

DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, March 27, 2018
6:00 p.m.

The regular meeting of the Design Review Commission was scheduled and held in the Council Chambers of the Municipal Center on March 27, 2018.

1. Chairman Bruns called the meeting to order at 6:06 p.m.
2. Chairman Bruns requested the roll call. Ms. Regina Gibson called the roll of the Commission and established a quorum:

COMMISSIONERS PRESENT:

Mr. Paul Bruns, Chairman; Mr. Greg Hurley, Vice Chairman; Mr. Steve Landwehr, Secretary; Mr. Ralph Smith; Mr. Tim Gibson; and Alderman Owens

DEVELOPMENT STAFF PRESENT:

Mr. Cameron Ross, Economic and Community Development Director; Ms. Sheila Pounder, Planning Division Manager; Ms. Sarah Goralewski, Planner; Ms. Regina Gibson, Administrative Secretary and David Harris, City Attorney

3. Approval of Minutes for February 27, 2018

Corrections to the minutes were made by correcting a typological error in the spelling of Vice Chairman's title.

Mr. Hurley moved to approve the Design Review Commission minutes of February 27, 2018, seconded by Mr. Landwehr, with no further comments or discussions.

ROLL CALL: Mr. Landwehr – Yes; Mr. Smith – Abstain; Mr. Gibson – Yes; Alderman Owens – Yes; Mr. Hurley – Yes; Chairman Bruns – Yes.

MOTION PASSED

4. CONSENT AGENDA

- a. Health and Wellness Expo Special Events Banner – Great Hall – Approval of a Special Events Banner (Case No. 18-807). Previously Known as Agenda Item No. 5
Michelle McDonnell w/Germantown Area Chamber of Commerce -
Representative/Agent

Chairman Bruns reminded the Commissioners that voting on all matters on the Consent Agenda constitutes an acknowledgment that the member has read and reviewed the application materials/plans/staff reports and determined further discussion or presentation of an item is not necessary. He stated if there was anyone in the audience that would like an item pulled, please request so at this time, and in seeing none, he called for a motion.

Mr. Landwehr made a motion to approve the Consent Agenda as discussed and seconded by Mr. Gibson.

ROLL CALL: Mr. Smith – Yes; Mr. Gibson – Yes; Alderman Owens – Yes; Mr. Hurley – Yes; Mr. Landwehr – Yes; and Chairman Bruns – Yes

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Health and Wellness Expo Special Event Banner – Great Hall – Approval of a Special Events Banner (Case No. 18-807).

INTRODUCTION:



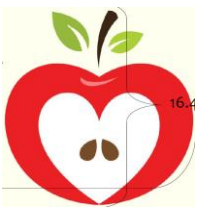
Development Case #:	18-807
Location:	The banners are proposed in the following locations: 1. Civic Center Complex/ C.O. Franklin Park (Pickering Center) 2. Municipal Center, in the median on Farmington Blvd. in front of the City Hall, Fire Station or Library.
Applicant Name:	Michelle McDonnell (Germantown Chamber of Commerce)
Current Zoning District:	Various Zoning Districts
Description of Request:	Request Approval for Special Events Banners for the Health and Wellness Expo

*Refer to the Disclosure Form attached for more information



DISCUSSION: On May 26, 2015, the Design Review Commission (DRC) adopted a revised Special Events Banner Policy. The applicant is requesting approval for two (2) temporary special event banner locations. The Health and Wellness Expo will be held on April 26 at the Great Hall Conference Center. This is an annual event, sponsored by the Germantown Chamber of Commerce. The applicant is requesting a three-year approval for the special events banners. The banners will be erected one (1) week

prior to the scheduled dates of the festival and removed the day after the event. The specifics of the request are as follows:

BANNERS:	
Location & Height:	The height of the banners will be approximately seven (7) feet above the surrounding grade, in the following locations: 1. Municipal Center, in the median on Farmington Blvd. in front of the City Hall, Fire Station or Library. 2. Civic Center Complex/ C.O. Franklin Park (Pickering Center)
Message:	
Banner Size:	28 sq. ft. (4'x7')
Letter Height & Style:	Varies (2" – 4")
Logos and Logo size:	 Chamber logo = approx. 0.5 sq. ft.  Expo logo = 1.8 sq. ft.
Colors & Materials:	Letters: Red, Black, Green Background: Cream Materials: Vinyl
Mounting Structure:	4' x 7' city metal banner frames

STAFF COMMENTS:

1. The applicant has revised their banner request for the duration of one week. They have also removed the non-civic sponsor, proposed a cream background and simplified the concept.
2. The City's Special Events Banner Policy has been provided. (See p.5 of the staff report.)
3. If approved, the applicant must notify the Economic and Community Department when the banners are ready to be erected at least one (1) month prior to the event.

4. If approved, the applicant shall remove the banners the day after the event.
5. If approved, the temporary special events banners will be permitted by administrative approval for the Health and Wellness Expo until 2020. The applicant must re-apply for approval for the 2021 Health and Wellness Expo.

DRC SUBCOMMITTEE REPORT: The DRC Subcommittee met on March 27, 2018, and requested revisions, with which the applicant has complied.

PROPOSED MOTION: To approve a Special Events Banner Request for three years (expiring in 2021) for the annual Health Expo, sponsored by the Germantown Chamber of Commerce, at the Great Hall at 1900 S. Germantown Rd., subject to the Commission's discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.



HEALTH & WELLNESS EXPO

43.5"

16.46"

Free!

Open to the Public!

Thursday, April 26

9 a.m. to 1 p.m.

The Great Hall & Conference Center
1900 South Germantown Road

 **Germantown Area Chamber of Commerce**
COMMUNITY. PARTNERSHIP. GROWTH.

GERMANTOWN SPECIAL EVENTS BANNER POLICY

Revised May 26, 2015

Section 1: Allowability: The sign frames are the property of the City of Germantown. The locations where they are typically placed are on city property or near the “Welcome to Germantown” signs. These locations imply an affiliation of the event with the City of Germantown. Because of this, use of the sign frames shall be limited to events that are run by the City, sponsored by the City, endorsed by the City, or take place either on City property, Germantown Municipal School District property, or Shelby County school property. Local civic groups that use city or school property for their event are also allowed to use the frames. (see Section 7 *Number Allowed*) The leasing of a City park or facility does not entitle the event to a banner. Allowability is based on a first come – first serve basis. A schedule of approved events is attached.

Section 2: Duration: The signs shall be erected no earlier than one (1) week before a one-day event or two weeks before a two or more day event. Signs shall be removed the day after the event. The DRC may approve longer durations of time for a sign to be erected for an event.

Section 3: Length of Approval: The DRC may grant approvals for up to three (3) years, provided that the applicant does not change the number, location, content or other elements (other than the date of the event) of the approved sign. The DRC may grant additional number and location with its initial approval of the sign.

Section 4: Location & Height Above Ground: All of the sign frames are approximately eight (8) feet in height. Wherever possible, the signs shall be placed a minimum of thirty (30) feet from the curb. Approved locations are:

1. the Municipal Center, in the median on Farmington Blvd. in front of the City Hall, Fire Station or Library.
2. the Germantown Performing Arts Center (GPAC) at the intersection of Germantown Road and Neshoba Road,
3. in front of the Pickering Center at 7771 Poplar Pike,
4. on the West Street frontage of the Parks and Recreation Office at 2276 West Street; and
5. next to the “Welcome to Germantown” signs. The “Welcome” signs are found at the following locations:
 - a. South side of Poplar Avenue, near the western City Limit; (note – because of a large number of underground utility lines near the City Limit, the actual location is near the entrance to Carrefour shopping center)
 - b. North side of Poplar Pike near the western City Limit;
 - c. Within the center median of Wolf River Blvd. near the western City Limit.
 - d. West side of Germantown Road south of the Wolf River Bridge
 - e. At the Poplar/Poplar Pike intersection near the eastern City Limit.
 - f. Wolf River Blvd. near the eastern City Limit.
 - g. Within the center median of Forest Hill-Irene Road, near the southern City Limit
6. On the major street frontage of any City park;
7. Events run or sponsored by the City shall be allowed to use any of the locations listed above. Civic groups may erect two signs, one sign at the event location and the second at the intersection of Germantown Rd. and Neshoba Rd., by the Germantown Performing Arts Center, Municipal Center, in the median on Farmington Blvd. in front of the City Hall, Fire Station or Library.

Section 5: Size: 28 square feet (4 feet wide by 7 feet tall). The banners shall be designed to fit correctly into the sign frames. Banners that hang over the sides of the frame, or that are too small for the frame shall not be allowed.

Section 6: Content: Content shall be limited to the name of the organization and/or event, the date(s) of the event, and the location of the event. Logos shall be allowed, provide that they do not comprise more than 33 percent of the total sign area.

Section 7: Number Allowed: A maximum of seven (7) banners per organization/event shall be allowed for events that 1) have a total attendance of at least 3,000 people and 2) last for a minimum of 1 day or 10 hours. Other groups shall be allowed two (2) signs, as described in Section 4.

Section 8: Colors & Materials: Recommended color scheme is dark lettering (e.g. black, forest green or burgundy) on an off-white background. Other earth-tone colors (tan, brown, terra cotta, dark blue, and similar) may be used for lettering, graphics and logos provided they 1) maintain the banner's primary purpose of providing information to the public about the subject, date, time and location of an event that is of general interest to the public and 2) are consistent with the general intent of the overall Germantown sign policy.

Section 9: Mounting Structure: Metal sign frame.

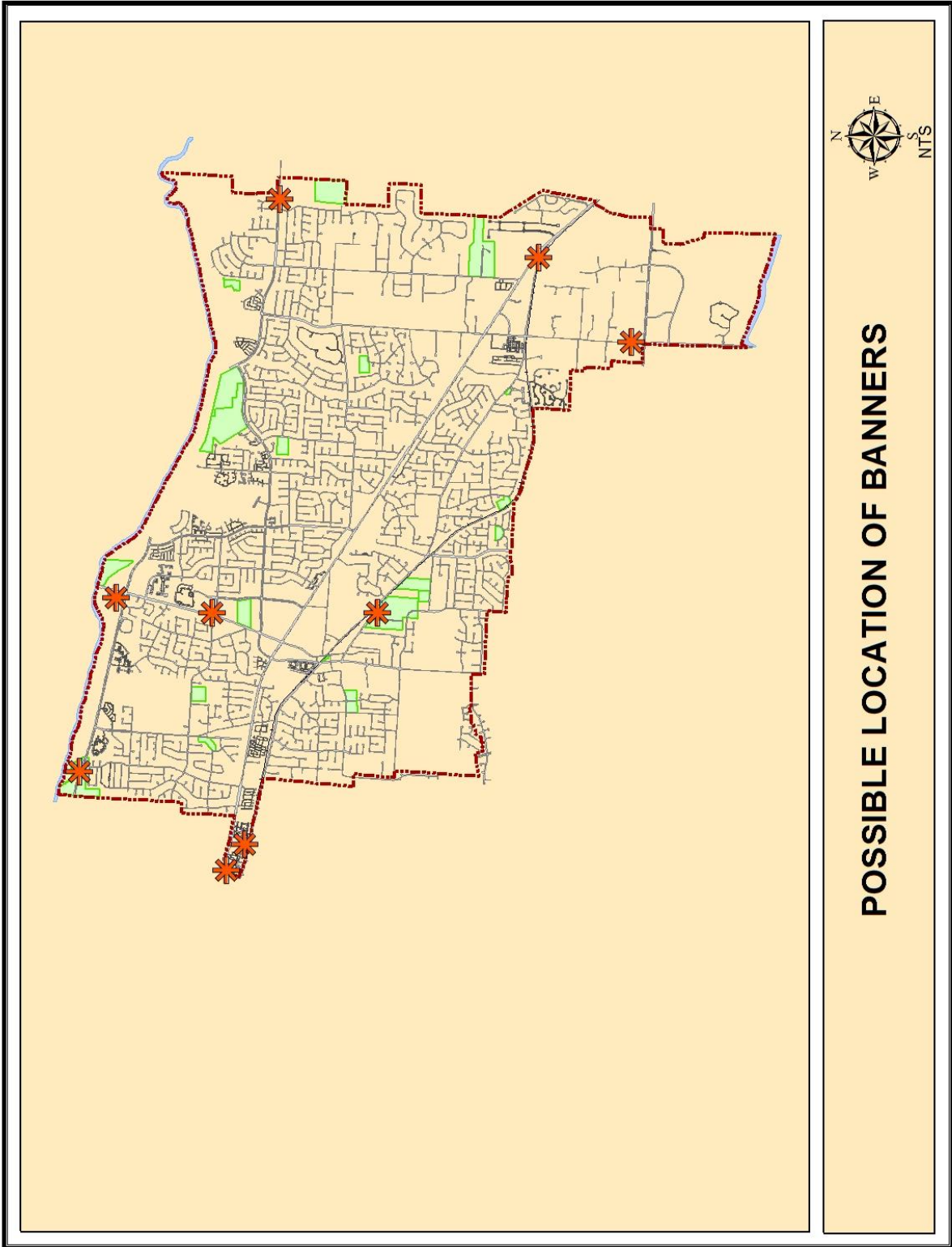
Section 10: Reserved

Section 11: Lighting: Not applicable

Section 12: Landscaping: Not applicable.

Section 13: Installation & Removal: The Parks and Recreation Department, with sufficient notification (2-3 days prior to the approved installation date), is willing to attach the banners to the frames and place them at their approved locations. The Planning Division will forward a list and schedule of the approved users of the sign frames. The Planning Division will request delivery of the approved banner to the office of the Department of Economic and Community Development, to then be forwarded to Parks and Recreation. This is to ensure that the signs are not installed prior to the date approved by the DRC. The organization holding the event shall be responsible for removing their banners from the frames on the day after the event. The Parks and Recreation Department will be notified of the date to pick up the frames.

Section 14: Appeals: Appeals of ECD staff decisions may be appealed to the Design Review Commission at a regularly scheduled meeting.





CITY OF GERMANTOWN TENNESSEE

1930 South Germantown Road • Germantown, Tennessee 38138-2815
 Phone (901) 757-7200 Fax (901) 757-7292 www.germantown-tn.gov

DATE RECEIVED: 2/14/2018
 RECEIVED BY: G. Galassi

PERMANENT SIGN APPLICATION (ADMINISTRATIVE/DESIGN REVIEW COMMISSION)

Action Requested (Please circle one): Administrative Sign Approval / Design Review Commission Approval
 If request is for administrative sign approval, does this sign meet every criteria included in the sign policy for this location? Yes: No: If no, explain: _____

- *****
- Sign Owner/Tenant: GERMANTOWN AREA CHAMBER OF COMMERCE Phone No: (901) 755-1200
 - Sign Owner's/Tenant's Address: 245 S. G TOWN ROAD Email Address: MICHELLE@GERMANTOWNCHAMBER.COM
 - Sign Location Address and Name of Shopping Center: PICKERING CENTER AND CITY HALL MEDIAN
 - Zoning District: Commercial ; Residential _____; Old Germantown _____; Office _____
 - Sign will be mounted on: Wall _____; Ground .
 - Type Sign: _____ Tenant Identification _____ Project Identification _____
 _____ Building Identification _____ Traffic Directional _____
 _____ Exterior Directory _____ Subdivision Identification _____
 _____ Service Station Sign Other (If other, explain on separate page)
 - Number of Sign Faces: One _____; Two .
 - Linear feet of building frontage occupied by business where sign will be located: N/A feet.
 Size of tenant space: N/A square feet
 - Size of Sign: Width: 4 feet 0 inches; Height: 7 feet 0 inches
 TOTAL AREA OF SIGN IN SQUARE FEET: 28
 - Height of sign at its highest point above the surrounding grade: 0 feet 0 inches.
 - Size of Letters: 1) Height 6" Width 3" Font: CANDARA
 2) Height _____ Width _____ Font: _____
 3) Height _____ Width _____ Font: _____
 - Colors: Letters: BLACK, RED & GREEN SUBMIT COLOR SAMPLES } SEE DESIGN
 Background: WHITE SUBMIT COLOR SAMPLES } ATTACHED
 - Orientation of Sign to the Street: Parallel _____; Perpendicular ; Angled _____
 - Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).
30 Feet 0 Inches Name of Street: FARMINGTON BLVD (CITY HALL MEDIAN)
30 Feet 0 Inches Name of Street: PICKERING CENTER
 - Distance building is set back from street curb or edge of pavement (corner lots, provide distance from both streets).
 _____ Feet _____ Inches Name of Street: _____
 _____ Feet _____ Inches Name of Street: _____
 - Sign Content (words, letters, logos): HEALTH: WELLNESS: EASY LOGO, FREE AND OPEN TO PUBLIC, THURSDAY APRIL 21, 10 AM TO 1 PM, GREAT HALL: ADDRESS, METHODIST LOGO
 - Size of logo: Horizontal 3 feet 6 inches; Vertical 1 feet 0 inches.
 - Sign Materials: Letters: GREEN PAINT/VINYL Sign Face VINYL
 - Mounting Structure (type and materials): VERTICAL METAL FRAMES PROVIDED BY CITY
 - Sign Illumination, if applicable (type, location and wattage): N/A
 - Sign Landscaping, if applicable landscape plan shall be submitted
 - Additional Comments: N/A

2. **Not-for-Profit Entities.** If the owner of the land which is the subject of this application (including all owners, lessees and developers) is a not for profit entity, the authorized representative of the property owner must list below the name and business or home address of the President (or equivalent chief executive officer) and the members of its board of directors:

GERMANTOWN AREA

Applicant: MICHELLE MCDONNELL, CHAIRMAN OF COMMERCE
 Address: 2195 SOUTH GERMANTOWN ROAD, GERMANTOWN, TN 38133
 Authorized Signature for Applicant: M. McDonnell

President or Equivalent
 Chief Executive Officer: JANIE TAYLOR, CHAIRMAN OF COMMERCE
 Address: 2195 SOUTH GERMANTOWN ROAD, GERMANTOWN, TN 38133
 Signature: Janie Taylor

Members of the Board of Directors of the Owner:

Name	Business or Home Address
<u>MIKE PALAZZOLO</u>	<u>MAYOR, CITY OF GERMANTOWN</u>
<u>LAURA BURDEN</u>	<u>METHODIST VERONHEUR</u>
<u>CHRIS GIBBERT</u>	<u>CAMPBELL CLINIC</u>
<u>DEBRAH CARTER-JOHNSON</u>	<u>FIRST TENNESSEE BANK</u>
<u>BOB HAMILTON</u>	<u>XMC, INC.</u>
<u>BRIAN WHITE</u>	<u>CENTURY FINANCIAL</u>

Note that approval of the application is based upon information provided herein and any change in this information including any change in ownership interests of the subject real property, after filing the application may result in reconsideration of any approval.

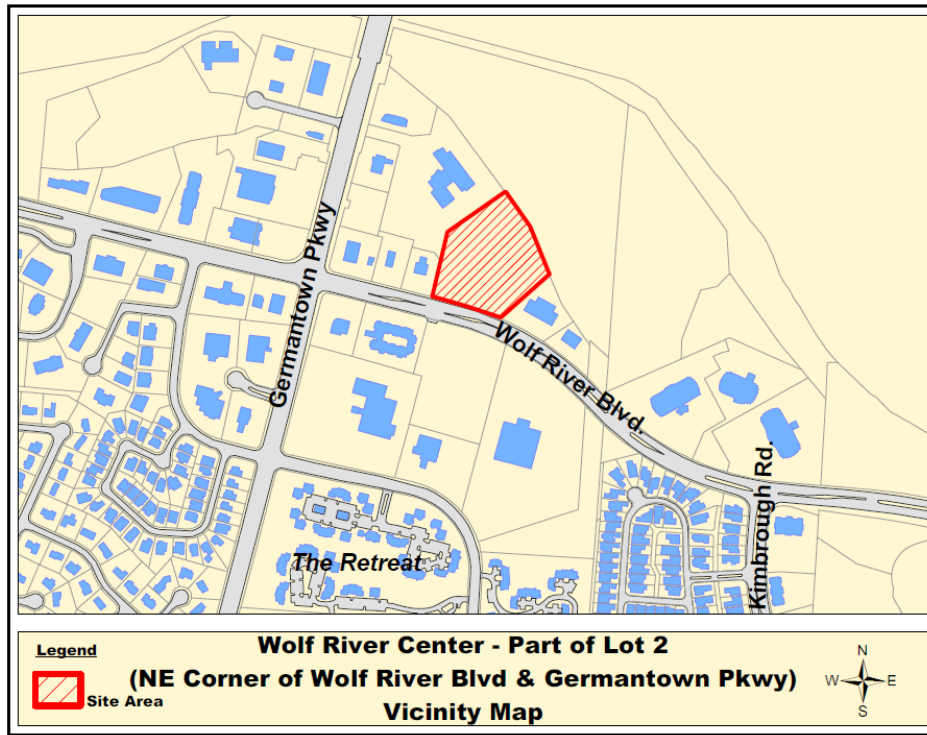
The Applicant/Property Owner/Lessee acknowledges and agrees that if the developer of a project is not the owner of the subject real property, the owner/lessee and developer shall be required to join in the project development contract with the City and the obligations of the project development contract shall be the joint and several obligations of the developer, owner, and lessee.

5. Avenida Senior Living – Part of Lot 2 – Wolf River Center – Phase 1, First Addition – NE Corner of Wolf River Blvd. and Germantown Pkwy.- approval of a Preliminary and Final Site Plan Approval of a 162 Unit Independent Living Facility. (Case No. 17-705). Previously Known as Agenda Item No. 6

INTRODUCTION:

Case Number	17-705
Location:	Part of Lot 2 – Wolf River Center – Phase 1, First Addition – NE Corner of Wolf River Blvd. & Germantown Pkwy
Property Owners:	Baptist Memorial Healthcare Corp.
Developer/Applicant:	Robert Muirhead w/ Avenida Partners Development Group, LLC
Representative:	Greg Marcom w/ The Reaves Firm
Current Zoning District:	“R-H” Retirement Housing
Description of Request:	Preliminary and Final Site Plan Approval for a 162-unit Senior Independent Living Facility

*Refer to the Disclosure Form attached for more information



BACKGROUND: On August 3, 2004, the Planning Commission gave preliminary and final site plan approval for plans to demolish an existing Walmart building and subdivide the site into six lots. On July 22, 2013, the Board of Mayor and Aldermen approved Project Development Contract No. 1183 for Baptist Rehabilitation Hospital on a portion of Lot 2. The current subject parcel, which is the remaining part of Lot 2, has remained vacant. On April 4, 2016, the Planning Commission recommended approval of the rezoning of the subject property from “C-2” General Commercial to “R-H” Retirement Housing.

On November 14, 2017, the Board of Zoning Appeals approved three variances for the property, subject to the rezoning to “R-H,” namely to allow: 1) a building height no greater than 51’ (as measured to the mid-point of a gable roof); 2) surface parking in the required front, side and rear yard setbacks, which are 25’ in the front yard, 15’ in the east side yard and 10’ in the west side and rear yards (but not in any landscape screen or buffer areas); and 3) accessory structures (specifically one-story garages) to be located 10’ from the west side and rear property lines, and 15’ from the east side property line.

On November 27, 2017, the Board of Mayor and Alderman approved on the third and final reading the rezoning of this property from “C-2” General Commercial to “R-H” Retirement Housing. On March 6, 2018, the Planning Commission will consider approval of the preliminary and final site plan of this project. At their Subcommittee meeting on February 21, 2018, the Planning Commission requested that the Design Review Commission conduct a thorough review of the architecture and landscaping of the project.

DISCUSSION: The applicant (Avenida) is proposing a senior independent living facility that would be comprised of 162 rental apartment units, pursuant to Section 23-352 (congregate housing). Per the applicant, the facility would be age-restricted to residents 55 years and older, as will be recorded with a deed restriction. The proposed project would consist of an approximately 187,000 s.f. the main/residential building, 179 parking spaces (including surface parking lots and 4 garage buildings equaling 13,570 s.f.), and 3 amenity areas (courtyard, pool, and terrace). The main entrance to the facility would be located internally, and a majority of the site is proposed to be gated.

Per Section 23-352(1), a congregate care facility shall provide a minimum of 35% open space. However, per a dedication and easement agreement between the property owner and the city in 1994 related to this specific property: “the City, and its boards and commissions, will permit the Area to have and be developed with an impervious area of not less than 80% of the Area. Development of the Area will otherwise conform to all applicable governmental requirements relating to landscaping and setbacks.” (See Instrument JG 5829 included in the agenda packet.) The proposed project conforms to the 20% minimum open space requirement per this agreement.

TOTAL SITE AREA	5.284 ac.
TOTAL NUMBER OF UNITS	162 apartments
BUILDING FLOOR AREA	200,570 s.f.
<i>Main/residential buildings</i>	<i>187,000 s.f.</i>
<i>Garages</i>	<i>13,570 s.f.</i>
TOTAL MAXIMUM BUILDING COVERAGE	29.4%
MAXIMUM PROPOSED BUILDING HEIGHT	51’ (3-4 stories)
<i>Main/residential buildings</i>	51’
<i>Garages</i>	<i>Not provided</i>
TOTAL PROPOSED OPEN SPACE	21%
NUMBER OF PARKING SPACES REQUIRED	169
NUMBER OF PARKING SPACES PROVIDED	180
<i>Resident Parking</i>	<i>173</i>
<i>(Garage Parking)</i>	<i>(48)</i>
<i>(Surface Parking)</i>	<i>(125)</i>
<i>Staff Parking (Surface Parking)</i>	<i>7</i>
NUMBER OF BICYCLE PARKING SPACES	<i>Not provided</i>

The following checklist describes the characteristics of each part of the property.

PLANS REVISIONS BASED ON STAFF AND DESIGN REVIEW COMMISSION SUBCOMMITTEE COMMENTS:

The preliminary and final site plans have been revised to address a number of staff's comments and the requests made at the March 8, 2018, Design Review Commission Subcommittee meeting. Included in this staff report are the applicant's responses (please see p. 9).

DESIGN REVIEW COMMISSION CHECKLIST:

1. *Site Layout:* The new independent living facility will consist of one pentagon-shaped building with an interior courtyard. It is proposed to be gated, with the main entrance located in the internal courtyard. (The façade facing Wolf River Blvd. will not have an entrance.) Surface parking will be placed along the perimeter of the building, with 4 garage buildings lining the sides and rear of the property.
2. *Building Elevations:* Building materials for the 4-story apartment complex consisting of two shades of brick and cement board lap siding, with cement board panels. The breakdown of materials is listed on the elevation drawings, and ranges from 70% brick/30% cement fiber siding on the Wolf River Blvd. elevation, to 55% brick/45% cement fiber siding on the east elevation. Samples of the building materials, doors and windows are provided on a sheet of the drawings. (Details of the shutters on the garage elevations have not been provided, but shall be submitted with the construction plan submittal for approval by the Planning Division.)
3. *Street Improvements and Curb Cuts:* No street improvements or new curb cuts are being proposed as part of this project. (The Wolf River Blvd.-Germantown Pkwy. Road widening project will not affect this site.) Sidewalks are already existing along Wolf River Blvd. in front of this property.
4. *Impervious/Pervious Area Percentage:* 79%/21%.
5. *Parking Lots:* 180 parking spaces are provided, 48 of which will be inside garages. The remaining 132 spaces will be on surface parking lots. In accordance with the Design Review Manual (3.4 -1), "parking areas should be organized as a series of small parking bays with planted islands separating them. No more than 10 contiguous parking spaces are recommended."
6. *Exterior Lighting:* The applicant provided information on the overall site plan photometric and examples of the lighting fixtures. No lighting is proposed along the driveway entrance to the site from Wolf River Blvd. A photometric analysis has been provided and conforms to the Design Review Manual policies. Lighting fixtures on the exterior of the building have been shown on the building elevation drawings. The applicant has submitted fixture cut sheets.
7. *Garbage Collection Area:* The garbage collection area is shown in the northern corner of the site. The combined garbage and generator enclosure is brick with screened metal gates facing the building. A detail drawing has been provided in the plan set.
8. *Vents:* Vents are shown on the building elevations and will be painted to blend with the façade finish.
9. *Gas, Electric, and Water:* All meters shall be screened from public view. Details have not been provided, but shall be submitted with the construction plan submittal for approval by the Planning Division.
10. *Mechanical Units:* The living unit mechanical units are contained in each apartment. The condensing units serving the common areas are located in roof wells facing the courtyard and will not be visible from the exterior.
11. *Emergency Generators:* A convenience generator is planned (not for emergency systems), and will be co-located within the dumpster enclosure. A cut sheet of the generator has been provided.
12. *Landscaping:* A landscaping plan for the site has been provided as part of the application submittal.

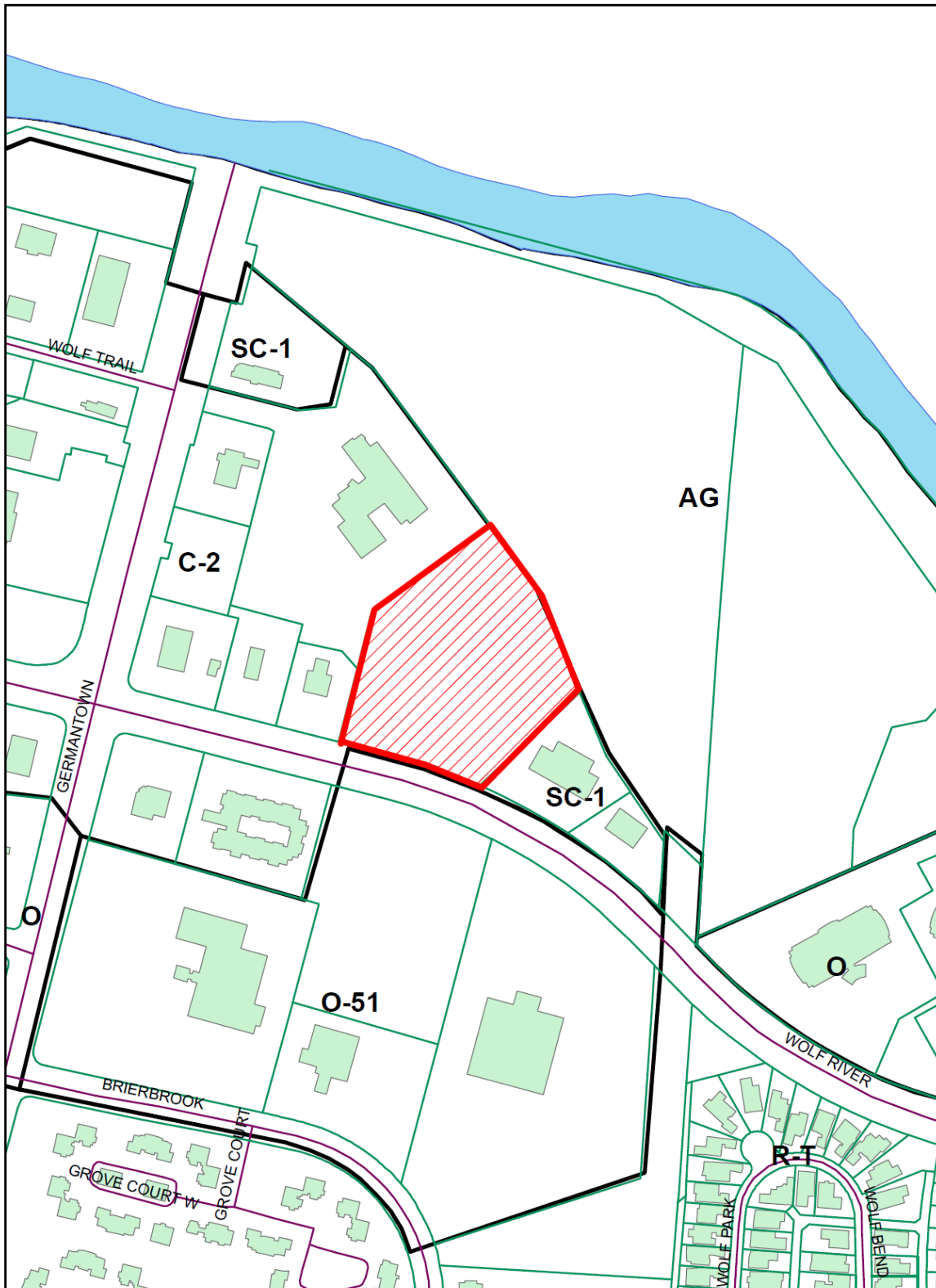
13. *Mailboxes*: The mail room is located within the building on the ground floor.
14. *Signs*: No signage is proposed as part of this application. All signage will have to be approved by the DRC by a separate application.

STAFF COMMENTS:

1. The applicant has addressed the staff comments listed in the DRC Subcommittee staff report, as well as the comments from the Commission, with detailed responses (please see page 9).
2. The applicant has provided perimeter photos of the existing landscaping surrounding the site (see agenda packet).
3. As part of this application request, the DRC will be considering approval of a perimeter fence and gates with the following specifications:
 - a. Black wrought iron (6' high) tall with brick columns (7'6" high, including masonry cap)
 - b. Black metal automated gate (6' high) located on the interior of the site
 - c. The applicant shall work with the Fire Department on final approval of the gates, prior to construction plan approval.
4. Should any details change on the final plans approved by the DRC, the applicant submits changes to Planning Division staff to determine what level of review will be required.
5. Following DRC approval, the applicant shall submit a set of complete, revised plans to Planning Division staff for their records, should additional revisions be requested by the DRC.

DRC SUBCOMMITTEE REPORT: The DRC Subcommittee met on March 8, 2018, and requested various revisions to the building materials, façade, and landscaping. The applicant has provided a revised submittal.

PROPOSED MOTION: To approve a preliminary and final site plan, to be completed in one phase, for a 162-unit senior independent living facility (Avenida Senior Living), located on Part of Lot 2 – Wolf River Center – Phase 1, First Addition – NE Corner of Wolf River Blvd. & Germantown Pkwy., subject to the Board's discussion, conditions of approval, staff comments and the documents submitted with the application.



ZONING MAP

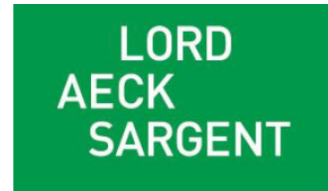
APPLICANT'S RESPONSES TO REQUESTED REVISIONS
(red = landscaping responses, green = architectural responses)



**Avenida at Germantown
DRC Re-Submittal 03.20.2018
Team Responses**

DRC Required Revisions

- Perspective renderings/additional elevation drawings:
 - Provide perspective renderings looking at the development from: 1) Across Neshoba Lake on the greenway (the fenced terrace amenity area, backs of garages/dumpster enclosure and rear of property); 2) Across Wolf River Blvd. (the front fence, the facade facing Wolf River Blvd., landscaping)
 - Requested views have been created and are included in the architectural package
 - Provide an elevation/details on the screening to the side facing the Baptist Rehab Hospital
 - Refer to L4.1 and L4.2 for landscape plan proposing screening along the side facing Baptist Rehab Hospital.
 - Fence detail with measurements (showing the brick columns)
 - Refer to L5.1 for details of the fences, brick columns & a section of Wolf River Blvd
 - Exterior lighting on all building elevation drawings
 - Wall mounted lighting has been shown on architectural elevations.
 - Gutters and downspouts on all building elevation drawings
 - Gutters and downspouts have been shown on architectural elevations.
- Landscaping
 - Provide inviting screening on the Wolf River Blvd. facade, that is not in conflict with utilities
 - Refer to the L4 series for the landscape plans which exhibit an inviting screening on Wolf River Blvd. The landscape has been designed to not be in conflict with utilities.
 - Provide notes on the tree plan that if those trees which are to be saved become compromised, they shall be replanted of the same species and of the same caliper
 - Refer to L4 series for note.
- Materials and articulation
 - The facade of the main building and garages shall be 1/2 brick/natural stone
 - Show percentage of materials on building elevation drawings
 - More brick has been added to the building and garages and percentages are shown on elevations.
 - The shutters shall be of a higher quality material
 - Shutters have been deleted from the main building. Shutters on the garages will be of high quality.
 - All windows shall be of high quality, and double-hung with trim/articulation
 - Windows are Anderson "Silverline" vinyl type in a beige color. The bottom sash is operable and tilts for easy cleaning. In addition to being shown on the architectural images, a physical sample will be provided



- Specifications on:
 - Windows, gutters & downspouts, all lighting fixtures, shutters
 - **Manufacturer's cut sheets are provided for items noted except for gutters and downspouts. Gutters will be OG style and factory finished to match facia.**

Downspouts will be rectangular and factory finished to blend with facades. Sizing and installation will be per SMCNA specifications. All downspouts will be tied into the storm water management system.
- Key take away
 - "Buildings have faces to the street and public"
 - It is essential that the facade facing Wolf River Blvd be articulated, interactive and appear like a building frontage, and that the rear of the site overlooking Neshoba Lake be inviting to the public viewed from the greenway (and not look like the back of a property)

Planning Division Staff Comments

DESIGN REVIEW COMMISSION CHECKLIST:

1. *Site Layout:* The new independent living facility will consist of one pentagon-shaped building with an interior courtyard. It is proposed to be gated, with the main entrance located at the internal courtyard. (The façade facing Wolf River Blvd. will not have an entrance.) Surface parking will be placed along the perimeter of the building, with 4 garage buildings lining the sides and rear of the property.
2. *Building Elevations:* Building materials for the 4-story apartment complex consist of mostly cement board lap and panel siding, with some brick on the first story. (The exact percentage breakdown was not provided.) Details have not been provided on the shutters. Samples of the building materials, doors and windows are provided on a sheet of the drawings.
3. *Street Improvements and Curb Cuts:* No street improvements or new curb cuts are being proposed as part of this project. (The Wolf River Blvd.-Germantown Pkwy. Road widening project will not affect this site.) Sidewalk is already existing along Wolf River Blvd. in front of this property.
4. *Impervious/Pervious Area Percentage:* 79%/21%.
5. *Parking Lots:* 180 parking spaces are provided, 48 of which will be inside garages. The remaining 132 spaces will be on surface parking lots. In accordance with the Design Review Manual (3.4 -1), "parking areas should be organized as a series of small parking bays with



planted islands separating them. No more than 10 contiguous parking spaces is recommended."

6. *Exterior Lighting:* The applicant provided information on the overall site plan photometrics and examples of the lighting fixtures. No lighting is proposed along the driveway entrance to the site from Wolf River Blvd. A photometric analysis has been provided and conforms to the Design Review Manual policies. Prior to approval, the applicant shall submit legible fixture cut sheets and show the location of the fixtures on the exterior building elevations.

Lighting cut sheets have been provided.

7. *Garbage Collection Area:* The garbage collection area is shown in the northern corner of the site. No details of the dumpster enclosure. Prior to final approval, the applicant shall provide this.

Enclosure is brick with screened metal gates facing the building.

8. *Vents:* Information has not been provided. Prior to final approval, the applicant shall show vents on building elevations and how they will be screened/painted.

Vent cut sheet is provided. They will be painted to blend with façade finish.

9. *Gas, Electric and Water:* Provide locations of sanitary sewer manholes, water meter, and electrical transformers, as shown on a utility plan. Prior to final approval, the applicant shall provide this.

Provided

10. *Mechanical Units:* The mechanical units are located on the building roof. Prior to final approval, the applicant shall provide elevation details how these will be screened/hidden from public view.

Living unit mechanical units are contained in each apartment. Condensing units serving common areas are located in roof wells facing the courtyard and will not be visible from the exterior.

11. *Emergency Generators:* Details have not been provided about emergency generators. If generators are proposed, show location and how they will be screened, prior to final approval.

A convenience generator is planned (not for emergency systems) and will be co-located within the dumpster enclosure. Cut sheet for generator is provided.

12. *Landscaping:* A landscaping plan for the site has been provided as part of the application submittal.

13. *Mailboxes:* not indicated. Provide information on location of mailboxes, prior to final approval.

Mail room is located within the building on the ground floor.



14. *Signs*: No signage is proposed as part of this application. All signage will have to be approved by the DRC by a separate application.

STAFF COMMENTS:

1. The proposed site layout and building elevations shall be revised to conform with the following guiding policies of the Design Review Manual, especially the following from 3.2: Building Form and Materials:

- a. 3.2 – 1: "Multi-family...structures should be designed to be compatible with the character of single-family residential structures in the community. Scale, materials and building forms are important elements of continuity."
- b. 3.2 -1: "Lengthy unbroken facades should be avoided."
- c. 3.2 – 3: "An essential characteristic of Germantown architecture is a traditional appearance of building walls and openings... Buildings have "faces" on the street..." "Architectural elements such as doorways, dormers, gables, porches and the like can effectively articulate facades and reduce the scale of larger structures."
- d. 3.2 – 4: "Natural materials are preferred, such as brick, stone and wood."
- e. 3.4 – 1: "In residential areas, ...all parking areas should be screened from public view."

2. Following the city's interdepartmental Technical Advisory Committee (TAC) meeting on February 13, 2018, the applicant was provided with many comments and revision requests regarding the architecture and landscaping of the project. While some of those comments have been addressed, many remain outstanding. Prior to the resubmittal deadline for the Design Review Commission meeting, the applicant shall revise the drawings with the following (in addition to the items noted in the Design Review Commission checklist):

- a. Site layout:
 - i. Grading and drainage plan. Provide the grading and drainage plan with the civil set of drawings.
Provided
- b. Building elevations:
 - i. Table of contents. Provide page numbers.
Provided
 - ii. Materials.
 - 1. Provide percentage breakdown on exterior building materials.
Provided on elevations (sheets A15,A16,A17)



2. Increase amount of stone/brick, and reduce amount of cement board (see DRC manual, 3.2 - 4). The majority of the building exterior should be stone/brick.

Brick has been increased and percentages are indicated.

iii. Windows, shutters and doors. Provide alternative styles with materials of higher quality. See responses above.

iv. Metal picket railing. Provide details on this in an elevation drawing.

v. Vents. Show the location of vents on elevation drawings and how they will be screened/painted. See responses above.

vi. Roof plan. Provide elevation details on how roof equipment will be screened. See responses above.

vii. Wolf River Blvd. Façade. Enhance the building elevation facing Wolf River Blvd. to give the building more of a street presence (see Design Review Manual 3.2 – 3 “Buildings have faces on the street.”) See architectural images.

viii. Garage. Break up the building facades of the garage buildings, especially those facing Neshoba Lake. See architectural images.

c. Landscaping

i. Amenity areas.

1. Amenity area 1. Provide details and a color elevation on how this will be laid out (eg, fountain?, paving materials, furniture, landscaping)

Amenity Area 1 will include a pool and fountain. Paving materials will be scored concrete. See L4 series for Amenity Area 1 landscape plans.

2. Paving material. Label the exact material to be used and provide samples of the paving materials. (sheets L1.1 and L1.2)

Paving material shall be a scored concrete in areas indicated on L1.1 and L1.2. A speed table is proposed between Amenity Areas 1 and 2, which would include a brick paver edging that will match the architectural brick on the building.

3. Furniture. Is any furniture being proposed as part of the amenity areas? Show location of any permanent furniture (eg, benches) and provide details.

There is not any permanent furniture being proposed in these amenity areas.

4. Pool. Label pool on amenity area A. (sheet L1.1)

The pool is labeled on sheet L1.1



5. Gazebo. Provide elevation and furniture details of gazebo at amenity area B. (sheet L1.1)
Refer to architectural sheets for elevation and details of gazebo.
 6. Landscaping/sod. Provide exact information about how each of the amenity areas will be landscaped/sodded. The notes refer to details to L sheet series for specifications on landscaping or sod, but there is no detailed information on sheets (sheets L1.1, L1.2, L4.1 and L4.2)
Refer to L4 series plans for exact information about how each of the amenity areas will be landscaped/sodded.
 7. Maintenance. Provide a maintenance plan for the landscaped areas in amenity area C, which is only accessed through the interior of a building. (sheet L1.2)
The property will be maintained by Avenida Partners.
- ii. Irrigation plan. Provide an irrigation plan for the landscaping.
Refer to L4 series notes. All landscape and sod shall be irrigated.
 - iii. Pool Equipment Room. Provide an elevation detail of the pool equipment room.
Refer to architectural elevations
 - iv. Sod. Show sod areas on drawings and in planting table. (sheets L4.0, L4.1, L4.2)
Refer to L4 series for areas of sod. Refer to overall plant schedule for an overview of the sod square footage.
 - v. Easements. Show utility and drainage easements on landscaping plants, and that there are no trees/shrubs in the drainage easement. (sheets L4.1, L4.2)
Easements have been labeled on the landscape plans. There are no proposed trees or shrubs within the drainage easement.
 - vi. Gates. Provide elevation drawings showing the gates at the building/parking lot entrance (sheets: entry approach and view at entry).
Refer to architectural elevations.
 - vii. Landscaping Notes. Remove City of Franklin from all landscaping notes.
City of Franklin landscape notes have been removed from landscape notes.



viii. Lighting. If outdoor lighting is to be provided (such as at the pool or gazebo areas), please include details of the fixtures and locations.

Refer to photometrics plans for lighting within the courtyards.

d. Lighting

i. Fixtures. Provide separate sheets on each of the light fixtures that is legible.

Provided

ii. Elevation drawings. Provide details on the elevation drawings of the location on the exterior building lighting, including at the entrances.

iii. Amenity areas. No lighting is being proposed for any of the amenity areas, including the pool and gazebo areas. Please revise if outdoor lighting is to be provided.

Refer to photometrics plans for lighting within the courtyards.

3. Fences and Gates. Any fences or gates shall require design review approval and a permit through the Neighborhood Services Division. For all gates, a permit through the Fire Department is also required.

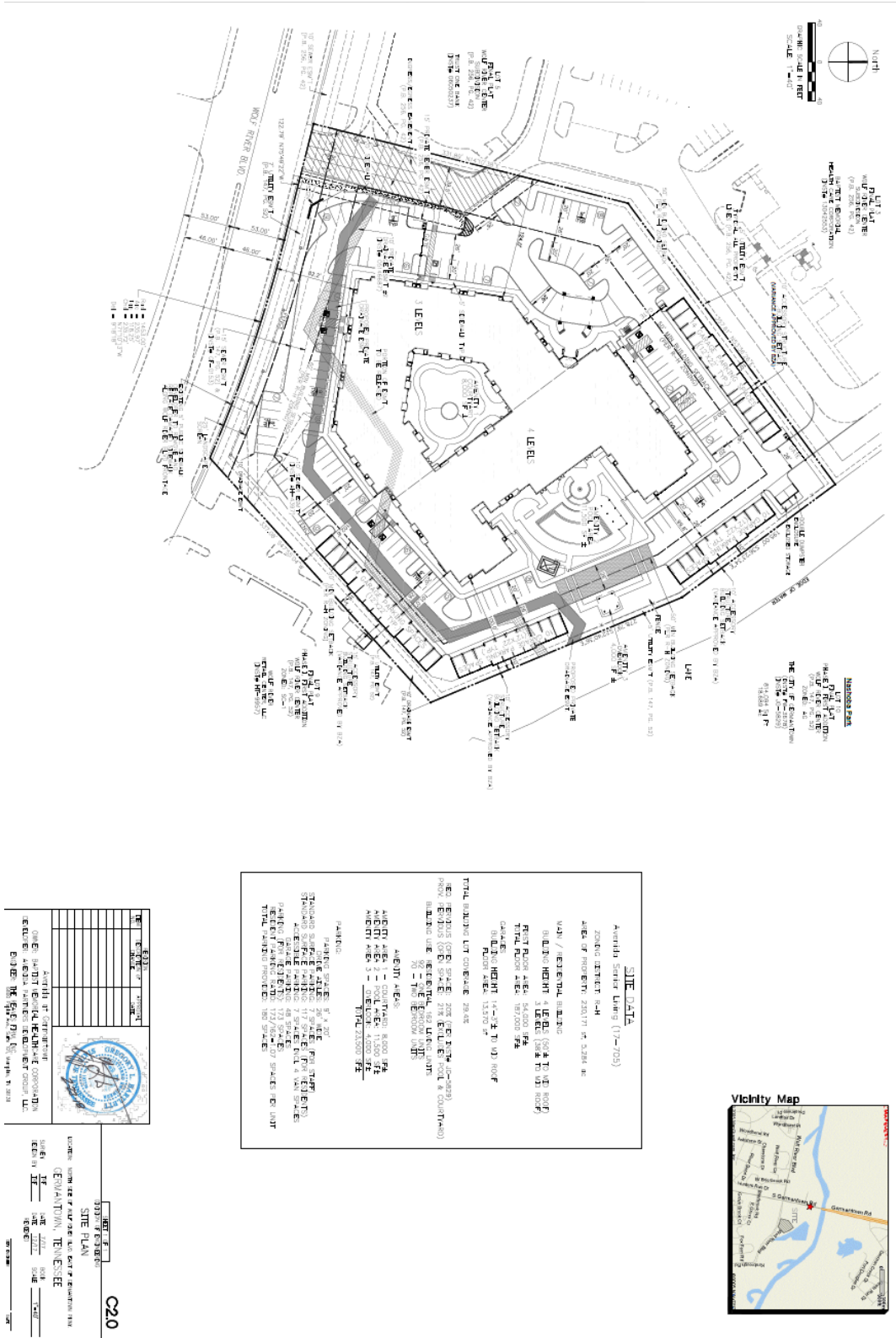
Confirmed, fences and gates to be submitted through separated design review submission

4. Tree Removal. The applicant has provided information on the proposed tree removal mitigation in the cover letter, as required per Section 22-107.

5. After DRC final approval, the developer shall enter into a standard development contract with the City.

6. All signage requires a separate application and approval from the DRC. Ok

(Refer to the complete plan set for all civil drawings)



LANDSCAPE PLAN

(Refer to the complete plan set for all drawings)





Tuesday, February 27, 2018

Mr. Cameron Ross
Economic and Community Development Director
City of Germantown
1920 South Germantown Road
Germantown, TN 38138

Re: Avenida Germantown - DRC Submittal – Wolf River Center - Part of Lot 2 – 5.284 acres
TRF Project Number: 16-0172-1

Dear Mr. Ross:

On behalf of Avenida Partners (developer) and Baptist Memorial Healthcare Corporation (current property owner), The Reaves Firm is pleased to submit this package of information for Design Review Commission review and approval.

The property in question is the remaining 5.284 acres of Lot 2 as shown on the Final Plat for Phase 1, First Addition of the Wolf River Center as recorded in Plat Book 147, Page 52. Lot 2 was originally developed as a Wal-Mart retail store in the mid 1990's and existed on this site until their departure in 2003. Located between two of the region's largest hospitals, Baptist Hospital to the west and Methodist Hospital to the south, this area has since transformed from a commercial area into a thriving and robust Medical Gateway Community for the City of Germantown. Nationally recognized medical providers such as Campbell Clinic, West Cancer Center, Stern Cardiovascular, Sutherland Cardiology Clinic and Baptist Rehabilitation are all located within a 2 mile radius of this site.

Avenida Partners is currently focused on serving the needs of the rapidly growing senior housing market through the development of active, independent living communities designed and managed exclusively for today's healthy senior. We believe that this site is well placed in the Medical Gateway and would serve as an excellent location for a senior housing facility. Proximity to medical care, entertainment, retail shopping opportunities, and the parks and greenbelt system in Germantown all make this a very attractive site for the facilities active residents.

Avenida Germantown is a proposed 162 unit Independent Living Facility for residents who are 55 and over. The property will have 132 surface parking spaces and 48 individual garage units for residents who wish to park their vehicles in a weather proof shelter.

The subject property has recently been re-zoned to R-H (Retirement Housing) by the Germantown Planning Commission and the Mayor of Board and Aldermen. The following variances to the City of Germantown Code of Ordinances have also been granted by the Board of Zoning Appeals:

Section 23-352(6) – Variance to allow Building Height in excess of the 35 foot maximum

Owner/Developer were granted a building height variance to allow a height no greater than 4 stories or 51 feet as measured from the surrounding grade to a point midway up the pitched roof of the building.

Section 23-352(7) – Variance to allow parking in the required front, side and rear yards

Owner/Developer were granted a variance to allow parking to be located within areas required for perimeter front, side and rear yards. In no case shall parking be allowed in any areas designated or set aside for landscape screens or buffers.

Section 23-352(8) – Variance to allow Accessory Structures closer to the property lines

Owner/Developer were granted a variance to allow Accessory Structures/Enclosed Resident Parking Garages to be located the following distances from the property lines:

West property line – 10 foot Accessory Structure Setback (5' from 5' utility easement)

North property line - 10 foot Accessory Structure Setback (5' from 5' utility easement)

East property line – 15 foot Accessory Structure Setback (adjacent to 5' utility easement and existing 10 foot drainage easement)

Additionally, the applicant would like to request a wavier from **Section 22-107(c) of the Tree Ordinance:**

Replacement requirements/dedication of off-site trees. Any tree removed from an approved development shall be replaced at a ratio equal to the number of inches contained in the diameter of the tree removed. For example, if a 24-inch tree is removed, eight trees with a DBH of three inches will be required to replace the tree which was removed. If the owner cannot accommodate the replanting of such replacement trees on the subject tract, the owner shall be required to dedicate the required replacement trees to a public property approved by the parks and recreation department.

This project will require the removal of 16 total trees from the site. 12 of those are pine trees totaling 188 inches and 4 are hardwood trees totaling 36 inches. 224 inches of trees mitigated at a factor of a minimum of 3 inches per replacement tree would equal 75 trees to be replaced. The landscape plans submitted in this package propose the replacement of 39 trees leaving a deficit of 36 trees. Understanding that there is no established tree mitigation bank or area set aside in the City of Germantown for tree mitigation, we request that the replacement of the 36 additional trees be waived.

The design team for this project is as follows:

Civil Engineering:

The Reaves Firm, Inc.
Greg Bartlett, P.E.
6800 Poplar Avenue, Suite 101
Memphis, TN 38138
901.761.2016

Architect:

Lord Aeck Sargent
Meg Kautz Needle, AIA
1175 Peachtree Street NE, Suite 2400
Atlanta, GA 30361
404.253.1467

Landscape Architect:

Kiser Vogrin Design
Dwight Kiser
505 Meridian, Suite 100
Franklin, TN 37067
615.813.0862

Site Lighting:

Jordan & Skala Engineers
Timothy Milan, P.E.
4275 Shackleford Road
Norcross, GA 30093
770.447.5547

Any questions or comments related to a specific discipline should be addressed to the above mentioned professionals.

Thank you for your thoughtful consideration regarding this matter. The Avenida Project team look forward to answering any questions that you might have.

Sincerely,

A handwritten signature in blue ink, appearing to read "Greg Marcom".

Greg Marcom
The Reaves Firm, Inc.



CITY OF GERMANTOWN TENNESSEE

1930 South Germantown Road • Germantown, Tennessee 38138-2815
Phone (901) 757-7200 Fax (901) 757-7292 www.germantown-tn.gov

DATE RECEIVED: _____
RECEIVED BY: _____

DESIGN REVIEW COMMISSION PROJECT REVIEW APPLICATION

Specific Approval Requested:

- Preliminary Plan Final Plan Change in Use
(Site plan, building elevations, landscaping, lighting, etc.) (Complete "OG" Checklist)
- Wireless Transmission Facility Landscaping (only) Lighting (only)
- Revision/amendment to an approved plan
Description of requested change: _____
- Other; Explain _____

Project Name: Avenida Germantown

Project Address: part of Lot 2 - Wolf River Center - Phase I, First Addition

Previous Tenant: Wal-Mart

Applicant's Name: Avenida Partners

Mailing Address: 130 Newport Center Drive, Suite 220 - Newport Beach, CA 92660

Email Address: RMurihead@AvenidaPartners.com Telephone: 949-357-1431

Property Owner's Name: Baptist Memorial Healthcare Corporation

Mailing Address: 350 N. Humphreys Boulevard - Memphis, TN 38120

Email Address: Zach.Chandler@BMHCC.org Telephone: 901.227.5137

Developer's Name: Same as Applicant

Mailing Address: _____

Email Address: _____ Telephone: _____

Lessee's Name: N/A

Mailing Address: _____

Email Address: _____ Telephone: _____

DRC Project Review Application
Page 2

Zoning District where project is to be located: R-H

Describe project item(s) to be reviewed: *(please attach additional sheets or letter of description if needed)*

162 unit Senior Independent Living Facility (55 and above)

Full DRC Review - Building Elevations, Landscaping, Site Lighting, etc.

All applicable parties shown below must sign the application:

Robert May - Avenida Partners

Print Name of Applicant


Signature of Applicant

Zach Chandler - BMHCC

Print Name of Property Owner


Signature of Property Owner

Robert May - Avenida Partners

Print Name of Developer


Signature of Developer

N/A

Print Name of Lessee

Signature of Lessee

By these signatures, we attest that all of the required information associated with this application has been submitted to the Department of Community Development by the scheduled deadline date. Any failure on our part not to submit any of the required information may result in the removal of the application from the agenda.

DISCLOSURE OF OWNERSHIP INTERESTS

In order to assist staff and appointed and elected officials of the City of Germantown in complying with Ordinances of the City relating to conflicts of interest, the following information is required to be furnished:

- 1. **For-Profit Entities.** If the Applicant (including all owners, lessees and developers) submitting this Application ("Applicant") is a for-profit entity, i.e. sole proprietor, general partnership, limited partnership, corporation, limited liability company, RE.I.T., a trust, or any other form of for-profit business entity, the authorized representative of the Applicant must list below the respective names and business or home addresses of all persons or entities which own 10% or more of the ownership interests in the Applicant. (If another business entity owns 10% or more of the ownership interests in the Applicant, all persons owning a 10% or more interest in such last mentioned entity must be identified by name and business or home address.) (If a trust owns a 10% or more interest in the Applicant, all beneficiaries of 10% or more of the trust assets must be identified by name and business or home address.) The amount of ownership interest does not have to be disclosed.

Applicant: Baptist Memorial Healthcare Corp.
Address: 350 N. Humphreys Blvd. Memphis, TN 38120
Signature of Applicant: See Not for Profit Page for Signature

Property Owner: Baptist Memorial Healthcare Corp.
Address: 350 N. Humphreys Blvd. Memphis, TN 38120
Signature of Property Owner: See Not for Profit Page for Signature

Lessee: _____
Address: _____
Signature of Lessee: _____

Developer: Avenida Partners Development Group, LLC
Address: 130 Newport Center Drive, Suite 220 Newport Beach, CA 92660
Signature of Developer: _____

Persons or Entities Owning 10% or More of the Ownership Interests of the Applicant:

Name	Business or Home Address
<u>Robert May</u>	<u>130 Newport Center Drive, Suite 220 Newport Beach, CA 92660</u>
<u>Peter Belcher</u>	<u>Same as Above</u>
<u>Stephen Duffy</u>	<u>Same as Above</u>
_____	_____

BOARD DISCUSSION:

Mr. Rob Muirhead w/ Avenida Senior Living (Applicant), Ms. Katie Rudowsky w/ Kiser Vogelin Design (Landscape Architect), Ms. Meg Needle and Mr. Mark Lang w/ Lord Aeck Sargent (Architects), and Mr. Sean Mullin w/ Snider Langston Construction (General Contractor) were there to answer any questions that the Commission might have. They explained the size of their site limits the amount of landscaping that is allowed. The architectural elements of the building's exterior are oriented to the interior-located front entrance, with a view through the interior courtyard to Neshoba Lake. The main entrance to the development does not face Wolf River Blvd., thus that façade does not appear to be the front.

Commissioner Hurley expressed his concerns about this project not addressing Wolf River Blvd., which is a major thoroughfare running through the city of Germantown. He explained that extra attention should be paid to that façade. This project could go a long way towards reinforcing the character for the City of Germantown, since it will be highly visible. There is much more that can be done to this project to make the façade facing Wolf River Blvd. more attractive and create a true street presence. He would like to see a signature building for the city, and this is not that yet.

The Commission added this project will be seen by many in the city and passing through the city. There are enhancements to the architecture and façade that need to be made in order for this to be a signature project for the City. The Commission noted that new development projects can be complex and challenging to design. With the close proximity to the street, it is essential that the buildings have a true street presence. Although the other, existing buildings are set way back from the street in comparison to this proposed project, they don't have the side or back of the building facing Wolf River Blvd. They provide some front and interaction with Wolf River Blvd., which is very important to the streetscape. This new building will be setting the standard, as one moves closer to the center of town. Therefore, it is essential that this development be a showcase project for the city.

After some discussion on the materials that were being used on the exterior of the building, Chairman Bruns explained that the Commission would not be voting on this project at this meeting. The applicant should revise the plans, notably the façade facing Wolf River Blvd. However, this Commission would entertain revisions that would keep this project moving forward as quickly as possible.

Mr. Landwehr made a motion to table this project until next month, seconded by Mr. Hurley.

ROLL CALL: Alderman Owens - Yes; Mr. Hurley – Yes; Mr. Gibson – Yes; Mr. Smith – Yes; Mr. Landwehr – Yes; Chairman Bruns - Yes

MOTION TABLED UNTIL NEXT MONTH

-
6. Germantown Collection Shopping Center Façade Modification – 2130 Exeter Rd. Approval of a Façade Modification. (Case No. 18-808). Previously Agenda Item No. 7

INTRODUCTION:

Case Number: 15-542

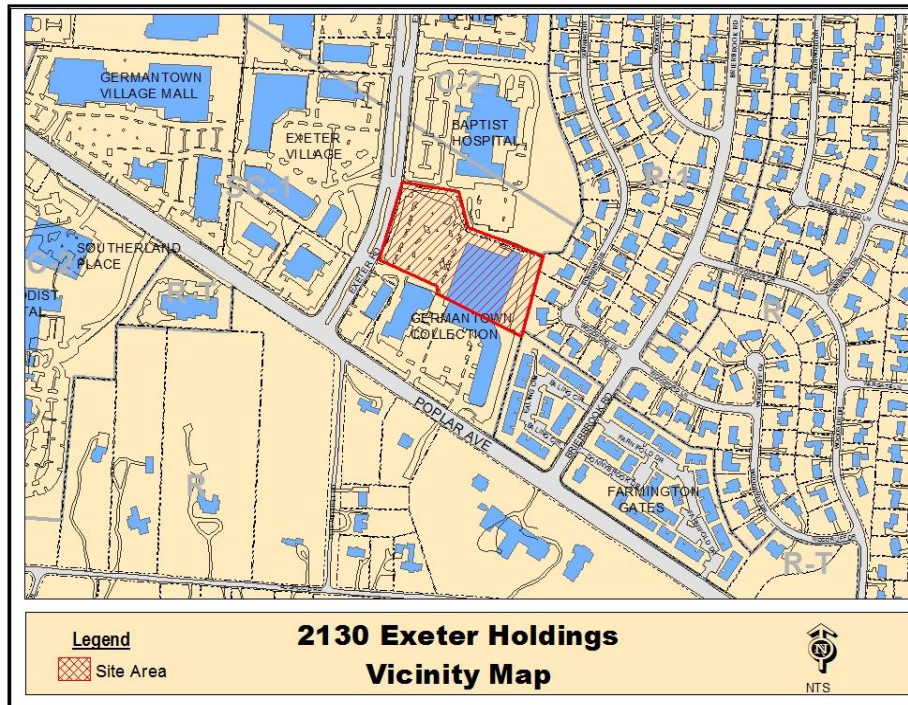
Location: 2130 Exeter Road (Frontage)

Applicant Name: 2130 Exeter Road Holdings, LLC (Agent)

Zoning District: "T-5" Urban Center District

Description of Request: Request Approval of a Partial Façade Modification (Storefront facing Exeter Rd.)

*Refer to the Disclosure Form attached for more information



BACKGROUND: This site was originally approved by the Planning Commission (PC) as Farmington Shopping Center in 1986. The name of the development has been changed to Germantown Collection. The Board of Mayor and Aldermen (BMA) approved Contract Number 93 on August 25, 1986, for the Germantown Collection. The Board of Zoning Appeals approved a variance for the Germantown Collection shopping center to allow a reduction of the required parking spaces on May 10, 2005. A dumpster enclosure plan for the area behind building “A” was approved by the Design Review Commission (DRC) in December 2005. In early 2011, an additional dumpster enclosure was constructed approximately 300 feet to the north of the second enclosure (without DRC approval). A revised lighting plan was approved by the DRC in November 2011. On August 25, 2015, The DRC approved an exterior façade modification, including new paint colors, minor masonry work, and new finish system over sign bands, for the entire shopping center.

The property was rezoned from the “SC-1” Shopping Center District to the “T5” Urban Center District as part of the Germantown Smart Growth Plan in 2007. On August 18, 2015, the PC granted preliminary and final site plan approval for redevelopment in accordance with the T5 District regulations. On July 20, 2016, the PC granted approval of a 2nd revised preliminary and final site plan for this project and then granted approval of a 3rd revised preliminary and final site plan on December 3, 2017. Due to a change in the developers of the project, on November 7, 2017, the PC approved a 4th revised preliminary and final site plan that met the goals and needs of the new developers. The BMA approved Contract 1222 on December 11, 2017, to facilitate the development of the newly revised site plan.

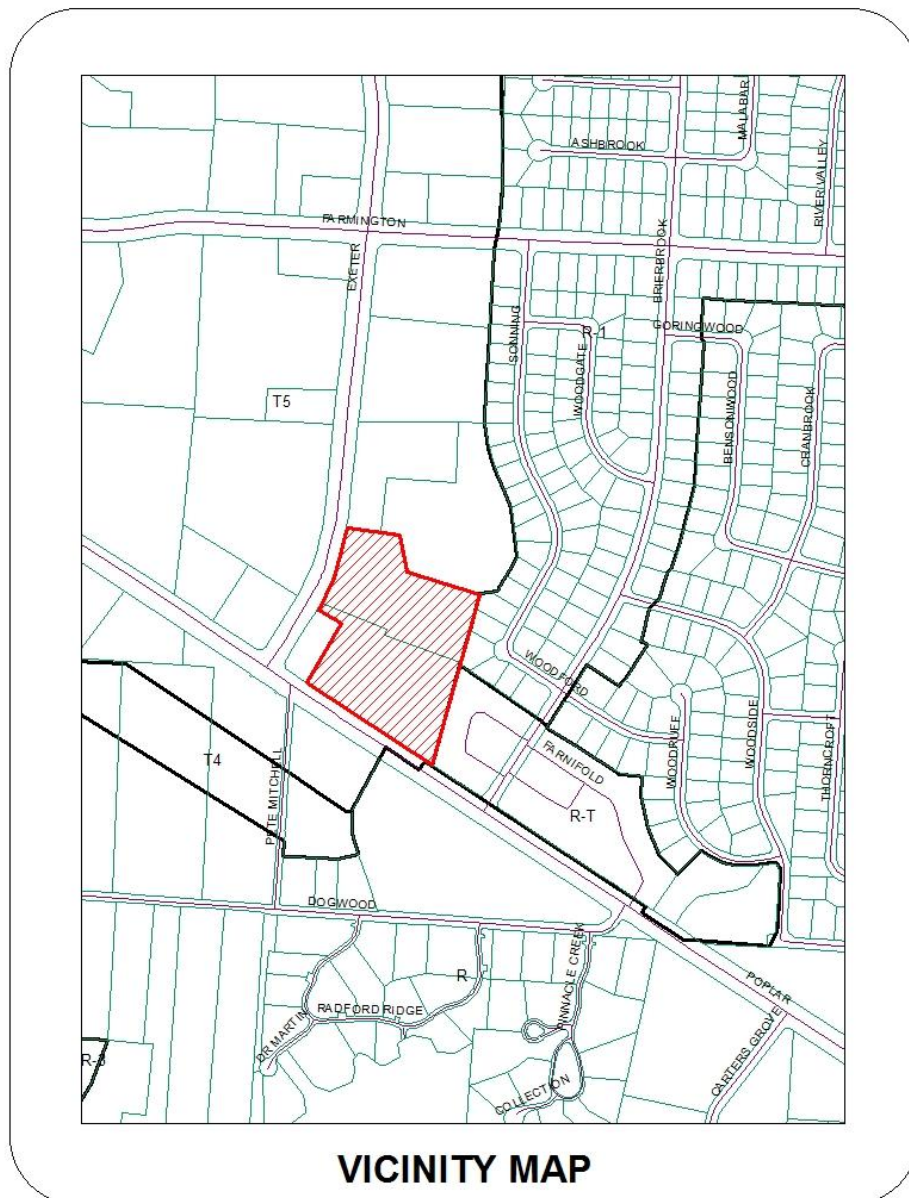
DISCUSSION: The request is for a partial exterior façade change to accommodate a proposed tenant locating in the center space of the west facing section of the shopping center and adjacent to the south side of the new anchor store on the northeast side of the center. The plan proposes an overall change to the exterior appearance of this storefront that consists of a combination of new brick color and painted white metal panels, painted white canopies, Reysista siding, white precast trim and metal trim-out window system. No lighting is being reviewed as part of this proposal. The proposed storefront changes have been approved by the property owners and property management agent. A drawing that shows the proposed new storefront elevations as it will relate to the adjacent tenant storefront on either side has been provided by the applicant. The applicant has indicated that they will submit a color and material board at the DRC subcommittee meeting.

STAFF COMMENTS:

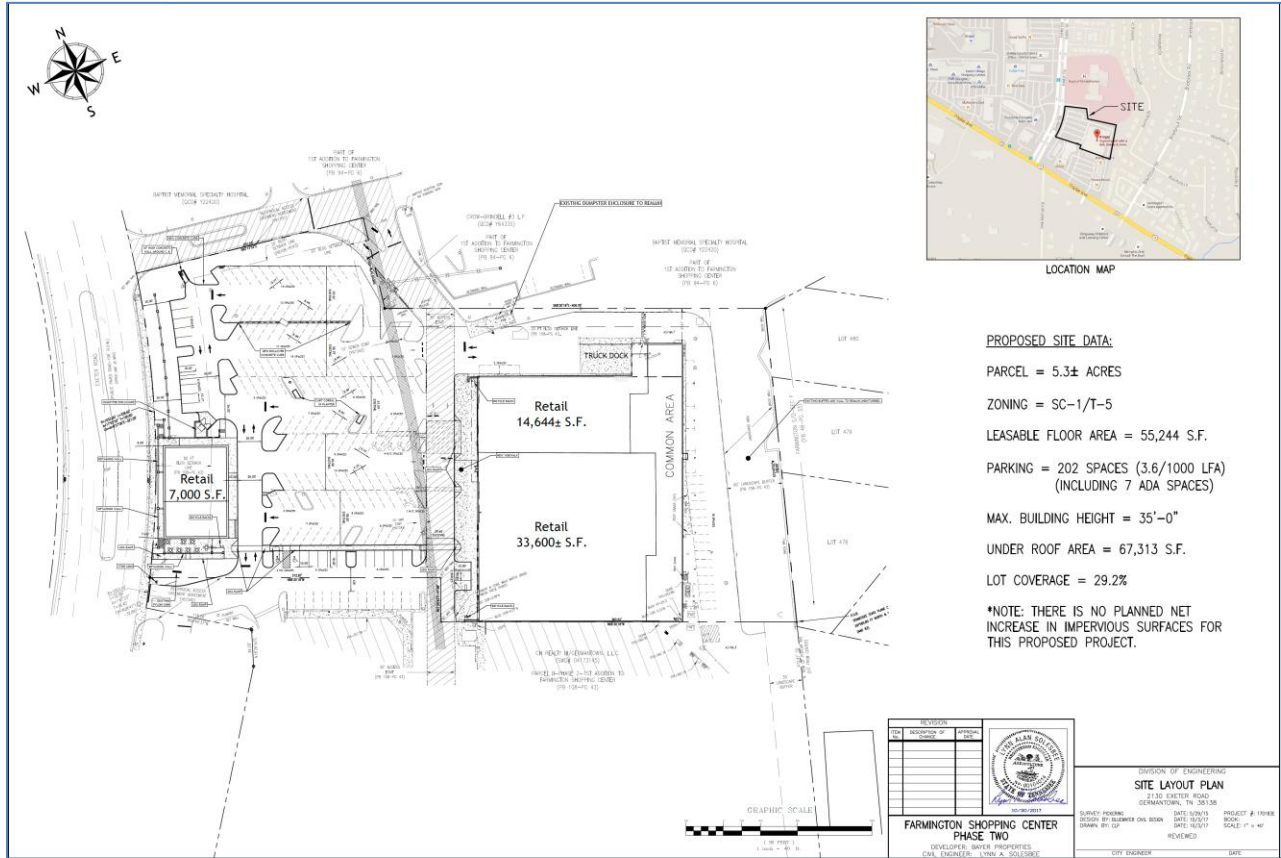
1. The applicant has provided material samples to be used on this project for DRC review.
2. Although signage is shown on the proposed elevation, it has not been approved at this time. The applicant must file a separate application for signage approval for this project.
3. If approved, the applicant shall obtain a building permit from Shelby County Construction Code Enforcement Office prior to commencing work.

DRC SUBCOMMITTEE REPORT: The DRC Subcommittee met on March 8, 2018, and did not make a recommendation on this item.

PROPOSED MOTION: To approve a Partial Façade Modification (Storefront facing Exeter Rd.) for Germantown Collection located at 2130 Exeter Road, subject to the Commission's discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.



Approved Final Site Plan



Approved Building Elevation



PROPOSED FAÇADE MODIFICATION (Middle Storefront only)
PDF OF THE PLANS INCLUDED IN DRC PACKAGE





CITY OF GERMANTOWN TENNESSEE

1930 South Germantown Road • Germantown, Tennessee 38138-2815
Phone (901) 757-7200 Fax (901) 757-7292 www.germantown-tn.gov

DATE RECEIVED: _____
RECEIVED BY: _____

DESIGN REVIEW COMMISSION PROJECT REVIEW APPLICATION

Specific Approval Requested:

- Preliminary Plan (Site plan, building elevations, landscaping, lighting, etc.) Final Plan Change in Use (Complete "OG" Checklist)
- Wireless Transmission Facility Landscaping (only) Lighting (only)
- Revision/amendment to an approved plan
Description of requested change: _____
- Other; Explain _____

Project Name: Germantown Collection II Facade Modification

Project Address: 2130 Exeter Road

Previous Tenant: Kroger

Applicant's Name: 2130 Exeter Road Holdings LLC

Mailing Address: 7 East Congress Street, Suite 900A

Email Address: mark@wpcmlc.com Telephone: 912-999-3001

Property Owner's Name: Same as Applicant

Mailing Address: Same as Applicant

Email Address: Same as Applicant Telephone: Same as Applicant

Developer's Name: Same as Applicant

Mailing Address: Same as Applicant

Email Address: Same as Applicant Telephone: Same as Applicant

Lessee's Name: N/A

Mailing Address: _____

Email Address: _____ Telephone: _____

DRC Project Review Application
Page 3

DISCLOSURE OF OWNERSHIP INTERESTS

In order to assist staff and appointed and elected officials of the City of Germantown in complying with Ordinances of the City relating to conflicts of interests, the following information is required to be furnished:

- For Profit Entities.** If the owner of the land which is the subject of this Application (including all owners, lessees and developers) is a for-profit entity, i.e. individual or sole proprietor, general partnership, limited partnership, corporation, limited liability company, R.E.I.T., a trust, or any other form of for-profit business entity, the authorized representative of the Owner must list below the respective names and business or home addresses of all persons or entities which own 10% or more of the ownership interests in the Owner. (If another business entity owns 10% or more of the ownership interests in the Owner, all persons owning a 10% or more interest in such last mentioned entity must be identified by name and business or home address.) (If a trust owns a 10% or more interest in the Owner, all beneficiaries of 10% or more of the trust assets must be identified by name and business or home address.) The amount of ownership interest does not have to be disclosed.

Applicant: 2130 Exeter Road Holdings LLC
Address: 7 East Congress Street, Suite 900A Savannah, GA 31401
Signature of Applicant: _____

Property Owner: 2130 Exeter Road Holdings LLC
Address: 7 East Congress Street, Suite 900A Savannah, GA 31401
Signature of Property Owner: _____

Lessee: _____
Address: _____
Signature of Lessee: _____

Developer: 2130 Exeter Road Holdings LLC
Address: 7 East Congress Street, Suite 900A Savannah, GA 31401
Signature of Developer: _____

Persons or Entities* Owning 10% or More of the Ownership Interests of the Owner:

Name	Business or Home Address
<u>Mark Ibanez</u>	<u>7 East Congress Street, Suite 900A Savannah, GA 31401</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*See language in parenthesis above.

BOARD DISCUSSION:
Staff presented a revised façade drawing for the storefront that was submitted by the applicant for the Board’s consideration at the beginning of his presentation. The new drawing shows the use of white painted brick instead of the Reysista siding material previously proposed.

Mr. Eric Morrison w/Bayer Properties explained after hearing the concerns from the subcommittee meeting he went back to the perspective tenant and modifications have been made based on the commission's concerns. This is a one store per market type of retailer and they want to come to this market. However, he doesn't see them abandoning their brand identity in order to do so. They are selective enough that they may look elsewhere. They may decide to locate their store just outside of Germantown or not in the Memphis area at all. They have a strict adherence to their brand identity because they have the draw and the customer following to justify it.

After much discussion, Chairman Bruns called for a motion.

Mr. Landwehr made a motion to approve the Germantown Collections shopping center façade modification at 2130 Exeter Rd. with the caveat that they try to get a white that the city has already approved (example is the Apple Store's, Milk White), subject to the Commission's discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application, seconded by Mr. Smith.

ROLL CALL: Mr. Hurley – Yes; Alderman Owens – Yes; Mr. Gibson – Yes; Mr. Smith – Yes; Mr. Landwehr – Yes; Chairman Bruns – Yes.

MOTION PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 7:41 p.m.