

The regular meeting of the Design Review Commission was held on June 13, 2024, at 5:00 pm in the James H. Lewellen Board Chambers of Town Hall, 500 Poplar View Parkway.

The following staff members were present; Assistant Town Administrator, Mr. Adam Hamric; Town Planner, Mr. Jaime Groce; and Administrative Specialist Sr., Angela Gizzarelli.

Roll Call to establish a Quorum

Hepner	Peeler	Lawrimore	Donhardt	Stamps	Lawhon	Doss
Absent	Present	Present	Present	Absent	Present	Absent

Quorum Present.

APPROVAL OF MINUTES

Acting Chairman Vice Chairman Lawhon asked if there were any corrections to the April 11, 2024, and May 10, 2024, minutes. The May 10th work session minutes had the correction made that Donhardt was absent from the meeting.

Acting Chairman Vice Chairman Lawhon called for a motion.

Motion by Commissioner Lawrimore and seconded, to approve the minutes from the April 11, 2024, and May 10, 2024, with correction made.

Hearing no discussion, Acting Chairman Vice Chairman Lawhon asked to call the roll.

Roll call:

Peeler	Lawrimore	Donhardt	Stamps	Hepner	Lawhon	Doss
Yes	Yes	Yes	Absent	Absent	Yes	Absent

Motion Approved.

APPROVAL OF AGENDA:

Acting Chairman Vice Chairman Lawhon asked if there were any changes to the agenda.

Mr. Jaime Groce stated there are no changes to the published agenda.

Acting Chairman Vice Chairman Lawhon called for a motion.

Motion by Commissioner Peeler and seconded, to approve the agenda as presented.

Acting Chairman Vice Chairman Lawhon asked for a roll call.

Roll call:

Lawrimore	Donhardt	Stamps	Hepner	Peeler	Lawhon	Doss
Yes	Yes	Absent	Absent	Yes	Yes	Absent

Motion Approved.

CITIZEN COMMENTS:

Acting Chairman Vice Chairman Lawhon called for citizen comments.

Hearing none, Acting Chairman Vice Chairman Lawhon moved forward with the meeting.

FORMAL AGENDA:

7.a. Case #241817 – The Village at Strathmore PD – Recommendation to the Town Planner for a Minor Planned Development Amendment related to the Comprehensive Sign Policy (CSP) for a 20-acre planned development at the northwest corner of Poplar Avenue and Bailey Station Road.

Mr. Jaime Groce reviewed the Staff report, which is included in the record as an exhibit. Mr. Groce stated the history of The Village at Strathmore PD. The original developer, Halle Investment Company, who no longer owns the subject property of Area 1 in The Village at Strathmore PD, has been contacted by the applicant. Mr. Groce stated that is worth noting on record that Mr. Halle supports the request to amend the Comprehensive Sign Policy. The Village at Strathmore PD Area 1 of was envisioned as a multitenant development which is why the PD had a Comprehensive Sign Policy with a unified design there. Area 1 was not built with a multitenant building, there will be one business occupant, Campbell Clinic. Campbell Clinic is requesting amending the Comprehensive Sign Policy so that Area 1 shall not be held to the CSP standards, and to default to the Town’s signage requirements. Mr. Groce stated the applicant, Campbell Clinic, is not requesting any waivers to the Town’s Design Guidelines or Sign Policy. The applicant will have two ground signs, one at each entrance, the brick materials used will match the building. The applicant will use ground bar lighting for the ground signs that will also have landscaping for screening. The ground sign along Bailey Station Rd, which is near a residential neighborhood, will be on a timer so it does not shine throughout the night; however, the applicant has not agreed to a specific timeframe for illumination.

- | EXHIBITS | |
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| The staff report and the following: | |
| 1. | Example Conditions (5/31/24) |
| 2. | Cover Letter (5/21/24) |
| 3. | Campbell Clinic Conceptual Signage Plan (May 2024) |
| 4. | 6/13/19 DRC Meeting Minutes |
| 5. | CSP for The Village at Strathmore (5/6/19) |
| 6. | Existing Signage Photos (5/30/24) |
| 7. | The Village at Strathmore Outline Plan (2019) |

Acting Chair Vice Chairman Lawhon asked if there were any questions for staff.

Clarification was made that the signs meet the Town’s sign regulations. No waivers are being requested.

Hearing no further discussion, Acting Chair Vice Chairman Lawhon asked the applicant to come forward.

Mr. Jeremy Given, 2680 Du Brell Trail, Collierville, TN, came forward and stated request tonight is simply to allow for the signs to be in context of the architecture design of the building, the signs materials will be the same as the building.

Acting Chair Vice Chairman Lawhon asked if there were any questions for applicant.

Clarification was made that the brick of the building and the signs will match.

Hearing no further questions, Acting Chair Vice Chairman Lawhon called for discussion.

Discussion ensued the request being made matches the building and is consistent with the Town’s signage regulations.

Hearing no further discussion, Acting Chair Vice Chairman Lawhon called for a motion.

Motion by Commissioner Donhardt, and seconded, to recommend that the Town Planner approve the Minor PD Amendment for the CSP for The Village at Strathmore Subdivision, with the conditions in Exhibit 1.

CONDITIONS OF APPROVAL

1. The following language shall be added to Sheet 2 of the CSP in the General Notes section: “Area 1 shall not be held to the CSP standards, and to default to the Town's signage requirements, if the entire area is developed as one (1) building with only one (1) main pedestrian entrance.”
2. Any unresolved DRC conditions from the original approval of the CSP on 6/13/19 shall be addressed before sign permits are issued for Area 1.

Acting Chair Vice Chairman Lawhon asked for a roll call.

ROLL CALL:

Donhardt	Stamps	Hepner	Peeler	Lawrimore	Lawhon	Doss
Yes	Absent	Absent	Yes	Yes	Yes	Absent

Motion Approved.

OTHER BUSINESS:

8.a Review and Discuss Resolution 2024-08, A Resolution to amend the Collierville Design Guidelines in the following ways: Chapter I.H.5 related to the Traditional/Conventional Areas Map; Chapter III.B.1 related to Pavement Markings; Chapter III.E.2.b related to Tree Removal and Protection Standards; Chapter III.E.7 related to Fencing; Chapter III.F.1 and Appendix I related to Lighting; Chapter III.G.6 related to Reserved Parking Signage; Chapter III.H.1 related to Cluster Mailboxes; Chapter IV.C.6.b related to Awnings; and, Appendix II related to Buffer Plates.

Mr. Groce stated the design guidelines changes are not ready for review and discussion at this time. Further research is being done by staff.

Mr. Groce stated currently there are no items for the July meeting, however the deadline is next week.

Mr. Groce provided updates for potential applications to be seen in the Fall.

- Schilling Farms PD Subdivision, Area 1 (Dutch Bros Coffee)
- Price Farm PD Area 2, a convenience store with a car was
- Poplar Ave, Dunkin Donuts is conducting their traffic impact study
- Eagle’s Landing of Collierville Subdivision
- Price Farm PD (Morrison Village)

Mr. Groce provided updates on administrative cases pending this summer.

- Cowan Rd, Subdivision, Lot 2 (Enterprise Rent-a-Car and Truck Rental)
- Cowan Rd Subdivision, Lot 3 (Sherwin Williams Distribution Center)

Schilling Farms PD Subdivision (Water Tower District Retail Building numbers three and four)
Advance Auto (Market Blvd)
Byhalia Commons PD, Area 1, Lot 1 (C-Store)
Steeplechase Office Building

Discussion ensued about the Principle Toyota PD Amendment and Rezoning which were not approved by the BMA. The applicant has not reapplied and there has not been any discussion of another possible location.

The meeting was adjourned at 5:27 pm.

Angela Gizzarelli, Administrative Specialist Sr.

APPROVED