town’s architectural standards.

OPTION 3: EIFS

- EIFS OVER BRICK. PAINT
- ARCHITECTURAL WOOD PANELS
- NEW BRAND SIGNAGE
- REPAIR ALL GATES AND PAINT
- REMOVE ICEBOX NEAR CAR WASH

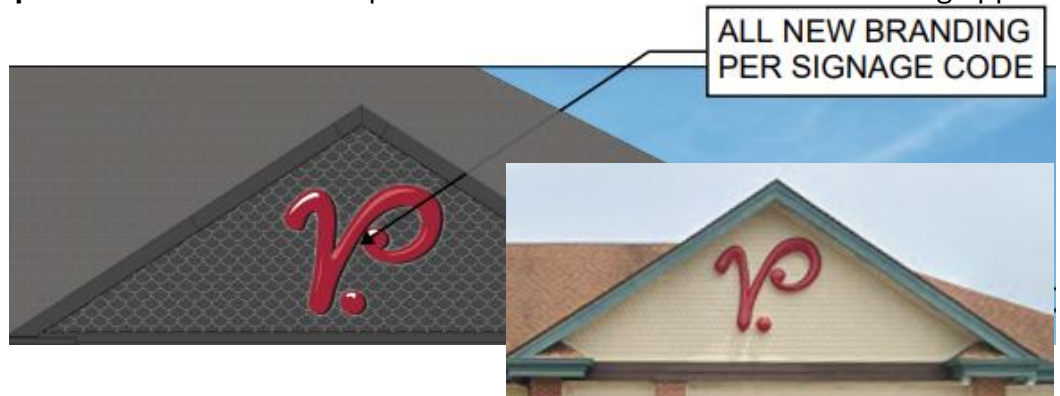


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Signage

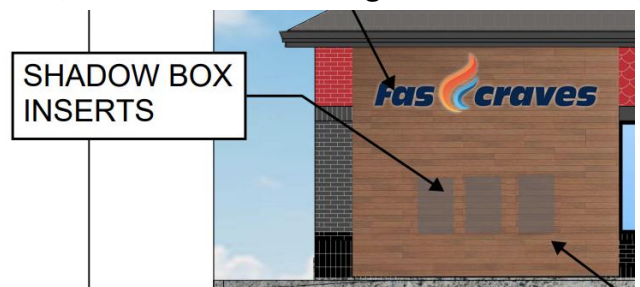
The signage package includes three components, each subject to different review standards. Each option presented by the applicant for consideration consists of the exact same signage proposal.

First, the “V.” sign on the front gable of the structure will presumably have to be removed and reinstalled to accomplish the proposed façade updates. The submitted documents indicate that “all new branding per signage code” will be included; however, it is not clear to staff whether the “V.” sign is being updated as it appears identical in shape and size to the existing sign. Staff notes that should the “V.” logo sign be replaced, it **may not be larger in size than the existing sign** and must be an individual channel letter type. This sign **does not require** a Variance of Development Standards from the Board of Zoning Appeals



Second, the “Fas Craves” sign is proposed as a new wall sign. Due to the property’s legal nonconforming status, **any new signage requires a Variance of Development Standards from the Board of Zoning Appeals.**

Third, the applicant is proposing “Shadow Box Inserts” in all three of their proposed options. These shadow box inserts were previously shown as “Snap Frame” signs. It is unclear to staff what the intended use for the proposed Shadow Box Inserts is; however, it seems safe to assume they will be used for various signage pieces. These inserts, like the Fas Craves sign discussed above, **require a Variance of Development Standards** from the Board of Zoning Appeals. The Town Signage Regulations **do not permit** this type of signage.



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UTILITIES:

TRANSPORTATION: