

The regular meeting of the Design Review Commission was held on September 12, 2024, at 5:00 pm in the James H. Lewellen Board Chambers in Town Hall, 500 Poplar View Parkway.

The following staff members were present; Community & Economic Development Director, Mr. Michael Clark; Town Planner, Mr. Jaime Groce; Planner, Mr. Josh Hankins; Planner, Ms. Maria De Mesa; and Planning Technician, Angela Gizzarelli.

Roll Call to establish a Quorum

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

Quorum Present.

APPROVAL OF MINUTES

Chairman Doss asked if there were any corrections to the July 11, 2024, minutes.

Chairman Doss called for a motion.

Motion by Commissioner Lawrimore and seconded, to approve the minutes from the July 11, 2024.

Hearing no discussion, Chairman Doss asked to call the roll.

Roll call:

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

Motion Approved.

APPROVAL OF AGENDA:

Chairman Doss asked if there were any changes to the agenda.

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

Chairman Doss called for a motion.

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

Chairman Doss asked for a roll call.

Roll call:

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

Motion Approved.

CITIZEN COMMENTS:

Chairman Doss called for citizen comments.

Hearing none, Chairman Doss moved forward with the meeting.

CONSENT AGENDA:

No Consent items, Chairman Doss moved forward with the meeting.

FORMAL AGENDA:

7.a Case #242189 – Price Farm PD, Area 1 (Morrison Village) – Request approval of a Preliminary Site Plan for a mixed-use development with 100 attached (multi-family) dwellings, 25,760 square feet of retail space, and 8 live-work units on 13.23-acres located southeast of the Shea Road and Houston Levee Road intersection.

Mr. Josh Hankins reviewed the Staff report which is included in the record as an exhibit. Mr. Hankins stated The applicant is requesting an approval recommendation for a Preliminary Site Plan that would allow for a mixed-use development featuring 100 rental units, 8 live-work units, and approximately 26,000 square feet of retail. Mr. Hankins stated some elevations submitted show a masonry percentage that is below the required 75%. The applicant has agreed to make all elevations at least 75% masonry with their Final Site Plan, which is stated in Condition of Approval number eight. Mr. Hankins stated the applicant is requesting more color options than Edgcomb Gray, the retail building brick will have some elevations painted Egret White. This request is address in Condition of Approval number nine; the applicant would like to have discussion to modify this condition. Mr. Hankins stated this development meets the Town’s requirements for landscaping, open space and usable open space. The site plan shows a connection to the Town’s greenbelt trail in the southern portion of the site, the applicant worked with Parks and General Services on the design. Mr. Hankins stated the Town requires developments like this to have vehicle cross access to neighboring properties. The subdivision regulations allow the Town Engineer to waive this requirement, however the Design Guidelines state the decision can be made by the DRC and BMA. The Town Engineer agrees that there should be no access to the neighboring property due to it being a childcare facility. The Fire Marshal stated this cross connection is not needed. The site plan does show two pedestrian connections, but no vehicle connection. Should the DRC agree with Town Engineer and Fire Marshall on this requirement, Condition of Approval number 10 will need to be removed or modified.

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| <p>EXHIBITS-case #242189</p> <p>The staff report and the following:</p> <ol style="list-style-type: none"> 1. Location Map (8/30/24) 2. PC Conditions of Approval Final (9/6/24) 3. DRC Conditions of Approval Final (9/6/24) 4. Cover Letter (7/30/24) 5. Preliminary Site Plan (7/30/24) 6. Elevations (7/30/24) 7. Traffic Impact Study Executive Summary (6/14/24) 8. Detention Relief Letter (6/14/24) 9. Final Plat (7/30/24) 10. Façade Masonry Percentages Updated (8/22/24) 11. Stand-alone Apartment Summary and Map (8/8/30) 12. 3D Renderings (9/6/24) |
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Chairman Doss asked if there were any questions for Staff.

Hearing no questions, Chairman Doss asked the applicant to come forward.

Mike Hammond, 6750 Poplar Ave, Suite 600, Memphis, TN, came forward stated Condition of Approval number 10 to be waived as approved by Town Engineer and Fire Marshal. We are requesting to have Condition of Approval number nine modified to have preapproved alternate colors available for the construction phase of the project. Condition of Approval number eight asking for the waiver of the 75% brick per facade, the design and intent is to maintain at least 75% brick on the most essential facades that face the street.

Victor Buchholz, 50 S BB King Blvd, Memphis TN and Les Brinkly, 5900 Poplar Ave, Memphis TN, came forward and presented the elevations with expanding on the design and intent for facades with less than 75% brick.

Chairman Doss asked if there were any questions for the applicant.

Hearing no questions, Chairman Doss moved forward for discussion on the requested waiver.

Discussion ensued regarding a waiver to the Design Guidelines for facades to have less than 75% masonry will likely not be approved by the BMA. The applicant is willing to redesign the facades accordingly to meet the Design Guidelines.

Confirmation was made that the Town Engineer agrees the cross-access connection on the east side of the property is not necessary and the Fire Marshal also agrees and does not need cross access for emergency response. Discussion ensued the east side of the property does have pedestrian walkways for cross-access connection. Condition of Approval number 10 will be modified as discussed by staff prior to the application being reviewed by the Board of Mayor and Alderman.

Discussion ensued about Condition of Approval number nine. The buildings being painted in a tone of white warrants closer review. The applicant will work with staff to discuss paint and material samples prior to the Final Site Plan submittal. Staff will review an onsite mockup of the brick and paint colors. There will be communication with the DRC and BMA from staff for a review of applicant's mockups.

Discussion ensued about Condition of Approval number seven, the pad ready site for a future developer is a qualitative condition that the future building would be required to blend in with the architecture for what is approved for this project.

Hearing none, Chairman Doss called for a motion.

Motion by Commissioner Lawhon, and seconded, to recommend approval of the Preliminary Site Plan for Area 1 (Morrison Village), of the Price Farm PD, subject to the conditions in Exhibit 3 as revised.

CONDITIONS OF APPROVAL

1. This development is subject to all applicable standard conditions of approval as adopted by the Board of Mayor and Alderman, Resolution 2006-54.
2. Provide the dog park fencing details.
3. Provide cut sheets for any site element/amenities for the pool and all patio areas with the Final Site Plan.
4. With the Final Site Plan, include the overall height of all light poles, including the bases. Light poles less than 50 feet from residential uses shall not exceed 14 feet in height. Light poles within 50-100 feet of residential uses shall not exceed 25 feet in height. Light poles within 100-150 feet of residential uses shall not exceed 30 feet in height.
5. The submitted Lighting Plan has not been fully reviewed with this Preliminary Site Plan application. With the Final Site Plan, provide an updated Lighting Plan and Photometric Plan for Staff review.

6. Light fixtures shall be full-cutoff and light levels shall not spill over the property line more than 10 feet.
7. The site plan for the “pad-ready” site at the intersection of Houston Levee Road and Shea Road shall not require a Preliminary Site Plan, provided it is designed to comply with the Design Guidelines and is substantially match the architecture within Morrison Village.
8. Each building façade for the apartments and live-work units shall be revised to show at least 75% brick or stone as described in the Town’s Ordinance and Design Guidelines.
9. ~~The paint color Egret White shall be replaced with Edgecomb Gray where it is used for more than a trim and accent color.~~ **Where the color white is used as the primary color of the building, off-white or cream colors shall be used to meet the intent of the Design Guidelines. The final color shall be approved by staff during the Final Site Plan stage based on samples and material mockups installed on site.**
10. ~~Provide cross-access to the property to the east.~~ **The DRC recommends a waiver of the requirement for vehicular cross-access to the property to the east.**

Chairman Doss asked for discussion.

Hearing none, Chairman Doss asked for a roll call.

Roll call:

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

Motion Approved.

7.b Case #241966 – Schilling Farms PD, Phase 77 (Dutch Bros Coffee) – Request approval of a Preliminary Site Plan Application for a 1,027 -square foot retail building with a drive-through located west of Schilling Boulevard East and on the south side of Poplar Avenue.

Ms. Maria De Mesa reviewed the Staff report which is included in the record as an exhibit. Ms. De Mesa stated the applicant is requesting approval recommendation of a Preliminary Site Plan for 1,000-sqft drive-through coffee shop located west of Schilling Boulevard East and south side of Poplar Avenue within Area 1 of the Schilling Farms Planned Development. The proposed Site Plan meets the Town’s Design Guidelines and the Desing Guidelines of the Schilling Farms PD, the proposed coffee shop is expected to use architectural cues and same storefront colors from nearby buildings in the Schilling Farms PD. The drive-thru window elevation faces the railroad, the bollards will have blue sleeves and installed by the drive-thru window for traffic control. The Site Plan shows 15-feet of landscape screening along Poplar and the rear buffer along the railroad. There will be four free-standing menu boards installed in the drive thru lanes, each one is 5.5’ tall, they will be backlit with blue frames and base. Due to the the height of menu boards, additional screening may be needed. To comply with the 30-40% foundation plantings requirement, 8 planter boxes will provide 48 linear feet of foundational landscaping. This exceeds the requirement of 36 to 47 linear feet based on the building frontage of 119 feet (north, south, and east elevations). Planters shall be irrigated and well-maintained.

EXHIBITS-case #241966

The staff report and the following:

1. Vicinity Map (8/1/24)
2. Conditions of Approval and Next Steps (8/30/24)
3. Applicant Cover Letter (7/30/24)
4. Dutch Bros Coffee Traffic Study Executive Summary (5/31/24)
5. Town Traffic Engineer’s Comments with applicant’s response (7/30/24)
6. Stormwater Drainage Summar Excerpt (5/31/24)
7. Dutch Bros Preliminary Site Plan Package (7/30/24)

Chairman Doss asked if there were any questions for Staff.

Hearing no questions, Chairman Doss asked the applicant to come forward.

Edin Coralic 9700 McKenzie Rd, St. Louis, MO, came forward stated the plastic sleeve for the bollard is a corporate standard, we are willing to change the color. The menu board signs bottom will have a base that matches the building. Mr. Clorick confirmed the project is in approval with the Schilling Farms PD awaiting a third and final review.

Discussion ensued the landscaping plan will need to be adjusted, there will need to year-round screening of the menu boards.

Kelsey Rivers, 6363 Poplar Ave, Suite 300, Memphis, TN came forward stated the Conditions of Approval are agreeable, the plantings will meet the concern of the height for screening of the menu boards.

Discussion ensued that the blue on the menu boards and bollards are a corporate color, however the blue bollards will be a different color to accommodate the design guidelines, the menu boards will remain the blue color and properly screened to be in compliance with the Design Guidelines.

Discussion ensued about additional articulation or screening needed on the rear west elevation. This will need to be added as a Condition of Approval.

Hearing no more discussion, Chairman Doss called for a motion.

Motion by Commissioner Lawrimore and seconded, to recommend approval of the Preliminary Site Plan for Schilling Farms PD Area 1, Phase 77 (Dutch Bros Coffee), subject to the conditions modified and added in Exhibit 2

CONDITION OF APPROVAL

1. This development is subject to all applicable standard conditions of approval as adopted by the Board of Mayor and Aldermen, Resolution 2006-54.
2. Provide a chart that shows the percentage of masonry and other building facade materials for each elevation. Doors, windows, canopies, and awnings should not be included in this calculation.
3. Use similar painted brick colors and aluminum storefront color utilized by bank to the east to create a more consistent theme along Poplar Avenue.
4. Screen two (2) menu boards between the parking lot and north drive-through lane with evergreen shrubs that are at least 6 feet tall at planting. **Add a brick base to the menu boards.**
5. Do not install landscaping within a 3 feet radius of the irrigation & domestic water meters.
6. Any sign lighting shall be properly screened with landscaping, fully shielded, and shall meet the Sign Regulations and Lighting Regulations. Submit any sign lighting with the sign permits for review by staff.
7. Fencing along Poplar Avenue shall match the fencing in front of building to the east (Truist Bank). A fence detail must be submitted with the fence permits for staff review prior to installation.
8. Add tree protection fencing detail in Sheet 10 (Prelim Landscaping Details). Add "See Detail TOC-601" to General Planting Notes.
9. In lieu of full irrigation plans, add a note on the landscaping plan that explains how irrigation is to be provided, and that an as-built irrigation plan will be provided before a Certificate of Occupancy is issued.
10. All bollards shall match the color of the adjacent building/structure. Blue color for plastic sleeves is not allowed. Reflective tape is allowed.
11. All parking lot striping shall be white, including the wheel stops. The only permitted exceptions are where the MUTCD requires yellow lines near the intersection of drives and public streets or for accessible parking

requirements provided such markings follow Figure 3B-22: International Symbol of Accessibility Parking Space Marking.

12. Provide individual marked cut sheets for all lighting fixtures used in the development in the Final Site Plan submittal.

13. Provide additional landscaping to the west side of the building to screen the rear service doors from Poplar Avenue.

Chairman Doss asked for a roll call.

Roll call:

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

Motion Approved.

OTHER BUSINESS:

Mr. Groce announced the new Community and Economic Director Mr. Mike Clark. Mr. Clark stated he is available for any questions. Mr. Groce stated a training opportunity being offered online September 30 from 11:30am-12:45pm by Mr. Ed McMahon, the link for that training will be emailed. Mr. Groce stated the Development Activity Map has been updated. Mr. Groce provide updates on notable cases; Steeple Chase with the new office building, the existing Chick-Fil-A with new canopies, Crash Champions with a Conditional Use Permit Amendment and their Final Site Plan, McAlister’s has replaced their awning, Maroon Brew for outdoor seating, Lockwood Phases 3 and 4 for Common Open Space, and Meadows at Clara’s Ridge PD Phase 2 for Common Open Space. Mr. Groce stated the next meeting will have Candlewood Suites Hotel’s Preliminary Site Plan and a nonvoting discussion about narrow tree lawns and street trees.

The meeting was adjourned at 6:18 pm.

Angela Gizzarelli, Planning Technician