

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: January 27, 2025

FROM: Donquetta M. Singleton, Assistant Town Planner

SUBJECT: Development Agreement for Collierville Marketplace Subdivision, Phase 10, Parcel 2 (Ross and Tenant Space), Case #243518

INTRODUCTION:

Crews Development, LLC (Steven Williams & Jason Crews) is requesting approval of a Preliminary Site Plan and Development Agreement for a 27,748-square foot building at 285 Market Boulevard (see Exhibits 3 & 7). 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. A Final Site Plan was approved in 2000 with the subject property shown as “Future Parcel 2 Construction”. This site plan will complete the Collierville Market Place Shopping Center by infilling the gap between Popshelf and PetSmart. The applicant requested a waiver to allow the use of “Bermuda Blue” bricks on the front façade, but the Design Review Commission (DRC) did not recommend approval of the waiver on December 12, 2024. The Board of Mayor Aldermen (BMA) makes the final decision on any waivers from the Design Guidelines.

DISCUSSION:

- 1. The applicant is proposing two (2) tenant spaces with one (1) space totaling 22,051 square feet (Ross) and the other space totaling 5,805 square feet (unknown tenant) (see Exhibit 7).**
 - Ross will be located directly to the south of the existing PetSmart and the unknown tenant space will be located directly to the north of Popshelf.
 - There is existing infrastructure within the Collierville Market Place Shopping Center, including parking, stormwater detention, water and sewer.
- 2. The applicant requests to use materials and colors for two (2) tenant spaces, similar to the other buildings in the shopping center (see Exhibit 7):**
 - 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 block (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 glazed brick colored “Bermuda Blue” is proposed as an accent flanking the storefront of “Ross” (see Exhibits 6 & 8). The smaller tenant space will not utilize this brick color.
- 3. Blue, a franchise color for Ross and has not been used within the established design theme of the shopping center (see Exhibit 6).**

- Chapter 4 of the Design Guidelines states the following about the use of colors:
 - Franchises must...blend with Collierville'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 guidelines in this document.
 - 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.... The establishment of a design theme for a large commercial center or a major intersection with a common palette of materials, colors, building and roof forms, and architectural features can create a coordinated and inviting mix of buildings and spaces".
 - 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.
- The proposed franchise color "Bermuda Blue Glazed" is considered a bright color and could not be administratively approved by Planning Staff, which is why the DRC considered the waiver request.
- Previous shades of blue approved 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 6).
- 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 7).
- Based on the DRC's recommendation, Condition of Approval #4 in the Development Agreement says the waiver is not granted and the use of "Bermuda Blue" on the brick shall be removed from the elevations. The applicant disagrees with this condition. If the BMA wants to grant the waiver to allow for the use of "Bermuda Blue" brick in this context, this condition must be struck from the agreement as part of the motion to approve the Development Agreement.

4. The landscaping and lighting for the site will meet the Town requirements (see Exhibit 7).

- Existing landscaping throughout the development will be retained.
- The applicant provided appropriate plantings to screen the dumpster enclosures as well as foundational plantings.
- The site has existing lighting and with the development of this lot, new lighting fixtures are proposed on the building and near the dumpster enclosures.
- Evergreen landscaping at the western edge of the site will screen rooftop HVAC units and the CMU block wall from views off-site.

5. The applicant is proposing a new stormwater detention facility to capture the excess stormwater run-off. This will reduce run-off flows and reduce impacts to downstream properties (see Exhibit 9).

6. The Final Site Plan Package (see Exhibit 7) includes civil drawings, landscape plans, and building elevations as an attachment to the Development Agreement (see Exhibit 2).

- The Agreement requires the developer to provide a letter of credit equal to 100% of the cost of the public improvements (\$10,000) and 25% of the cost of private site improvements (\$57,000) for a total surety of \$67,000.
- The Final Site Plan is included in the Development Agreement. The Development Agreement grants Town authorization to the applicant to construct the project in accordance with its terms and conditions of approval. Development fees for the project are as follows:

Development Agreement Preparation Fee	\$300.00
Water Development Fee	\$4,500.00

Sewer Development Fee	\$17,900.00
Building Development Privilege Tax	\$4,178.00
Construction Inspection Fee	\$2,625.00
Sign Permit (Temp. & Perm.)	\$260.00
Stormwater Analysis Fee	\$706.00
Total	\$30,469.00

STAFF RECOMMENDATION: Approval is recommended, as the Final Site Plan will comply with the requirements of the Zoning Ordinance and Design Guidelines once the conditions of approval are met.

ATTACHMENTS:

[Exhibit 1 Vicinity Map 11.22.24.pdf](#)
[Exhibit 2 Nonresidential Development Agreement 1.14.25.pdf](#)
[Exhibit 3 Cover Letter Final Site Plan 09.24.24.pdf](#)
[Exhibit 4 Cover Letter DRC Waiver 12.16.24.pdf](#)
[Exhibit 5 Design Guidelines 7.22.24.pdf](#)
[Exhibit 6 DRC Blue Cases 12.3.24.pdf](#)
[Exhibit 7 Final Site Plan 11.25.24.pdf](#)
[Exhibit 8 Color Renderings & Elevations 11.25.24.pdf](#)
[Exhibit 9 Drainage Letter 10.10.24.pdf](#)

PROPOSED MOTION:

To approve the Final Site Plan and Development Agreement for Collierville Marketplace, Phase 10, Parcel 2 (Ross & Tenant Space), subject to the conditions in the Development Agreement (Exhibit 2).

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						