

REPORT TO THE DESIGN REVIEW COMMISSION

DATE: December 12, 2024

SUBJECT:

Collierville Marketplace, Phase 10, Parcel 2 (Ross & Tenant Space) – Request approval of a waiver from the Design Guidelines related to paint color for a Final Site Plan (Minor) for a 27,748-square foot building to be located at 285 Market Boulevard.

INTRODUCTION:

- Crews Development, LLC (Steven Williams & Jason Crews) is requesting a waiver related to the color of brick on a proposed building at 285 Market Boulevard (see Exhibits 2 & 5).
- The 13-acre parcel is zoned SCC: Shopping Center Commercial, surrounded by SCC zoning, GC: General Commercial and R-1: Low Density Residential zoning districts (multi-family use).

BACKGROUND:

- The site is located within the Collierville Market Place Shopping Center, which has multiple tenants with a unified design theme.
- A Final Site Plan was approved in 2000 with the subject property shown as “Future Parcel 2 Construction” (see Exhibit 6).
- The applicant submitted a Final Site Plan (Minor) for the infill development on October 3, 2024.
- The applicant is proposing two (2) tenant spaces with one (1) space totaling 22,051 square feet and the other space totaling 5,805 square feet.
- The Final Site Plan (Minor) and Development Agreement will be heard at a future Board of Mayor and Aldermen (BMA) meeting.

KEY POINTS:

1. The applicant requests to use the following materials and colors for two (2) tenant spaces (see Exhibit 6):

- The applicant is proposing to use two (2) brick colors. “Georgetown” brick is proposed as the primary building material. “Birch” brick is proposed as trim and accent along the front façade.
- Smooth-faced brick (previously approved with Popshelf and PetSmart) is proposed along the rear façade.
- EIFS cornices (“Manor White”) are proposed along the parapet and “Hemlock Green” metal is proposed along the top of the parapet.
- Vertical brick colored “Bermuda Blue Glazed” is proposed as accent flanking the storefront of “Ross”.
- The smaller tenant space will not utilize this brick color.

2. The Design Guidelines state the following regarding building/elevation colors (see Exhibit 3):

- Create a coordinated palette of colors for each development. This palette shall be compatible with adjacent conforming developments as well as corridor or intersection themes.
- Use muted, earth tone tints of colors, such as red, browns, tans, grays, and greens. Avoid primary colors or bright accent colors and stark contrast colors. Avoid white by using cream colors.
- Franchises must meet the Design Guidelines and blend with the Town’s character. In recent years national retail chains have developed more options in their standardized designs. New franchise

designs shall be modified as needed to follow the Town's Design Guidelines.

- While this shopping center contains national tenants, franchise identity on the exterior of the buildings is limited to signage, with the exception of the orange canopy and tiles at Home Depot.
- The proposed franchise color "Bermuda Blue Glazed" is considered a bright primary color and cannot be administratively approved by Planning Staff.

3. The DRC should decide if the proposed brick color "Bermuda Blue Glazed" is appropriate as an accent for the building elevation (see Exhibits 2 & 5).

- The last time the DRC approved the color blue on wall surfaces, or similar colors was over one (1) year ago.
- Previous approved shades of blue were much darker, such as the color "SW 9117 Salty Dog" on Glide Xpress Carwash and "Deep Blue" (similar to "Cobalt Blue") on the original Mercedes dealership's color scheme (see Exhibit 4).
- The DRC denied two (2) waivers for the use of "Medium Blue" (Walmart Blue) for the Walmart located at 560 West Poplar Avenue (see Exhibit 4).
- The DRC allowed light blue tiles at the Ross located on East Shelby Drive (Carriage Crossing Market Place).

NEXT STEPS:

- **Development Agreement:** After the DRC weighs in on the waiver requests, the applicant may proceed to the Development Agreement preparation stage. Upon receipt of a Final Site Plan (and any other requested info), staff will process the application for a future BMA meeting for a Development Agreement. Submit just two (2) full-sized sets of the Final Site Plan, a response letter, and PDFs, for staff review. This site plan will not qualify for an Administrative Development Agreement because waivers are being requested. The BMA will have the final decision on any waivers from the design Guidelines.
- **Building Permits:** Building permits can be issued for the new building after a Development Agreement is approved.

ATTACHMENTS:

[Exhibit 1 Vicinity Map 11.22.24.pdf](#)

[Exhibit 2 Cover Letter 11.18.24.pdf](#)

[Exhibit 3 Design Guidelines 7.22.24.pdf](#)

[Exhibit 4 DRC Blue Cases 12.3.24.pdf](#)

[Exhibit 5 Renderings & Elevations 11.27.24.pdf](#)

[Exhibit 6 Collierville Marketplace Site Plan \(2000\).pdf](#)

PROPOSED MOTION:

To recommend the Board of Mayor and Aldermen grant a waiver from the Design Guidelines related to franchise color to allow for the use of "Bermuda Blue Glazed" as depicted in Exhibits 2 & 5.

CONTACT INFORMATION:

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