

MEMPHIS AND SHELBY COUNTY OFFICE OF PLANNING AND DEVELOPMENT
STAFF REPORT #4
CORRESPONDENCE ITEM

CASE NUMBER: PD 90-312 **L.U.C.B. MEETING:** June 12, 2008

DEVELOPMENT NAME: Ridgeway Trace Planned Development

LOCATION: Southeast corner of Poplar Avenue and I-240

OWNER OF RECORD/APPLICANT: WRI Ridgeway, LLC

REPRESENTATIVE: Buck Wellford/John Perry

REQUEST: Site plan revisions modifying the building and parking layouts for Lot 3, decreasing the total building square footage, decreasing the total number of parking spaces, and adding signage to the rear building elevations facing Park Avenue

OFFICE OF PLANNING AND DEVELOPMENT RECOMMENDATION:

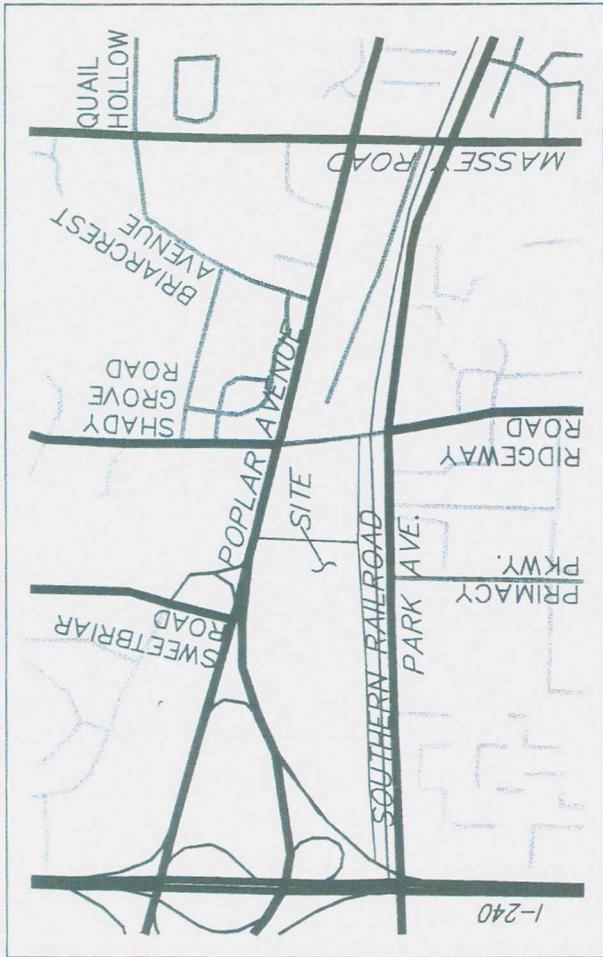
HOLD

Staff Writer: Chip Saliba

E-Mail: chip.saliba@memphistn.gov

CONCLUSIONS

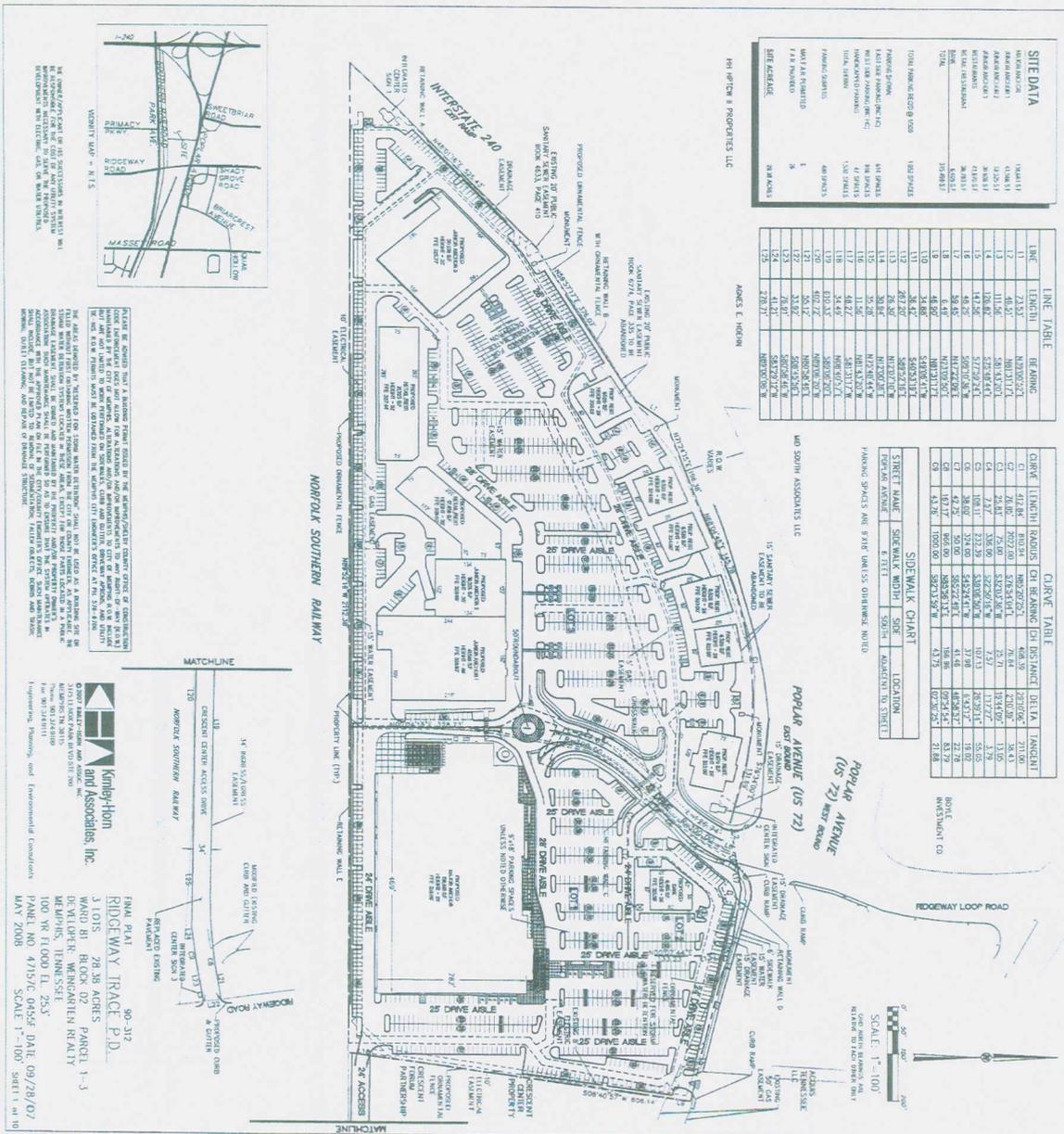
1. This is the third site plan revision requested for this planned development. The applicant says the continued changes are largely in response to adjusting to market changes. The Office of Planning and Development and Land Use Control Board are charged with review criteria including compatibility with existing properties. Many of the proposed changes do not promote compatibility.
2. While some of the changes can be supported, others cannot because they are substantial changes to the public realm edges of the property, particularly along Park Avenue where attached signs are proposed to building sides and rears in full view of Park Avenue motorists and pedestrians. Further, the subsequent grading and infrastructure improvements to the site have the site largely exposed to Park Avenue, changing the character of this street from a neighborhood entryway into surrounding neighborhoods to a commercial character even without any access to Park Avenue to justify such a change.
3. While the staff does support the applicant's plan to provide liner buildings within 15 feet of Poplar Avenue, it is important that specific commitments be made to maximum attached sign size and appearance, a minimum percentage of building transparency, a front-facing building elevations. The applicant is willing to do this, but more details are needed on these items.
4. While there is no objection to Best Buy locating here, there is objection to their proposed attached signs that directly face into Park Avenue. These are not needed as the retailer could easily advertise on a sign panel on a large, integrated center sign directly west of it along Interstate 240 that will also be visible to Park Avenue. The proposed signs facing Park Avenue only serve to further detract from its existing non-commercial character.
5. The proposed installation of Abelia as a screening plant along Park Avenue is unacceptable. A taller evergreen spaced closely together to form a "green" wall is needed in light of the impact caused by vegetation removal and the introduction of rear-facing commercial buildings to Park Avenue. Further, the location of the proposed Best Buy Store is one of the most open exposures along Park Avenue that needs landscaping upgrades.
6. The Target Store should be a part of this application.



VICINITY MAP = N.T.S.

THE OWNER/APPLICANT OR HIS SUCCESSORS IN INTEREST WILL BE RESPONSIBLE FOR THE COST OF ANY UTILITY SYSTEM IMPROVEMENTS NECESSARY TO SERVE THE PROPOSED DEVELOPMENT WITH ELECTRIC, GAS, OR WATER UTILITIES.

Ridgeway Trace PD
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SITE DATA

TRACT #	744411
APPLICANT	ANDERSON
PROJECT #	032511
DATE	06/12/08
PROJECT NAME	RIDGWAY TRACE PD
PROJECT ADDRESS	100 YR FLOOD EL. 25.5'
TOTAL AREA	315,888.57
TOTAL AREA EXCEPT ROAD	140,574.25
PROPOSED IMPROVEMENTS	AS SHOWN
EXISTING IMPROVEMENTS	AS SHOWN
PROPOSED PARKING SPACES	41 SPACES
TOTAL PARKING SPACES	126 SPACES
PROPOSED DRIVEWAYS	4 DRIVEWAYS
EXISTING DRIVEWAYS	5
TOTAL DRIVEWAYS	9
PROPOSED SIDEWALKS	28.86 LINEAL FEET
EXISTING SIDEWALKS	0
TOTAL SIDEWALKS	28.86 LINEAL FEET

LINE TABLE

LINE #	LENGTH	BEARING
1	27.55'	N40D30E
2	11.56'	S81D43E
3	11.56'	S81D43E
4	108.88'	S27D48E
5	44.51'	S72D48E
6	44.51'	S72D48E
7	58.48'	N47D28E
8	4.48'	N47D28E
9	4.48'	N47D28E
10	34.88'	S40D31E
11	28.20'	S89D21E
12	11.56'	N47D28E
13	30.82'	N47D28E
14	30.82'	N47D28E
15	30.26'	N27D44E
16	44.51'	N27D44E
17	44.51'	N27D44E
18	34.44'	N40D31E
19	110.33'	S89D21E
20	56.52'	N08D50E
21	33.92'	S08D50E
22	56.52'	S08D50E
23	41.91'	S08D50E
24	41.91'	S08D50E
25	278.27'	N08D50E

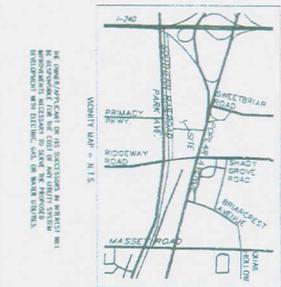
CURVE TABLE

CURVE #	LENGTH	RADIUS	CH. BEARING	CH. DISTANCE	DELTA	TANGENT
C1	47.84'	1052.52'	S89D21E	56.52'	107D06'	24.43'
C2	20.81'	75.00'	S100D00E	25.71'	19D49D00'	11.05'
C3	20.81'	75.00'	S100D00E	25.71'	19D49D00'	11.05'
C4	7.87'	338.00'	S27D48E	7.93'	17D22E	3.79'
C5	38.00'	324.00'	S45D28E	37.98'	83D51E	18.02'
C6	38.00'	324.00'	S45D28E	37.98'	83D51E	18.02'
C7	42.50'	50.00'	S52D24E	41.46'	48D33E	22.78'
C8	183.17'	95.00'	S89D21E	182.99'	97D54E	83.79'
C9	53.00'	185.00'	S89D21E	52.73'	62D30E	21.08'

SIDE WALK CHART

STREET NAME	SIDEWALK WIDTH	TYPE	LOCATION
POPULAR AVENUE	5' FEET	SO	ADJACENT TO STREET

PARKING SPACES AND DRIVEWAYS SHOWN ON THIS DRAWING ARE APPROXIMATE.



STATE OF TENNESSEE
DEPARTMENT OF REVENUE
REGISTERED PROFESSIONAL ENGINEER
AND ASSOCIATES, INC.
100 YR FLOOD EL. 25.5'
SCALE 1"=100'

AND ASSOCIATES, INC.
100 YR FLOOD EL. 25.5'
SCALE 1"=100'

FINAL PLAN
RIDGWAY TRACE PD
1 LOTS
28.38 ACRES
WARD 01 BLOCK 02
DEVELOPER: WENGCARLEN REALTY
MEMPHIS, TENNESSEE
100 YR FLOOD EL. 25.5'
DATE: 09/28/07
SCALE: 1"=100'

Proposed Site Plan

**Ridgeway Trace PD
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Looking West Along Park Avenue to Lynnfield Road Intersection At Rear of Site

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Looking East along Park Avenue Toward St. Francis Hospital from Rear of the Site

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The Chatham Village Condominiums are directly across the street from the site on Park Avenue

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**This view is from where the corner of the Best Buy Building would sit along Park Avenue.
The Chatham Village Condos are in the rear**

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This is a view looking east along the rear property line along Park Avenue

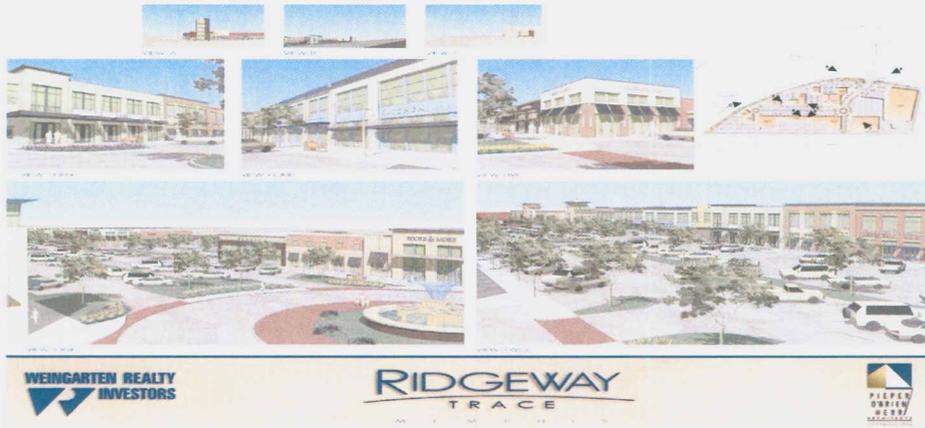
Ridgeway Trace PD
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This retaining wall on the site is near the rear of the target Store under construction

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These are the previously-approved conceptual plans for the site



STAFF ANALYSIS

Background - The subject property has previously had two site plan approvals by the Land Use Control Board (12/04/06 and 06/14/07). The original approval was more compact with a lifestyle center type design (see conceptual plans on Page 11 of the staff report). The first site plan revision to the original approval included parking lot design modifications, building re-orientations, and landscaping changes. The current proposal continues to modify building locations and parking, reduces overall building square footage, and adds a previously unseen element of attached signs to the rears of the buildings along Park Avenue.

Proposed Plan Specific Requests - The primary changes proposed by the applicant with this site plan review application are as follows:

(1) Re-Orientation/Relocation of Buildings: The proposed Poplar Avenue liner buildings have been moved closer to Poplar Avenue and the parking field in front of these buildings dropped in lieu of creating a front-facing appearance of these buildings to Poplar Avenue, even though they gain their access internally through the shopping center. In addition, Best Buy has been located at the southwest corner of the site to take advantage of this particular site exposure to Interstate 240, Poplar Avenue, and Park Avenue.

(2) The addition of attached signage facing Park Avenue: This newly-added element has not been seen in the prior site plan approvals. It is, in the opinion of the staff, a dramatic change in the plan from the standpoint of compatibility.

Request To Hold Current Submittal - The staff is recommending that the application be held at this time for further information. Each concern generating a request for a hold is elaborated on as follows.

Poplar Avenue Liner Building Information – The staff supports the applicant’s plan to provide liner buildings along Poplar Avenue within 15 feet of the street. The staff has had several conversations with the applicant and expressed concern that these buildings have a “front look” appearance to Poplar including a minimal percentage of building transparency. The staff suggested a minimum transparency of 60%, but the applicant’s proposals governing these buildings (see attached at the rear of this report) mention no minimum transparency requirement. The staff wants to see a tabulation for each liner building graphic illustrating a minimum transparency. Further, maximum attached sign areas should be committed to. It is important to note that these buildings frame the public realm of the site and should set the standard for defining this development as a quality one rather than have buildings that turn their back to Poplar Avenue and not add to the streetscape.

Best Buy Attached Signs – The staff cannot support any attached sign elevations on the Best Buy Store that are oriented to Park Avenue (see attached Best Buy Sign Package at the rear of the staff report). Because of the angle of the building on the property, two of the attached signs will be easily visible to Park Avenue. It is recommended the building elevations be revised to drop these signs. There is a large, integrated center sign directly west of the building that will be seen from Park Avenue in which Best Buy should locate on and forego the Park Avenue oriented attached signs.

Best Buy Rear Building Exposure To Park Avenue - Best Buy is also being located at one of the most exposed areas to Park Avenue within the planned development due to the ground flattening out here with no existing tree cover. A landscaping plan beefing up the area between Best Buy and Park Avenue should be submitted to mitigate this impact.

Rear Building Signs Proposed for Park Avenue – This is the most negative aspect of the proposed plan changes as it has the affect of changing Park Avenue to a commercial corridor without even having any access from the shopping center to Park Avenue (see proposed attached sign plan at the rear of this report). This was never envisioned by the staff in previous site plan approvals and has a dramatic impact on compatibility. Further, the proposed landscaping screen along the rear property line here consisting of Abelia and a wrought iron fence is not acceptable. A revised landscaping screen should be submitted incorporating Hollies spaces no further than 7 feet apart to create a “green” wall down Park Avenue. No rear building signs will be supported by the staff along Park Avenue.

Target as a Co-Applicant - Target Stores, who is constructing a large store on Lot 1 in this planned development, should be a part of any sign or landscaping changes. In particular, if landscaping is to be changed and specific rear attached requirements are to be added, Target should be included to assure plan consistency.

Summary – It is inherit on the applicant that more information be provided to the staff on the items discussed above. While the staff is not in a position to support any signs along Park Avenue, the other requested items could be worked out prior to the Land Use Control Board Meeting, possibly avoiding a delay and leaving all issues settled with the exception of the signs. The staff is willing to work with the applicant on these issues, but will not support any signs facing Park Avenue which threatens the integrity of the street here as a neighborhood entrance and is contrary to the conceptual plans originally presented to the staff that had no signs facing Park Avenue.

RIDGEWAY TRACE

Poplar Avenue and Ridgeway Road
Memphis, Tennessee 38117

Exhibit A

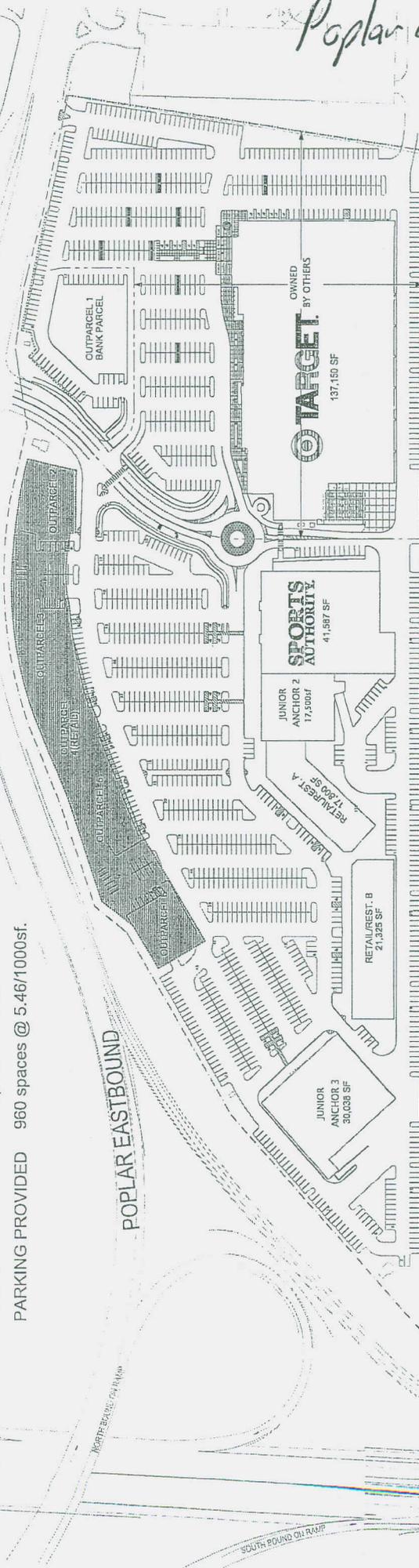


POPLAR WESTBOUND

POPLAR EASTBOUND

DEVELOPER TRACT TOTAL		
	BLDG. SF	PKG REQ
JUNIOR ANCHORS	89,125	446
OUTPARCELS 1-7	47,500	238
SHOPS	39,125	196
TOTAL	175,750	880
PARKING PROVIDED		960 spaces @ 5.46/1000sf.

240



Poplar Liner Bldg. Info.
6/12/08

WEINGARTEN REALTY
ATLANTA OFFICE
(770) 618 1080
CORPORATE OFFICE (713) 866 6000
WWW.WEINGARTEN.COM

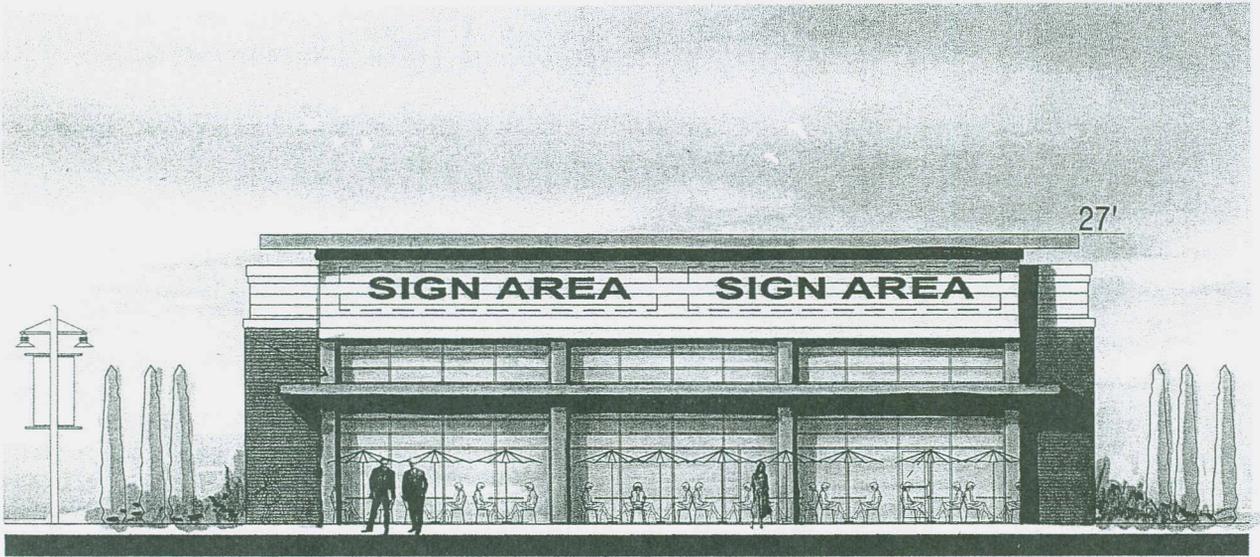
0566

Scale: 1"=80'
Rev.: 05-21-2008

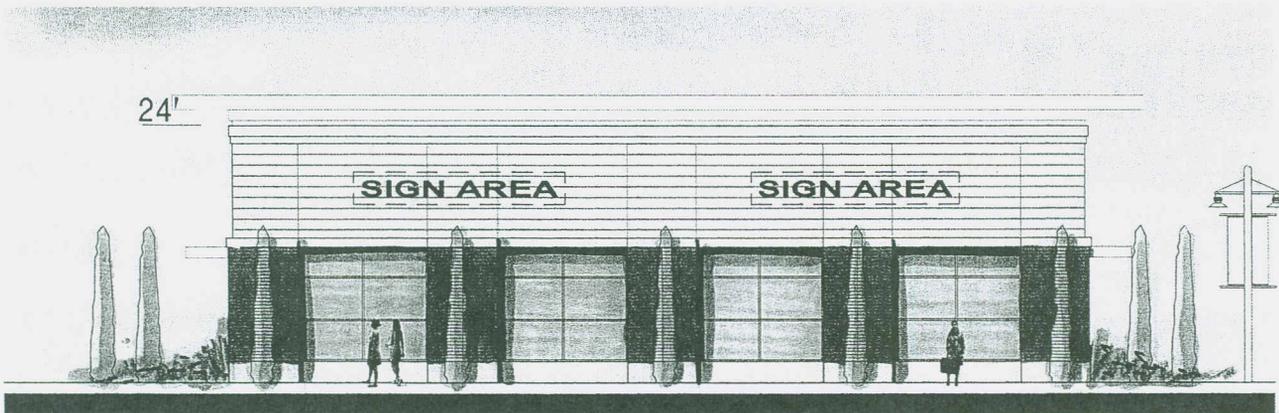
Land Area: sf./ Acres
Building Area: sf.
Parking: 960 Spaces @ 5.46 /1000sf.

This site plan is prepared by the undersigned for the purpose of submitting the appropriate forms and data of the building proposed to be constructed on the site. The building shown on this plan is not necessarily the actual building and is not intended to be used as a reference only.

Poplar Linear Bldg. Info
06/12/08



SOUTH ELEVATION



**NORTH ELEVATION
(POPLAR AVENUE ELEVATION)**

PAD7

SCALE: 1/8"=1'-0" ■ JOB#: 27051 ■ ISSUE DATE: 05/20/08
APPROVED BY: _____ DATE: _____

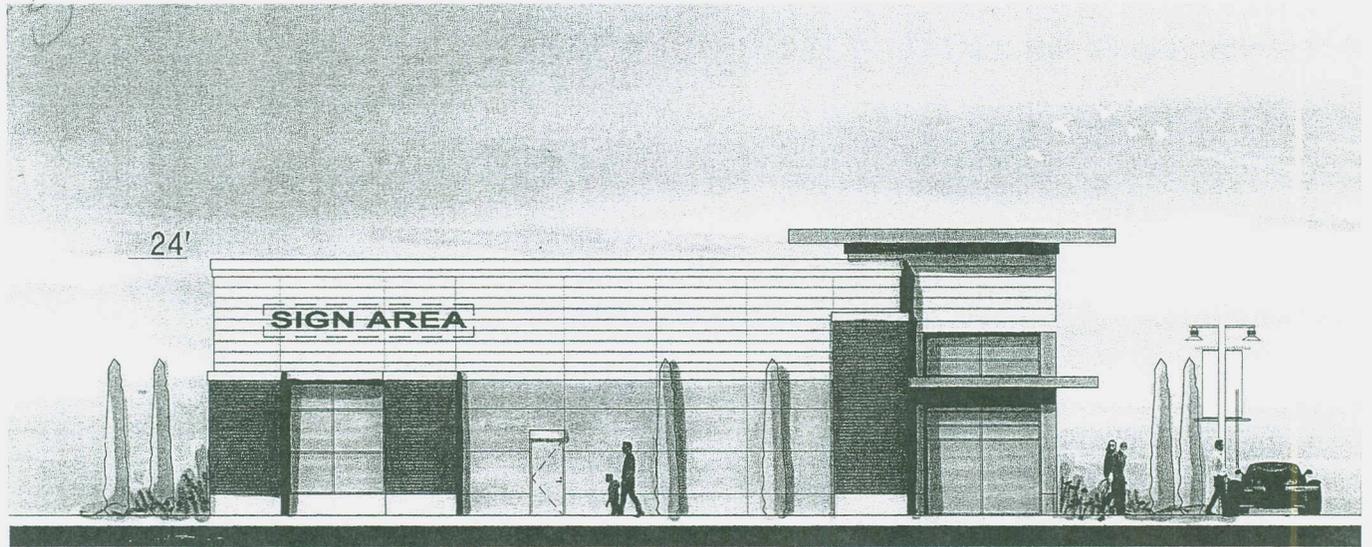
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FOR ANY PURPOSE, WITHOUT PRIOR WRITTEN CONSENT FROM O'BRIEN & ASSOCIATES, INC.



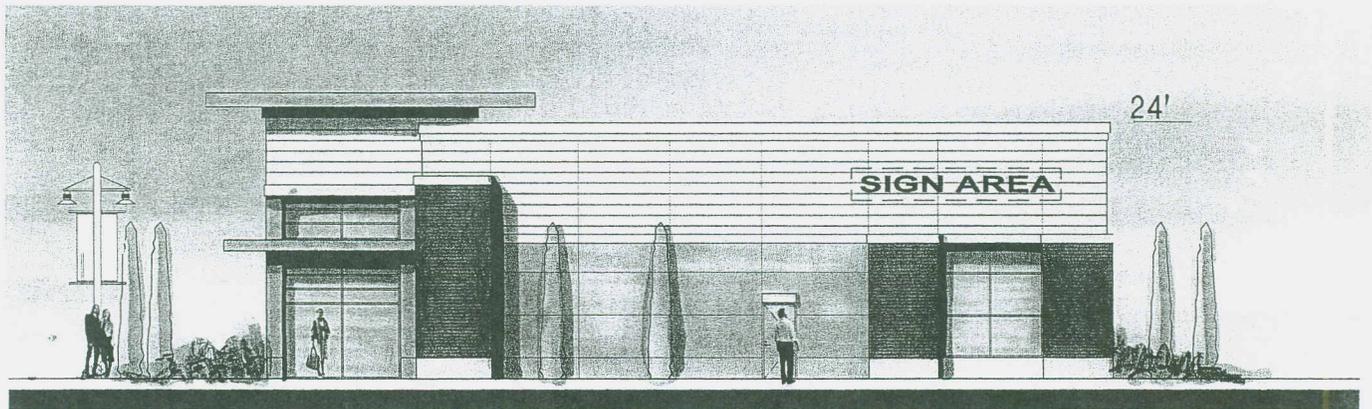
O ' B R I E N

REALTY

Poplar Line Bldg. Info.
06/12/08



WEST ELEVATION



EAST ELEVATION

Poplar Line Bldg. Info.
06/12/08

"RIDGEWAY TRACE" - EXTERIOR DESIGN STANDARDS FOR OUTPARCELS

Introduction:

- (1) These design standards apply to the Out Parcel "Pad" sites associated with this development as identified within the shaded area shown on "Exhibit A".
- (2) The intent of these design standards is to establish a minimum level of design quality that will be compatible with the character and quality of the entire development. All "Pad" development is subject to review and approval by the Landlord prior to beginning any construction.

Minimum design standards:

- (1) The minimum following design standards apply:
 - a. All buildings shall be similarly finished on all sides, to the extent the buildings appear to have four sided architecture.
 - b. All buildings shall have a minimum of 25 percent masonry finish. No individual elevation shall be comprised of less than 25 percent masonry finish. Areas of an elevation that are devoted to windows or doors shall not be counted when calculating the masonry requirement.
 - c. Any roof materials that are visible from a public street or private drive within the development shall be comprised of flat pan standing seam metal roofing (only with a factory baked-on muted color finish), natural or manufactured slate tile in muted colors, terra cotta tile or other cementitious tile.
 - d. All buildings that front Poplar Avenue shall have the elevation that faces the street as (or has the appearance of being) the front entrance to the building. In addition, all the buildings facing Poplar shall have windows or glass as either a functional or non-functional design element. The exact amount of such glass or windows shall vary from building to building, but each building shall include, at a minimum, no less 50 sq.ft. which may be comprised of one or more windows.
 - e. Any building on any "Pad" must be within the building envelope as shown on the site plan attached hereto as "Exhibit A".
 - f. All ground mounted equipment such as dumpsters, electrical transformers, gas meters, etc. must be screened from view from the adjacent street.
 - g. No wall mounted utilities may occur on a building façade that faces a public street.
 - h. The maximum height for any main wall or parapet or any entry or architectural feature thereon, shall not exceed the maximum height currently in place.
 - i. Any color used on an exterior façade wall must be compatible with the overall development and is subject to review by the landlord.

Allowable Finish Materials:

- (1) The following masonry materials are allowed for use as finish on the exterior of any "Pad" building:
 - a. Brick - (kiln fired clay; severe weather grade; minimum thickness of three inches when applied as a veneer; shall not include unfired or underfired clay, sand or shale brick; may include concrete brick if it conforms to the same ASTM standards, and to the above-stated additional standards, as hard fired clay brick)
 - b. Stone - (includes naturally occurring granite, marble, limestone, slate, river rock, and other similar hard and durable all-weather stone that is customarily used in exterior building construction; may also include cast-or manufactured-stone product, provided that such product yields a highly textured, stone-like appearance, its coloration is integral to the masonry material and shall not be painted on, and it is demonstrated to be highly

*Poplar Liner Bldg. Info.
06/17/08*

durable and maintenance-free; natural or manmade stone shall have a minimum thickness of 3 5/8 inches when applied as a veneer)

c. Concrete pre-cast or tilt-wall panels (only allowed if textured and painted; can be brick-like or stone-like in appearance; coloration can be integral to the masonry material or painted on; shall not include smooth, untextured or inadequately textured finishes)

(2) The following non-masonry materials are allowed for use as finish on the exterior of any "Pad"

building:

a. Exterior insulation and finish system (EIFS), acrylic matrix, synthetic plaster, or other similar synthetic material as cornice, banding or architectural accent (limited to use as an accent material, maximum 10% of surface area on any given facade)

b. Stucco (limited to 25% of surface area on any given facade).

c. Metal – Galvanized, Factory finished, Wrought Iron or other decorative metal may be used as an architectural accent.

d. Fabric – may be used only as window awning.

(3) The following materials shall not be used as finish on the exterior of any "Pad" building:

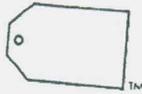
a. Cementitious fiber board siding (such as "HardyPlank," HardyBoard," etc.)

b. PVC or other plastic-based siding material

c. Lightweight or featherweight concrete blocks or cinderblocks

d. Any other cementitious product not listed above.

Best Buy Sign Into.
06/12/08



BEST BUY™

June 4, 2008

Weingarten Realty
c/o Brooke Harvey
2600 Citadel Plaza Drive
Suite 300
Houston, Texas 77008

Dear Mr. Harvey,

I am writing this letter as a follow up to our conversations regarding Best Buy's signage requirements at the Ridgeway Trace development in Memphis, TN. Best Buy is not willing to move forward as a part of the development unless the allowable signage sizes and locations mirror that shown on the attached elevation drawings.

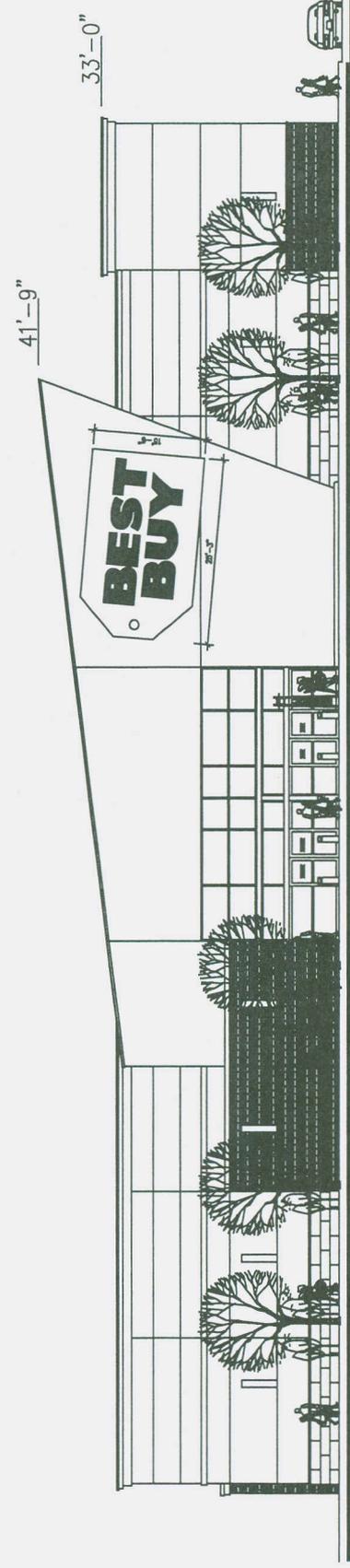
Please contact me with any questions.

Best Regards,

Scott Hangebrauck
Development Manager

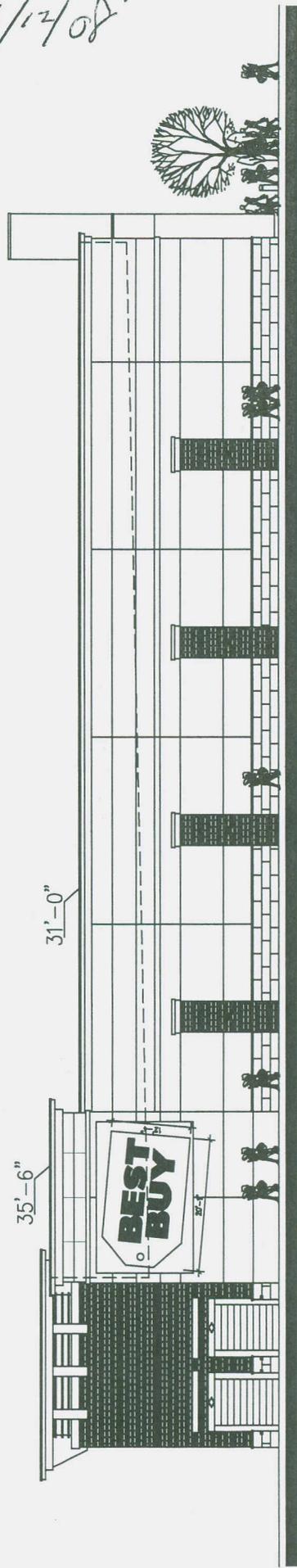
Enc.

Best Buy Sign Into.
06/12/08



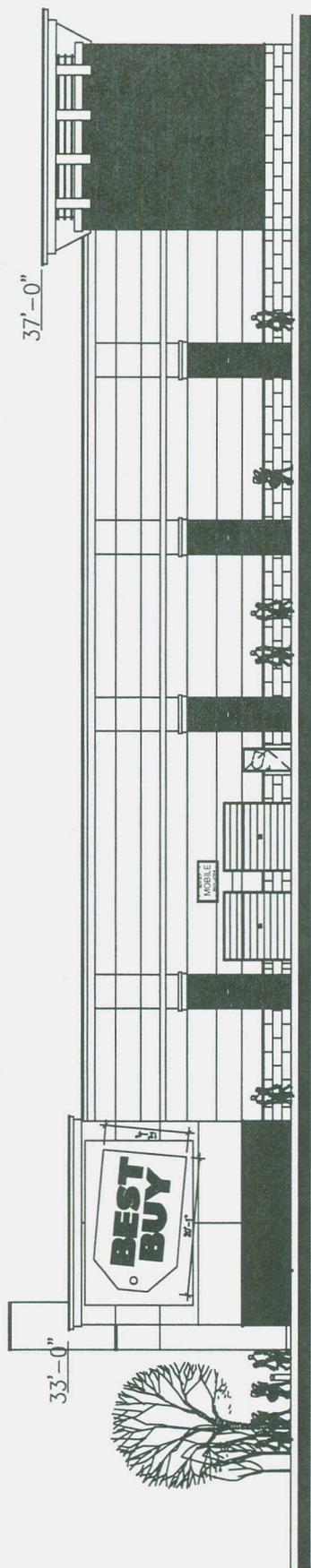
NORTH ELEVATION - 391.4 SF SIGNAGE

Best Buy Sign Info.
06/17/08



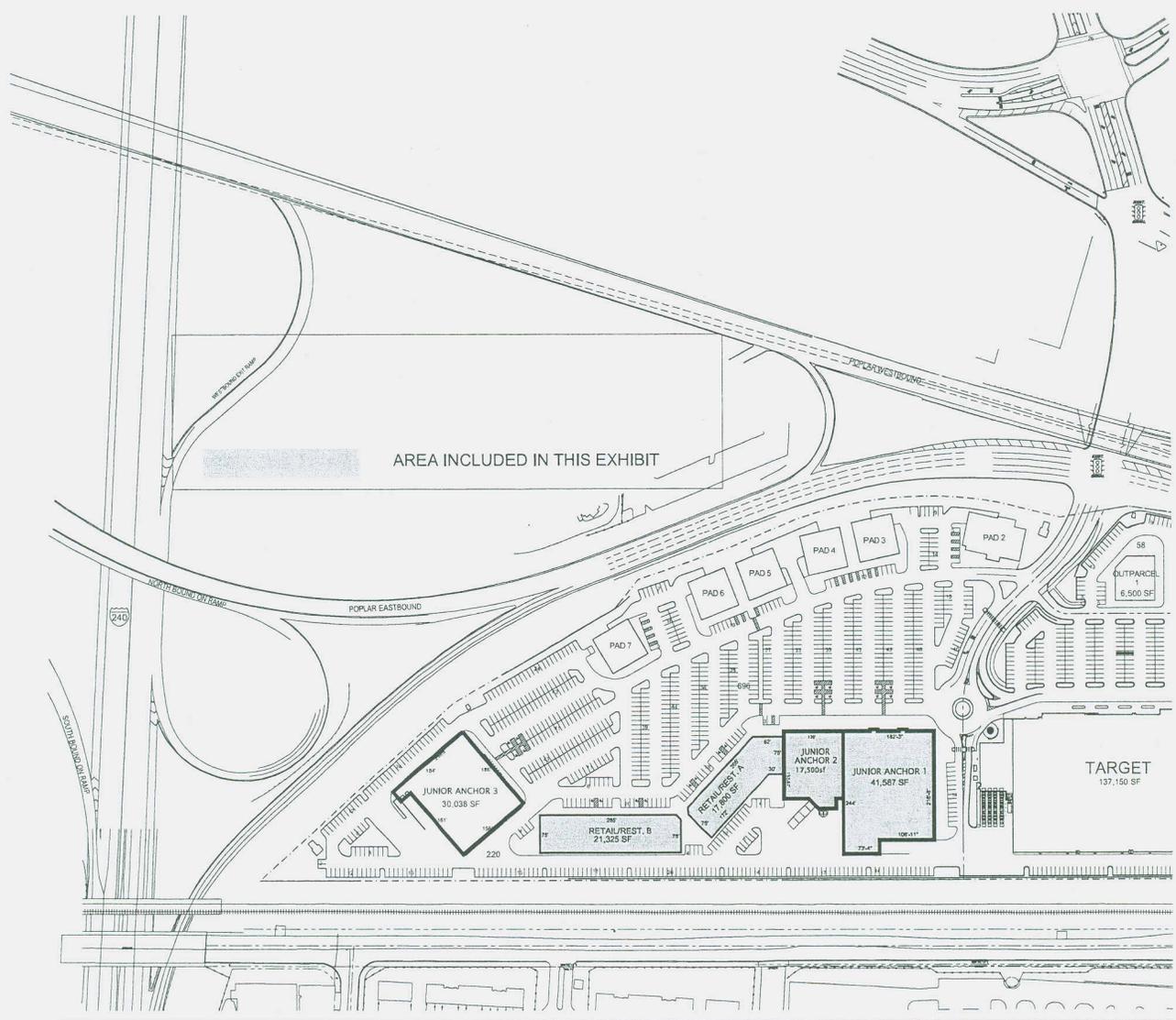
EAST ELEVATION 247.7 SF SIGNAGE

Best Buy Sign Info.
06/12/08



WEST ELEVATION - 247.7 SF SIGNAGE - 18 SF MOBILE SIGN

Proposed Near Sight
Package Facing Park
Ave. 06/12/08



*Proposed Rear Sign
Package Facing Park
Ave. 06/12/08*

Small Shop Retail Tenant Signage (Rear Elevation Only)

DESCRIPTION

Small Shop Retail Tenants are Tenants that have a total square footage of 9,999 sf. or less.

TYPE OF SIGN

Wall mounted, internally illuminated, individual aluminum channel letters over 1/8" aluminum "outline" panel to be mounted on raceway. Raceway to be painted to match building surface to which it is mounted. Reference Exhibit "A".

No "Box" Signs allowed.

LETTER STYLE

Typefaces and logos are subject to landlord's approval. Plexiglass face to be uniform in color as approved by Landlord.

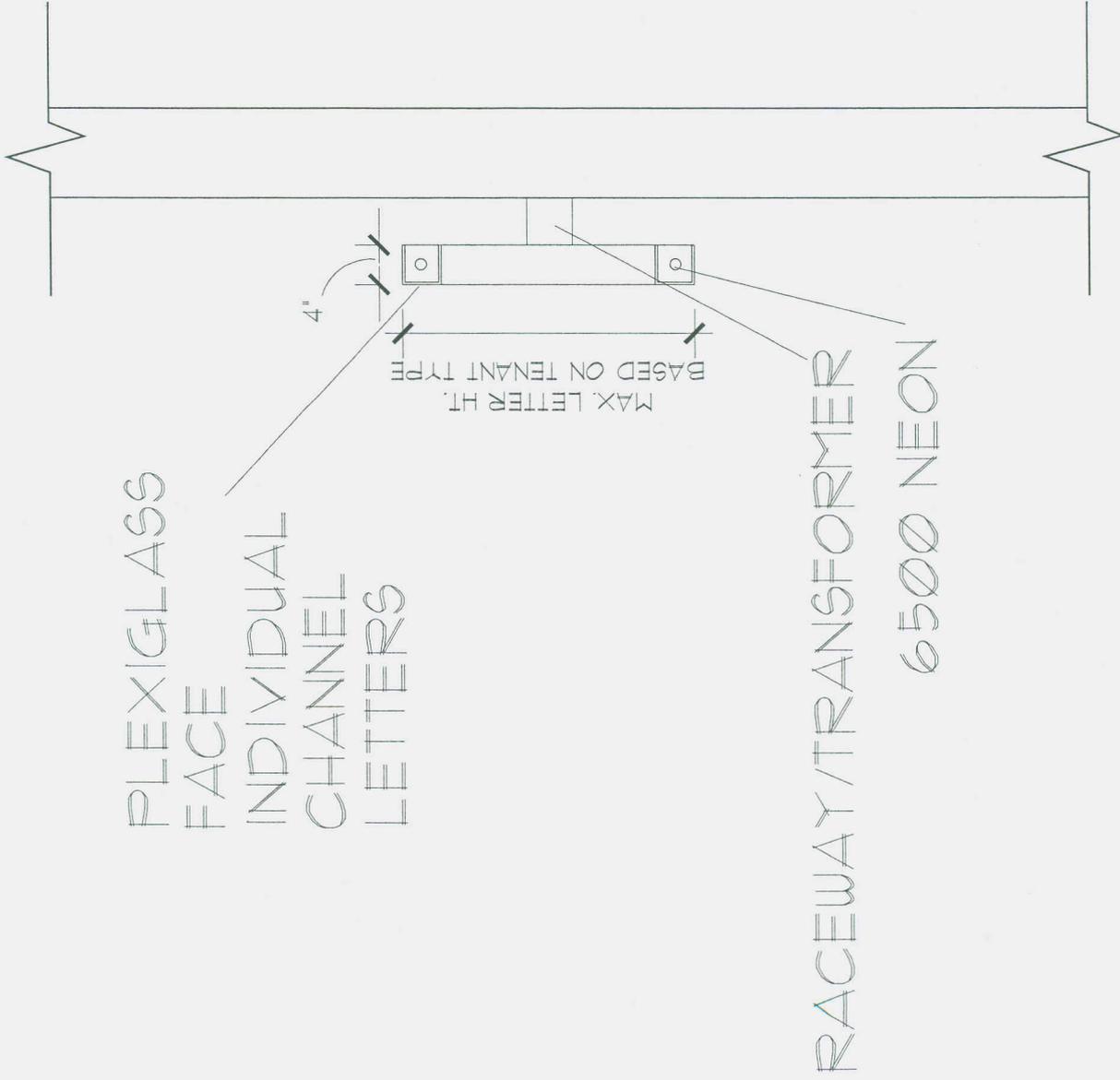
SIZE AND LOCATION

Rear Façade:

- Maximum letter height: 1'-6"
- Maximum text length: As approved by Landlord
- Mounting Height: As approved by Landlord

Proposed Neon Sign
Package Facing
Parks Ave.
06/12/08

EXHIBIT A



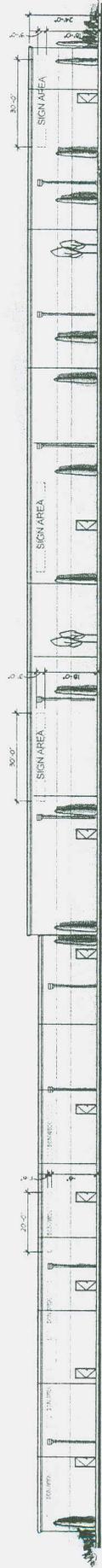
PLEXIGLASS
FACE
INDIVIDUAL
CHANNEL
LETTERS

RACEWAY/TRANSFORMER
6500 NEON

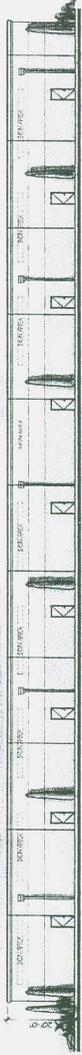
WALL SIGNS:



OVERALL REAR (SOUTH) ELEVATION
SCALE: 1/2" = 1'-0"



01 REAR (SOUTH) ELEVATION
SCALE: 1/8" = 1'-0" JUNIOR ANCHORS 1 & 2, & RETAIL REST. A



02 REAR (SOUTH) ELEVATION
SCALE: 1/8" = 1'-0" RETAIL REST. B

RIDGEWAY TRACE MEMPHIS, TN
WEINGARTEN REALTY

REAR ELEVATIONS

SCALE AS NOTED • JOB# 27051 • ISSUE DATE 05/19/08
APPROVED BY: _____ DATE _____

MEMPHIS, TN
WEINGARTEN REALTY

O'BRIEN

*Proposed
Near Sign
Package
Facing Park
Ave.
06/12/08*

CHANNEL CUT SIGNS

RACEWAY

KWIK T A X X

THESE ARE CHANNEL CUT LETTERS ENSTAMPED ON A RACEWAY.

CHANNEL CUT LETTERING SIGNS

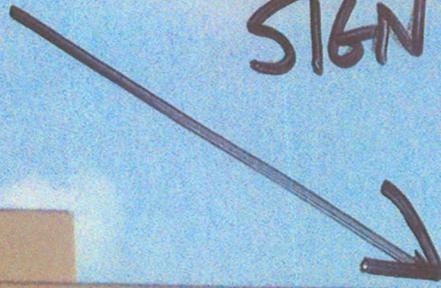
KWIK TAX

CHANNEL CUT
LETTERS

St. Francis
Hospital



SURROUNDING
SIGN



Sea Isle Park
Neighborhood Assoc.
Comments

RIDGEWAY TRACE COMMENTS for LAND USE CONTROL BOARD
Sea Isle Park Neighborhood Association
06/05/2008

Dear Mr. Saliba,

Weingarten Realty representatives Chuck Gurney and Harvey Brooks, along with Buck Wellford, met with SIPNA representatives on June 5th and made an excellent presentation on the Ridgeway Trace Project. Thanks to the packet you had provided, Harvey Taylor, Bert Merrill and Pat Merrill had been able to study the plans and had ridden the project the previous day. They were, therefore, able to understand their presentation easily and present SIPNA's concerns about the signage and landscape screening along the section of the southern perimeter of the Ridgeway Trace that would be clearly visible from Park Avenue which is a major eastern entryway into the Sea Isle Park Neighborhood.

1. SIGNAGE: SIPNA feels that a maximum letter height of 3 feet is too great for signs on the buildings backing up to the railroad and visible to the R-ML zoning on the south side of Park Avenue at Chapman Village and at the entry to our residential neighborhood. In response, the developers said that they **would try to balance the desires of the tenants with the concerns of the citizens**, but some major tenants would not come if they couldn't have large rear (and side) wall signs visible on a major road such as Park Avenue.

2. PERIMETER LANDSCAPE SCREENING: SIPNA is concerned about the lack of perimeter trees in the landscape plan along the western part of the project where there are no trees in the railroad R.O.W. and a rear view of the project is clearly visible from Park Avenue. (To the east, the railroad R.O.W. south of the tracks opposite the St. Francis Hospital property is heavily wooded forming a screen.) The developers said that the proposed holly planting would eventually reach about 12-18 feet in height and, along with the 6 foot high ornamental iron fence, provide an attractive and effective screen between the backs of the buildings and Park Avenue. In an effort to work with the neighborhood, the developers said that they would **try to put back on the plan** some trees in the extreme western point of land west of Best Buy that had been slated for elimination as well as to add a few other trees in order to soften the back view of the buildings from Park Avenue. Since they have extra parking spaces, we hope they will be able to add several trees.

We appreciate the thorough presentation by the Weingarten Realty representatives and the positive attitude expressed for helping protect the character of the neighborhood.

Pat Merrill, SIPNA Land Use Chairman.

NOTE: SIPNA President Janet Southall was out of the city.

