



STAFF REPORT

AGENDA ITEM: 3

CASE NUMBER: P.D. 82-027 **L.U.C.B. MEETING:** August 11, 2016

LOCATION: East side of Austin Peay Highway; +/- 615 feet north of Covington Pike

COUNCIL DISTRICT(S): District 1-Super District 9-Positions 1, 2 & 3

OWNER/APPLICANT: Methodist Hospital

REPRESENTATIVE: Sign Matters, Inc. – Suzanne Studdard

REQUEST: Revise the conditions for Area D of the P.D. to permit a detached sign

AREA: 1.72 Acres

EXISTING LAND USE & ZONING: An accessory surface parking lot governed by the approved conditions of P.D. 82-027, Area D.

CONCLUSIONS

1. The granting of sign rights to this property is warranted due to the overall size of the related project, Methodist Hospital North, and the expansion to the Austin Peay Highway right of way currently in progress.
2. The overall height and size of the new sign is comparable to existing signs immediately south of the subject property along this side of Austin Peay and well within the requirements of the applicable section of the zoning code for properties in commercial usage.
3. Staff proposed some additional language to be added to the final plat that addresses the new sign and the changes to the site as a result of the widening of Austin Peay.

RECOMMENDATION

Approval with Conditions

Staff Writer: *John D. (Don) Jones*

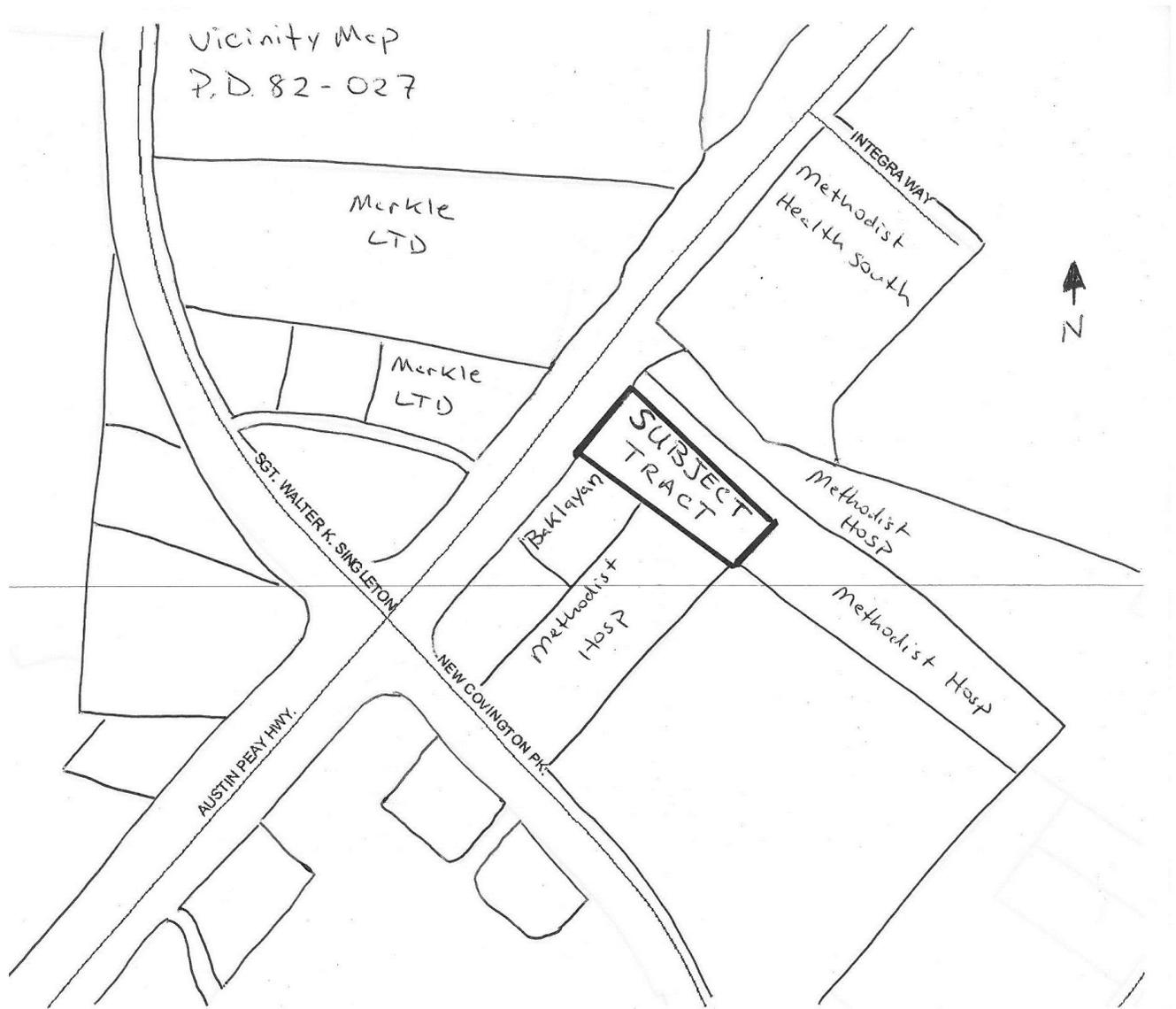
E-mail: *john.jones@memphistn.gov*

General Location Map



The subject property, hi-lighted in red, is located in the Raleigh Area of Memphis. The site is located on the east side of Austin Peay Highway some 615' north of the intersection with New Covington Pike/Sgt. Walter K. Singleton Parkway

Vicinity Map



Public Notice

Neighborhood Meeting: Not required for a Major Modification Application.

Mailed Public Notice: Seven (7) notices were mailed on July 28, 2016.

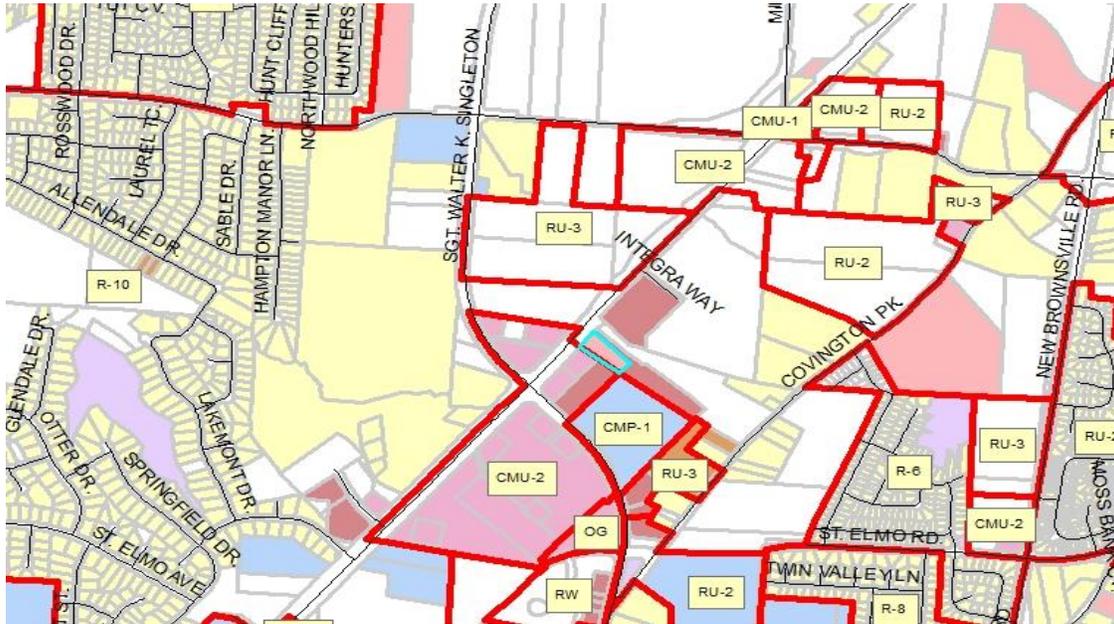
Public Notice Sign: Posted on July 1, 2016.

Aerial Overview



The subject parcel includes an accessory parking lot for Hospital Employees and a drive aisle that links Austin Peay Highway with the balance of Methodist North Hospital.

Land Use and Zoning



Surrounding Land Uses and Zoning

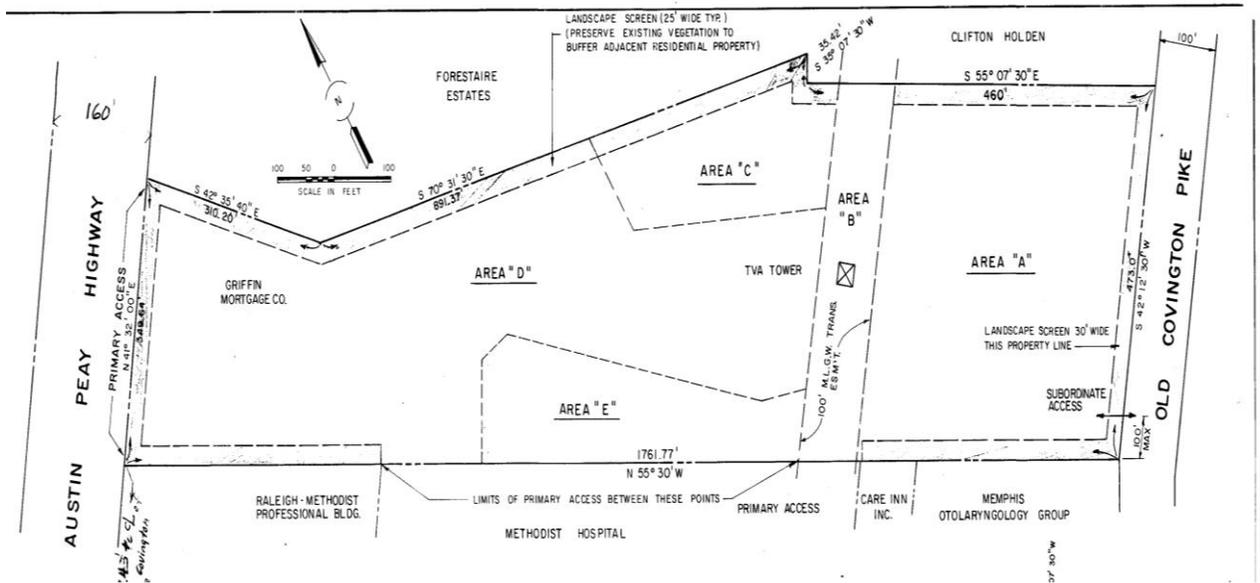
North: Undeveloped land in Area D of the Methodist Hospital North PD (P.D. 82-027) and A rehabilitation Hospital, Area B of the Integra Planned Development (P.D. 00-316).

South: Commercial uses in the Commercial Mixed Use -2 (CMU-2) District in the Raleigh Grove SC-1 Plan

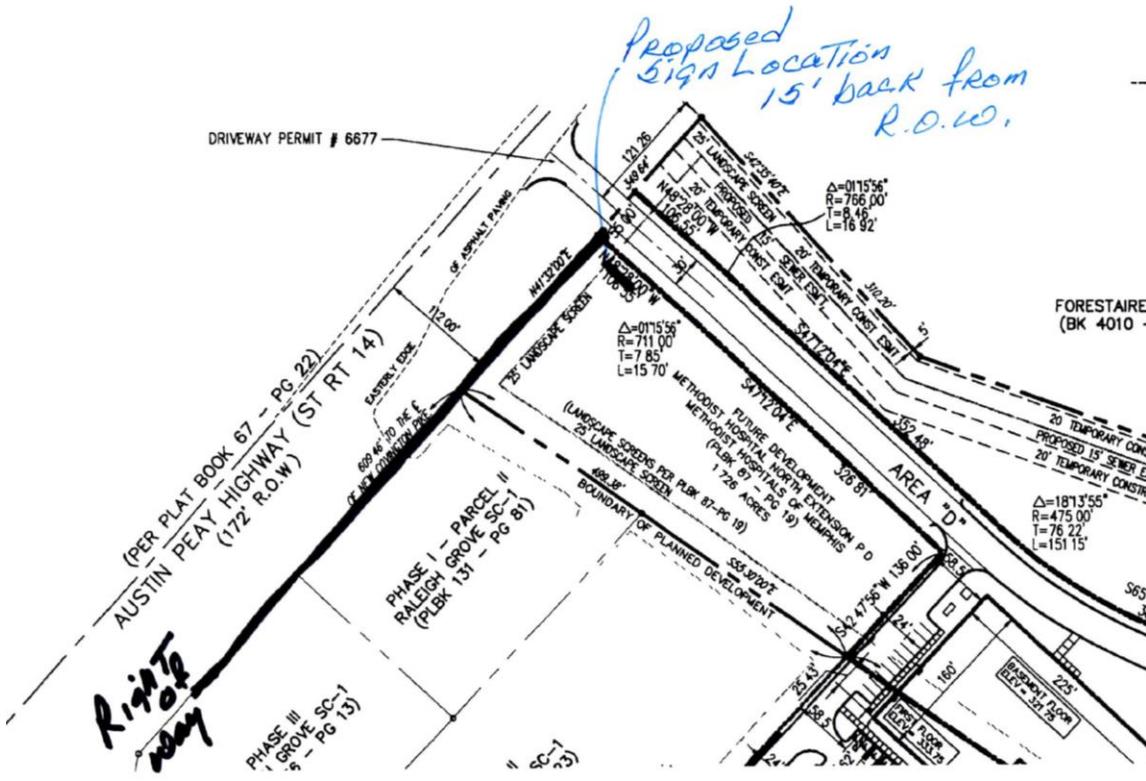
East: A hospital and related uses in the Methodist Hospital North P.D. (P.D. 82-027)

West: Vacant land and automobile service in the Commercial Mixed Use -2 (CMU-2) District in the Singleton Parkway C-P Plan

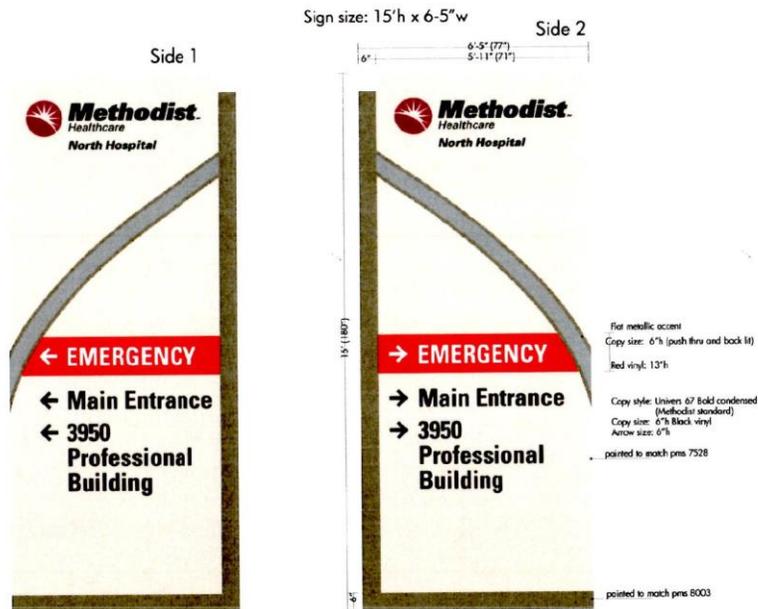
Approved Outline Plan



Approximate Location for New Sign



Proposed Signage



The proposed sign is primarily a wayfinding sign. It measures 15 feet in height by 6'5" inches in width, or approximately 96 square feet in area.

STAFF ANALYSIS

Request and Background:

The applicant, Methodist Hospital North, is requesting the right to install a 15' x 6'5", detached sign in close proximity to the Austin Peay entry way. The primary access and focus of the Hospital is to Covington Pike. The Austin Peay access point is back or secondary point of ingress and egress to and from the project.

The subject site is located within Area D of the Planned Development as shown on the Outline Plan at page 6 of this report. The approved conditions for this Planned Development do not convey any signage rights to Area D. The conditions only specifically call out Area A, which has frontage on Old Covington Pike. An example of the proposed sign is illustrated at page 7 of this report.

Until recently, a smaller version of this sign was in place. That sign appears to have met the requirements for a "Supplemental Wayfinding Sign" as described in the Unified Development Code Sub-section 4.9.6 M. Wayfinding signs are not considered detached signs. That sign was located in the Austin Peay right-of-way and had to be moved.

Improvements to Austin Peay to expand the road from a two lane road to a five lane road are now underway. This construction adds to the justification for this request to upgrade from a smaller sign a sign that is similar in size and style as the current sign for Methodist Hospital North that is located near the main entrance on Covington Pike.



The right of way of Austin Peay extends to the right of the present street pavement some 112 feet to the location of these deciduous trees.

The new and larger sign will be consistent in size and style with the primary campus sign and will provide better visibility to customers who are south bound on Austin Peay Highway.

Review of Request

The request for signage rights along Austin Peay Highway is straight forward enough in concept. Changes to Austin Peay Highway to expand the road pavement will increase accessibility to the site.

The Hospital is a large campus that runs from Austin Peay Highway on the west to Old Covington Pike, some 1,700 feet. So while wayfinding is necessary, staff needs to be vigilant that one property owners sign does not interfere with other in the immediate area.

The proposed sign is primarily wayfinding in nature. However, a wayfinding sign under the UDC is limited to five feet in height and 16 feet in area. This sign is 3 times as tall and six (6) times larger in area than a typical wayfinding sign. So it falls under the requirements for a detached sign in the UDC.

Signs in the area:

East side of Austin Peay Highway: Health South Rehabilitation Hospital to the north. South of the subject property is a former carpet sales store and further south an existing convenience store with gasoline sales.





Both of the signs to the south of the subject property are a pole mounted or modified pole mounted with a jacket style of sign and regulated by the Planned Commercial District.

The detached sign for the Health South project to the north was limited to what is permitted in the multiple family residential district by the conditions of the Integra Planned Development.

Property frontage and signage rights - The subject property contains approximately 189 feet of frontage on an Arterial Street. Under zoning, this property is entitled to approximately 170 square feet of signage. So, the proposed request of approximately 96 square feet is well below the maximum sign area that is permitted under zoning.

Conclusions

Staff finds that size of the campus coupled with road improvements to Austin Peay Highway justify the applicant's request for signage. The Planned Development requirements date back to 1982 and we are now seeing changes in the area that warrant a review of the prior approved conditions. A review of signs in the immediate area indicates that this sign will not be out of character with other signage in the area for properties that have non-residential zoning.

Staff does recommend approval of the request and is adding conditions to the Outline and Final Plats that any new signage to be added from August 1, 2016, shall meet the requirements for detached signs in Section 4.9.7 of the Unified Development Code including but not limited to the requirement to add irrigated landscaping at the base of the sign.

Staff also notes that much of the existing landscaping material that is located between the edges of the existing parking lot and the pavement along Austin Peay Road will be removed as a consequence of the widening to the road. Thus, the applicant shall submit a revised Final Plat demonstrating compliance with a Class III buffer.

RECOMMENDATION: Approval with Conditions

Conditions

Add the following note to both the approved Outline Plan and Final Plat: On August 11, 2016, the Memphis and Shelby County Land Use Control Board approved the following changes to the conditions and site plan of P.D. 82-027 – Methodist Hospital North Extension P.D.

1. Revise condition VI. To read that one detached sign shall be permitted in Area D.
2. Detached signs in this Planned Development shall be regulated by Section 4.9.7 of the UDC and the Campus Master Plan – 2 District.
3. No permit for the detached sign in Area D shall be issued until a Revised Final Plat and Outline Plan have been reviewed by the OPD and recorded at the Shelby County Registers Office.
4. The final plat shall provide a detailed landscaping plan as required by conditions. As long as the primary use of this parcel remains an accessory parking lot, the landscaping treatment for the area

between the Austin Peay right-of-way and the parking lot shall be the equivalent of the Class III Type C buffer. The existing chain link fencing may be allowed to continue provided extra screening, suitable to the Office of Planning and Development, is provided.

GENERAL INFORMATION

Zoning Atlas Page: 1645

Parcel ID: 08700400120

DEPARTMENTAL COMMENTS

The following comments were provided by agencies to which this application was referred:

City Engineer:	No objection
City Fire Division:	No comments received.
City Real Estate:	No comments received.
City/County Health Department:	
Water Quality/Septic Tank Program	No comment
Shelby County Schools:	No comments received.
Construction Code Enforcement:	No comments received.
Memphis Light, Gas and Water:	No comments received.
Neighborhood Associations:	No comments received.

APPLICATION



Memphis and Shelby County Office of Planning and Development

CITY HALL 125 NORTH MAIN STREET-SUITE 468 MEMPHIS, TENNESSEE 38103-2084 (901) 576-6601

APPLICATION FOR PLANNED DEVELOPMENT MAJOR MODIFICATION/LUCB SITE PLAN (CORRESPONDENCE) APPROVAL

Date: 7/1/16

Previous Case #: PD 82-027

PLEASE TYPE OR PRINT

Name of Development: Methodist Hospital

Property Owner of Record: Methodist Hospital Phone #: _____

Mailing Address: 1265 Union Ave City/State: Memphis, TN Zip 38104-3415

Property Owner E-Mail Address: _____

Applicant: Sign Matters, Inc Phone # 861-3001

Mailing Address: 667 Chaney Dr City/State: Collierville, TN Zip 38017

Applicant E-Mail Address: sales@signmattersinc.com

Representative: Suzanne Studdard Phone #: 861-3001

Mailing Address: 667 Chaney Dr City/State: Collierville, TN Zip 38017

Representative E-Mail Address: sales@signmattersinc.com

Engineer/Surveyor: _____ Phone # _____

Mailing Address: _____ City/State: _____ Zip _____

Engineer/Surveyor E-Mail Address: _____

Correspondence item Street Address Location: _____

Distance to nearest intersecting street: 776 ft.

	Parcel 1	Parcel 2	Parcel 3
Area in Acres:	_____	_____	_____
Existing Zoning:	_____	_____	_____
Existing Use of Property	_____	_____	_____
Requested Use of Property	_____	_____	_____

Type of Correspondence Item Requested:

- Major Modification(s) (See UDC Para. 9.6.11E(2) for a list of Major Modifications)
- Land Use Control Board Site Plan Approval

Unincorporated Areas: For residential projects in unincorporated Shelby County, please provide the following information:

Number of Residential Units: _____ Bedrooms: _____

Expected Appraised Value per Unit: _____ or Total Project: _____

Description of and justification for request: For time extensions provide reasons necessitating extensions and estimated time frame for finalizing the development:

Replacing old directional previously in R.O.W.

I (we) hereby make application for the Correspondence Case described above and on the accompanying materials. I (we) accept responsibility for any errors or omissions which may result in the postponement of the application being reviewed by the Memphis & Shelby County Land Use Control Board at the next available hearing date. I (We), owner(s) of the above described property hereby authorize the filing of this application and the above named persons to act on my behalf.

Michael Robinson for Michael Studdard 7/1/16
Property Owner of Record Date Applicant Date

SIGN POSTING: A sign or signs shall be erected on-site no more than 30 days or less than 10 days prior to the date of the Land Use Control Board hearing for any Major Modification. See Sub-Section 9.3.4C of the UDC for further details on sign posting.

REQUIRED MAJOR MODIFICATIONS: The following items shall be deemed as Major Modifications to an approved Planned Development Outline Plan:

- A. Any revision to an Outline Plan that involves adding uses of a higher classification. Note: Adding uses of a lower classification will require the submittal of an Outline Plan *Amendment*. See Sub-Section 10.2.5B of the UDC for more information on higher and lower classifications.
- B. Any extension of the expiration date of an Outline Plan, provided the expiration date has not passed (see Sub-Section 9.6.14A).
- C. Any filing of a Final Plan in a Planned Development that was approved more than five years prior to the filing date and where the Outline Plan contains no expiration provisions.
- D. Any final plan that provides for more density than is permitted under the approved Outline Plan, unless the Outline Plan explicitly allows for such additional density (see Item 9.6.11D(3)(a) of the UDC).
- E. Any modification to the orientation of buildings as shown on the Outline Plan or the Outline Plan's Concept Plan that exceeds the following (see Item 9.6.11D(3)(c) of the UDC):
 - 1. 25 feet for final plans of two or less acres;
 - 2. 50 feet for final plan of more than two but less than eight acres;
 - 3. 100 feet for final plans of eight acres but than 20 acres; and
 - 4. 150 feet for final plans of 20 acres or more.