

**MEMPHIS AND SHELBY COUNTY OFFICE OF PLANNING AND DEVELOPMENT**  
**STAFF REPORT** #2  
**CORRESPONDENCE ITEM**

**CASE NUMBER:** PD 08-326 **L.U.C.B. MEETING:** March 8, 2012

**DEVELOPMENT NAME:** The Galleria of Memphis Planned Development, Phase 16

**LOCATION:** Southwest corner of Bellevue Parkway and Germantown Parkway

**COUNCIL DISTRICT:** 1

**SUPER DISTRICT:** 9

**APPLICANT:** Greer Land Co., Restaurants, LLC (Lee Greer)

**REPRESENTATIVE:** Murphy & Graves Architects (Kristina L. Ives)

**REQUESTS:** (1) Approval of exterior signage for a proposed Cheddar's Restaurant; (2) Permit parking lot pole lights to be 30 feet in height where 20 feet is currently required

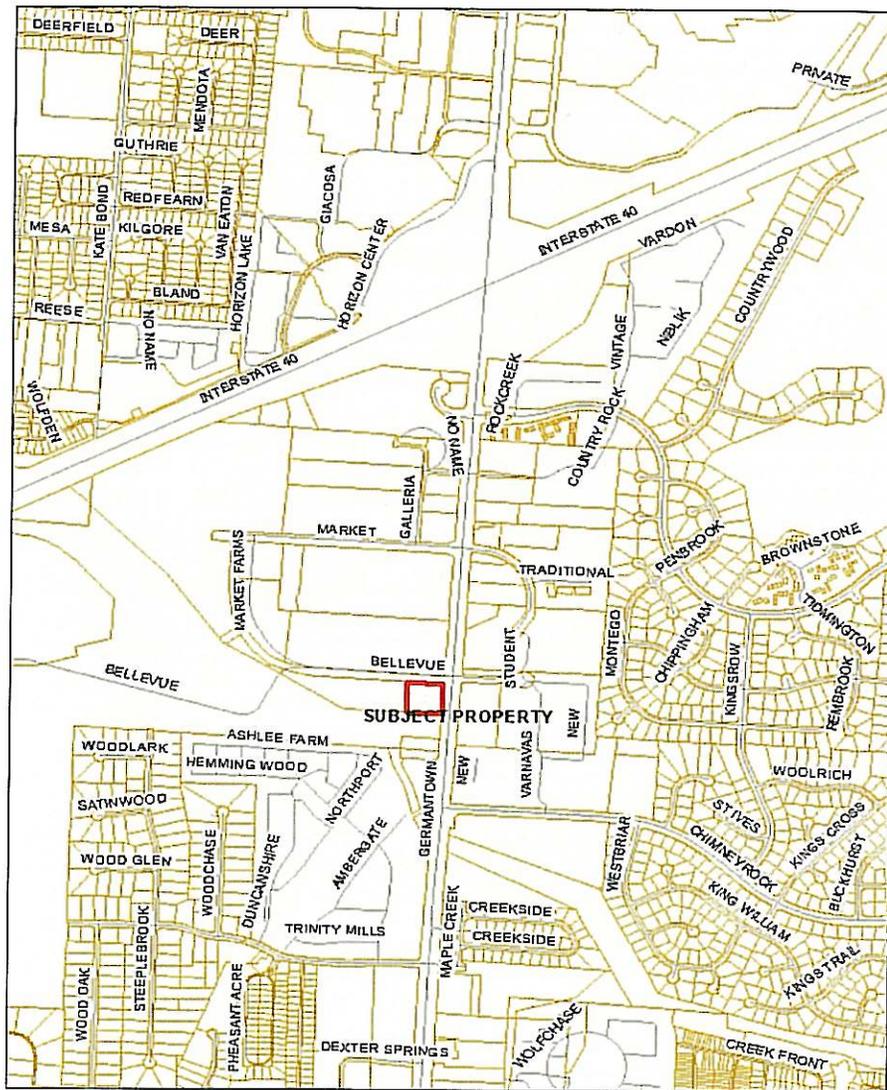
**OFFICE OF PLANNING AND DEVELOPMENT RECOMMENDATION:**

*Approval of Requests (1) and (2)*

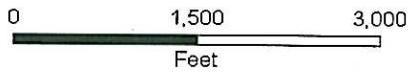
**CONCLUSIONS**

1. The Outline Plan Conditions require the Land Use Control Board to approve exterior signs attached to buildings in the planned development. The attached signs are acceptable and complement the attractive building.
2. The increase in light pole height will result in fewer light poles being installed and further distance of them from the west and south property lines. There is no objection to this request as the closest residential use is over 400 feet to the south.

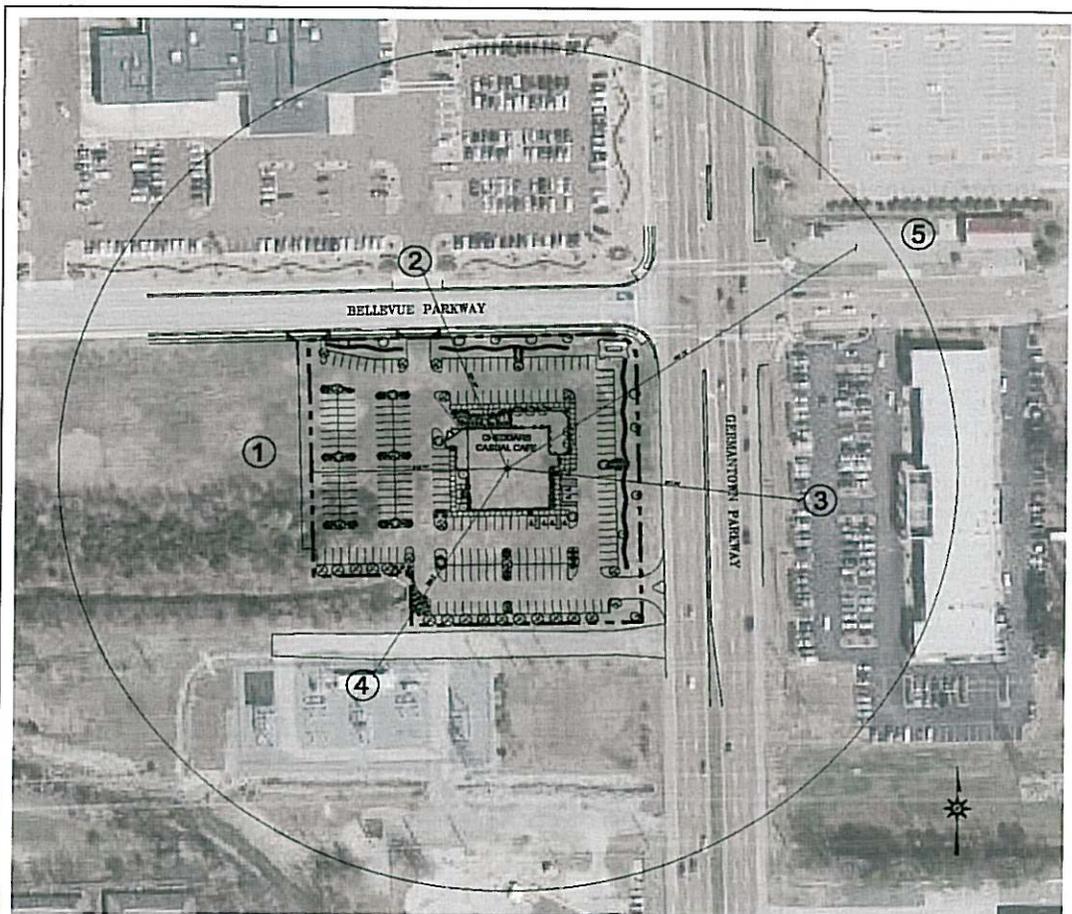
Galleria of Memphis PD, Phase 16  
PD 08-326  
03/08/12  
Page 2



Legend  
Curtis



Date: 3/1/2012  
User: norman.saliba



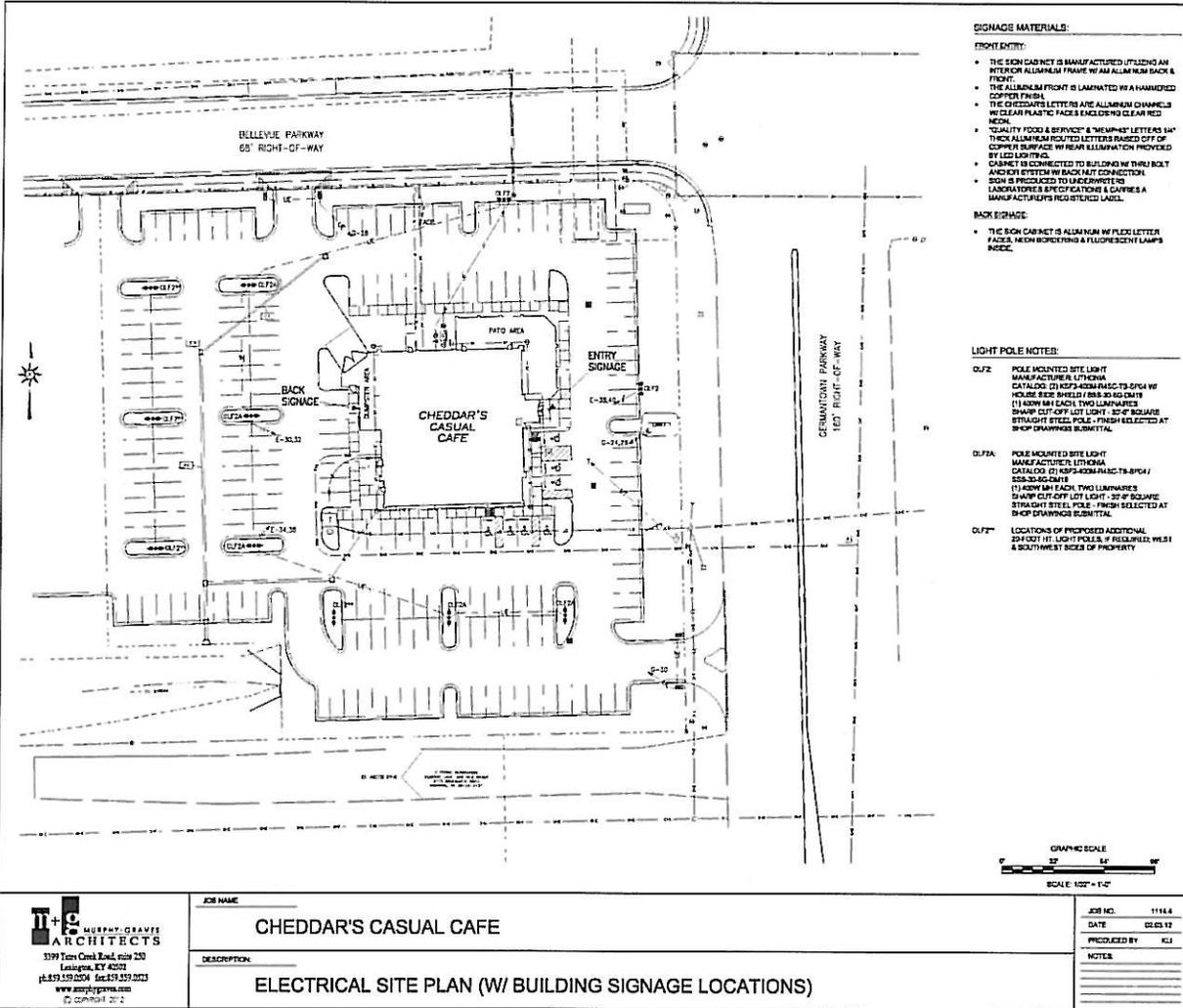
ADJACENT PROPERTY OWNERS:	MAILING ADDRESSES:	GRAPHIC SCALE
<b>① WEST PROPERTY:</b> SOUTH BELLEVUE CORPORATION (CURRENT PROPERTY OWNER) SUBJECT PROPERTY OWNER OF RECORD (VACANT LAND) GERMANANTOWN PARKWAY & BELLEVUE PARKWAY, MEMPHIS, TN 38018	SOUTH BELLEVUE CORPORATION 8000 POPLAR AVENUE MEMPHIS, TN 38119	<p>SCALE: 1" = 100'</p>
<b>② NORTH PROPERTY:</b> WOLFGANG TOYOTA 2201 NORTH GERMANANTOWN PARKWAY MEMPHIS, TN 38018	CAR LIM TN INC LLC 8276 GREENBORO DRIVE, SUITE 800 MCKEAN, VA 22126	
<b>③ EAST PROPERTY:</b> ALFA PROPERTIES USA 2200 NORTH GERMANANTOWN PARKWAY MEMPHIS, TN 38018	ALFA PROPERTIES USA LLC 1726 S GENERAL GEORGE PATTON DRIVE BRENTWOOD, TN 37027	
<b>④ SOUTH PROPERTY:</b> MEMPHIS LIGHT, GAS & WATER ELECTRIC SUBSTATION AT GERMANANTOWN PARKWAY & BELLEVUE PARKWAY MEMPHIS, TN 38018	MEMPHIS LIGHT, GAS & WATER 3775 BIRKENHEAD ROAD MEMPHIS, TN 38123-2137	
<b>⑤ NORTHWEST PROPERTY:</b> HOWARD'S DONUTS 8130 BELLEVUE PARKWAY MEMPHIS, TN 38018	JOHN G. HOWARD 4481 TIMBERON MEMPHIS, TN 38125	

**MURPHY-GRAVES ARCHITECTS**  
 3399 Tines Creek Road, suite 250  
 Lexington, KY 40502  
 ph:859.559.0004 fax:859.559.0023  
 www.murphygraves.com  
 © COPYRIGHT 2012

JOB NAME: **CHEDDAR'S CASUAL CAFE**

DESCRIPTION: **VICINITY MAP - MEMPHIS, TN**

JOB NO.	1114.4
DATE	02.03.12
PRODUCED BY	KJL
NOTES:	



- SIGNAGE MATERIALS:**
- FRONT ENTRY:**
- THE SIGN CABINET IS MANUFACTURED UTILIZING AN INTERIOR ALUMINUM FRAME WITH AN ALUMINUM BACK & FRONT.
  - THE ALUMINUM FRONT IS LAMINATED WITH A HAMBURGED COPPER FINISH.
  - THE CHEDDAR'S LETTERS ARE ALUMINUM CHANNELS WITH CLEAR PLASTIC FACES & ENCLOSED CLEAR RED NEON.
  - "QUALITY FOOD & SERVICE" & "MEMPHIS" LETTERS SHOWN IN THICK ALUMINUM POLISHED LETTERS BASED OFF OF COPPER SURFACE WITH REAR ILLUMINATION PROVIDED BY LED LIGHTING.
  - CABINET IS CONNECTED TO BUILDING W/ THRU BOLT AND GROUND SYSTEM W/ BACK-FAST CONNECTION.
  - SIGN IS PRODUCED TO UNDERWRITE LABORATORY SPECIFICATIONS & CARRIES A MANUFACTURER'S REGISTERED LABEL.
- BACK SIGNAGE:**
- THE SIGN CABINET IS ALUMINUM WITH LED LETTER FACES, NEON BORDERING & FLUORESCENT LAMPS INSIDE.
- LIGHT POLE NOTES:**
- 02F2 POLE MOUNTED SITE LIGHT  
 MANUFACTURER: LITHONIA  
 CATALOG: (2) KP2-400M-RAC-TS-0204 W/ HOUR SIDE SHIELD (885-30-86-0419)  
 (1) 100W IN EACH, TWO LUMINAIRES  
 SHARP CUT-OFF LOT LIGHT, 30" SQUARE  
 STRAIGHT STEEL POLE - FINISH SELECTED AT SHOP DRAWINGS SUBMITTAL
- 02F3A POLE MOUNTED SITE LIGHT  
 MANUFACTURER: LITHONIA  
 CATALOG: (1) KP2-400M-RAC-TS-0204 / 255-30-0419  
 (1) 100W IN EACH, TWO LUMINAIRES  
 SHARP CUT-OFF LOT LIGHT, 30" SQUARE  
 STRAIGHT STEEL POLE - FINISH SELECTED AT SHOP DRAWINGS SUBMITTAL
- 02F7 LOCATIONS OF PROPOSED ADDITIONAL 20'x40' HT. LIGHT POLES, IF REQUIRED, WEST & SOUTHWEST SIDES OF PROPERTY

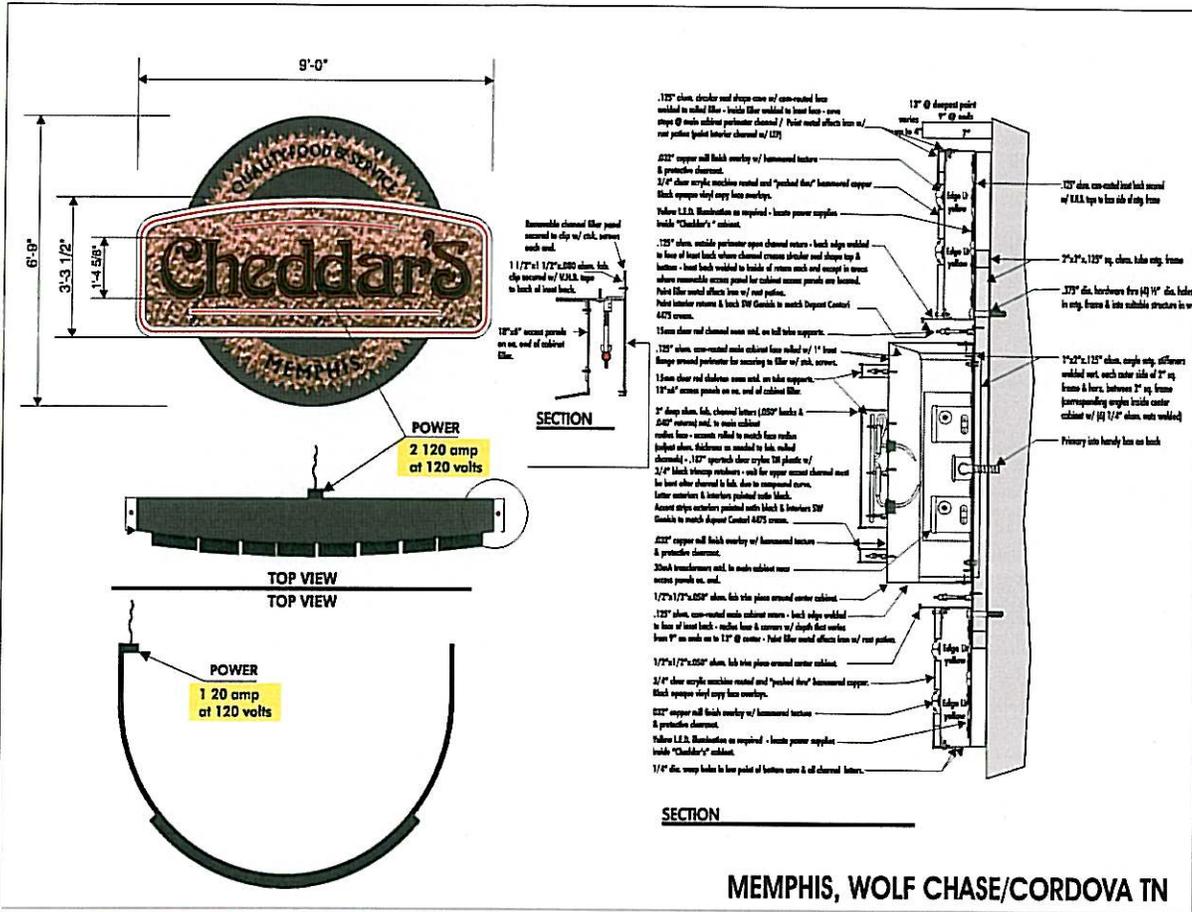
**MURPHY GRAVES ARCHITECTS**  
 3399 Tech Creek Road, Suite 250  
 Louisville, KY 40228  
 P: 502.595.0204 Fax: 502.595.0203  
 www.murphygraves.com  
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JOB NAME  
**CHEDDAR'S CASUAL CAFE**

DESCRIPTION  
**ELECTRICAL SITE PLAN (W/ BUILDING SIGNAGE LOCATIONS)**

JOB NO. 1114.6  
 DATE 03.03.12  
 PREPARED BY KJL

NOTES



2918 CREEKMORE DRIVE  
 JOHNSON CITY, TN 37601  
 423-282-6221 FAX 423-282-6222

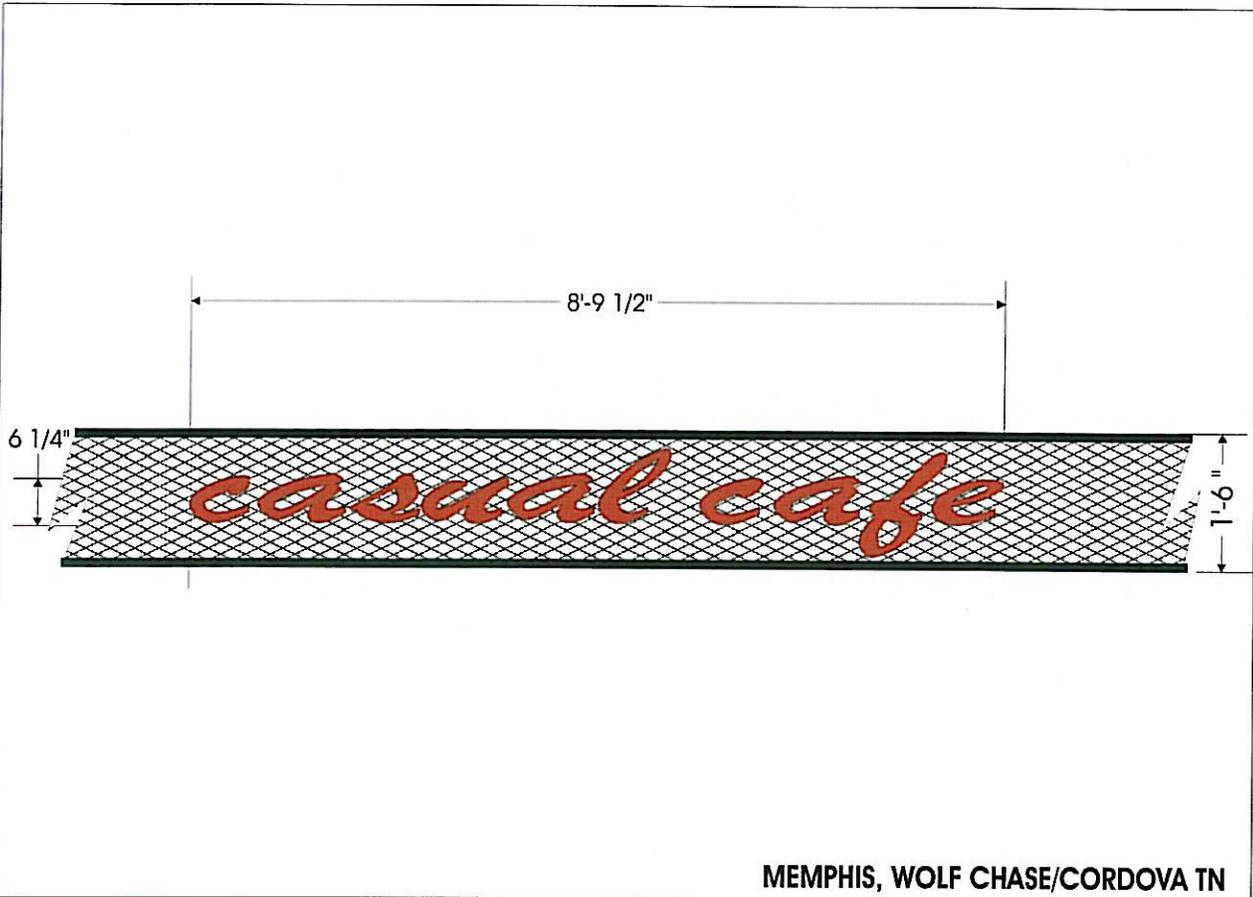
DATE: 1-25-12  
 DESIGNER: TMT  
 SALES REP: ROD SNYDER

DESIGN # #: 45213  
 REVISION # #:  
 SCALE: 3/4" = 1"

CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_

This design is the exclusive property of Snyder Signs, Inc., and is not to be used in whole or in part without written permission from Snyder Signs, Inc.

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MEMPHIS, WOLF CHASE/CORDOVA TN



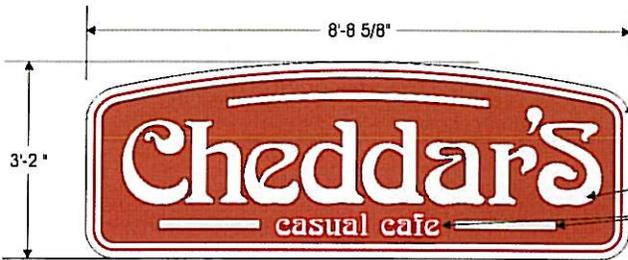
2918 CREEKMORE DRIVE  
JOHNSON CITY, TN 37601  
423-282-6221 FAX 423-282-6222

DATE: 1-25-12  
DESIGNER: TMT  
SALES REP: ROD SNYDER

DESIGN #: 15213-A  
REVISION #:  
SCALE: 3/4"=1'

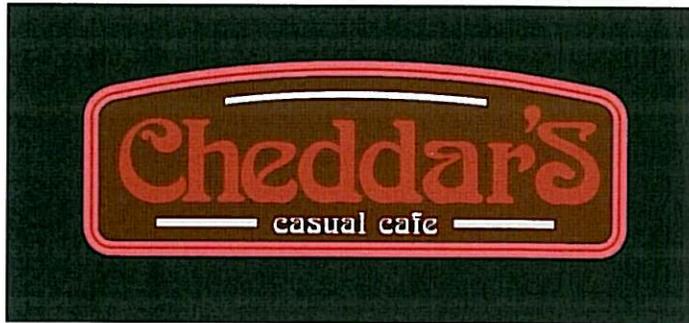
CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_

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BACK WALL SIGN DAY

- 3" DEEP ALUMINUM "C" CHANNEL BORDER.
- INTERIOR PAINTED WHITE &
- EXTERIOR PAINT SW GENESIS SATIN BLACK-
- SINGLE TUBE 1500W CLEAR RED NEO-30 M.L.A. TRANSFORMERS HIDDEN INSIDE CABINET
- FABRICATED ONE PIECE 6/7" ALUMINUM CABINET SIGN.
- FACE PAINTED DUPONT #143 BURGUNDY
- W/ ROUTED OUT GRAPHICS OPENINGS-
- "CHEDDAR'S" TO BE CLEAR PLEX 1/4" PUSH-THRU
- W/ 1ST SURFACE SW GENESIS-210 DUAL-COLOR WHITE &
- 2ND SURFACE #3430-143 POPPY RED VINYL-
- "CASUAL CAFE" & ACCENTS TO BE
- WHITE PLEX 1/4" PUSH-THRU W/ 2ND SURF. VINYL DIFFUSER.
- RETURNES ON CABINET PAINTED SW GENESIS SATIN BLACK
- SIGN INTERNALLY ILLUMINATED W/ 800mm
- HI-OUTPUT FLUORESCENT LAMPS



BACK WALL SIGN NIGHT

MEMPHIS, WOLF CHASE/CORDOVA TN



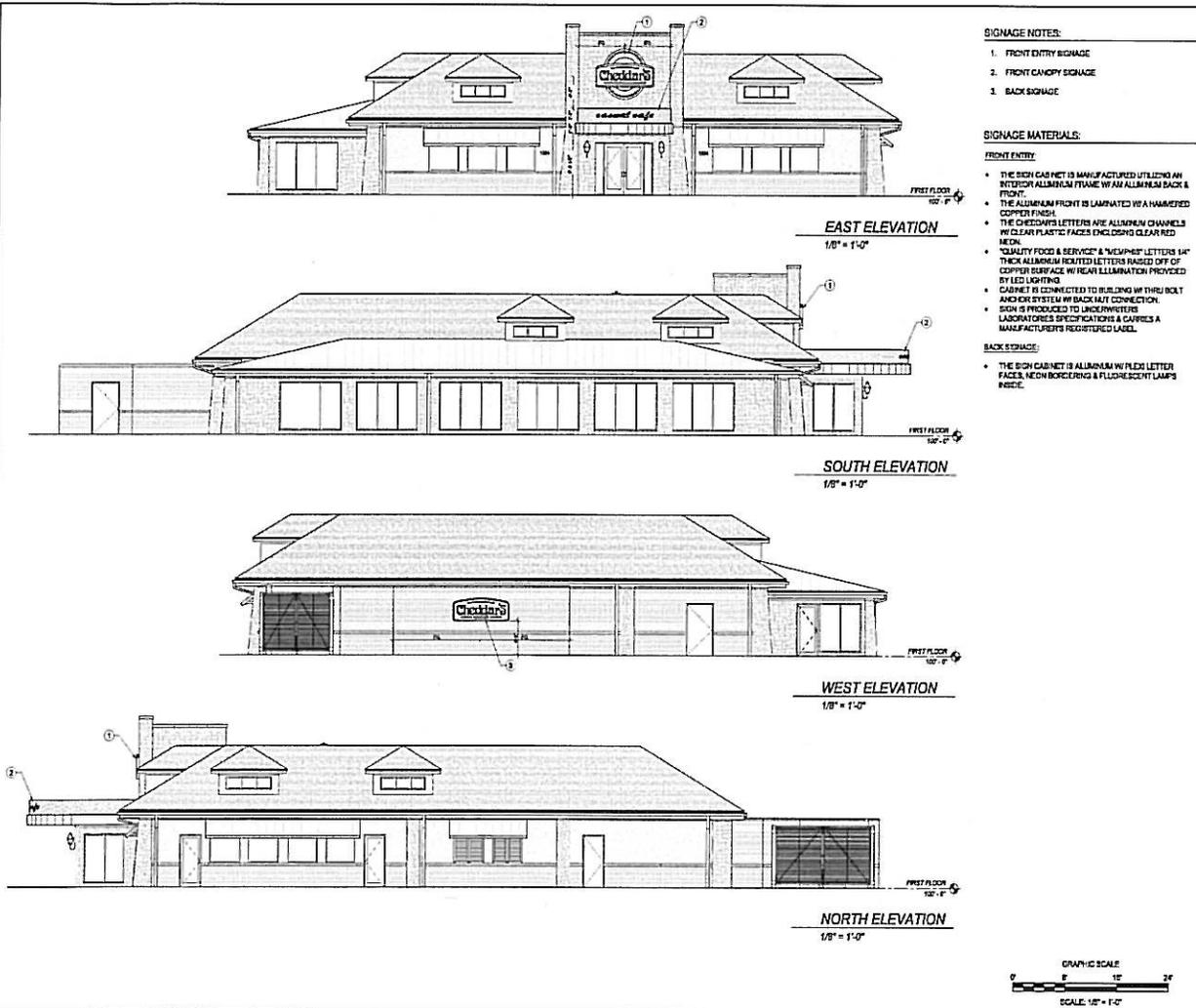
2918 CREEKMORE DRIVE  
 JOHNSON CITY, TN 37601  
 423-282-6221 FAX 423-282-6222

DATE: 1-25-12 DESIGN #: 15215  
 DESIGNER: TMI REVISION #:  
 SALES REP: ROD SNYDER SCALE: 1/2"=1'

CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_

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<p>3399 Texas Creek Road, Suite 230        Leipsic, TN 37082        phone: 615.591.6204 fax: 615.591.6213        www.murphygraves.com        © MGF ARCHIT. 2012</p>	JOB NAME	CHEDDAR'S CASUAL CAFE	JOB NO.	1114.4
	DESCRIPTION	BUILDING ELEVATIONS W/ SIGNAGE	DATE	02.09.12
			PREPARED BY	KJL
			NOTES	

## **STAFF ANALYSIS**

**(1) Attached Exterior Building Signs** – Pages 4-8 of the staff report illustrate the proposed location of the exterior signs that will be attached to the Cheddar's Restaurant building. In terms of building face compared to sign face area, the exterior sign coverage is minor and complements the attractive building style. The signs are consistent with the character of the area and are recommended for approval.

**(2) Parking Lot Pole Height Increase** – The Outline Plan Conditions require a maximum pole height of 20 feet. The applicant is requesting an increase to 30 feet. The increased height will result in four less poles being needed to light the restaurant site and the poles being placed at a greater distance from the west and south property lines than would be with 20-foot tall poles. There is no objection to the request. The site is surrounded by non-residential uses in all directions with the closest residential use (apartments) being located over 400 feet south of the site. The light pole plan is recommended for approval utilizing pole heights not to exceed 30 feet.

**Previous Site Plan Approval by the Land Use Control Board** - Attached at the back of the staff report is the previously-approved site plan for this site approved by the Land Use control Board on 05/12/05. The final plat for Cheddars is designed to comply with this approval.

**RECOMMENDATION:** Approval of Requests (1) and (2)

**Galleria of Memphis PD, Phase 16**  
**PD 08-326**  
**03/08/12**  
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## **DEPARTMENTAL COMMENTS**

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

### **City Engineer:**

1. Standard Subdivision Contract as required in Section 500 of Subdivision Regulations.
2. The site plan submitted as part of this application does not meet standards. It has no dimensions, calls/bearings on property lines, right-of-way measurements and is not an engineered drawing. It does not provide conditions of approval or make reference to the PD it is a phase of.

### **Sewers:**

3. City sanitary sewers are available at developer's expense.

### **Roads:**

4. Improve Germantown Parkway to full urban standards, including one southbound auxilliary lane, curb, gutters, sidewalks, handicapped access ramps and drainage facilities.

### **Curb Cuts/Access:**

5. The maximum number of curb cuts to Germantown Parkway has already been exceeded. No additional curb cut to Germantown Parkway will be approved.
6. The City Engineer shall approve the design, number and location of curb cuts.
7. The proposed curb cut on Bellevue Parkway closest to Germantown Parkway shall align with the existing curb cut on the north side of the street. The second curb cut shall be spaced a minimum of 200 feet west centerline to centerline.
8. Access to Germantown Parkway via private drive or driveway is prohibited. Convey right of access to City of Memphis.

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Drainage:

9. Drainage improvements, including possible on-site detention, shall be provided under a Standard Subdivision contract in accordance with Subdivision Regulations and the City of Memphis Drainage Design Manual.

Site Plan Notes:

10. Provide internal circulation between adjacent phases, lots, and sections. Common ingress/egress easements shall be shown on the final plats.

General Notes:

11. The width of all existing off-street sewer easements shall be widened to meet current city standards.
12. All commons, open areas, lakes, drainage detention facilities, private streets, private sewers and private drainage systems shall be owned and maintained by a Property Owner's Association. A statement to this effect shall appear on the final plat.
13. Required landscaping shall not be placed on sewer or drainage easements.

<b>City Fire Division:</b>	No comment.
<b>City Real Estate:</b>	No comments received.
<b>City/County Health Department:</b>	No comment by the Water Quality Branch & Septic Tank Program.
<b>City Board of Education:</b>	No comment.
<b>Construction Code Enforcement:</b>	No comments received.
<b>Center City Commission:</b>	No comments received.
<b>Memphis Light, Gas and Water:</b>	No comments received.
<b>Bell South:</b>	No comments received.

**Memphis Area Transit Authority (MATA):** No comments received.  
**OPD-Regional Services:** No comments received.  
**OPD-Plans Development:** No comments received.  
**Landmarks Commission:** No comments received.  
**Memphis Park Commission:** No comments received.  
**TN Dep't of Environment & Conservation:** No comments received.

**Neighborhood Associations**

**Cordova Leadership Council** - No comments received.  
**Cordova Community Watch, Inc.** – No comments received.  
**Chapel Creek Homeowner Association** – No comments received.  
**Countrywood Neighborhood Association** – No comments received.  
**Woodchase Home Owners** – No comments received.



*Memphis and Shelby County  
Office of Planning and  
Development*

CITY HALL 125 NORTH MID AMERICA MALL MEMPHIS, TENNESSEE 38103-2084 (901) 576-6619

05/27/05

John B. Maxwell, Trustee  
4851 Fleetview Drive  
Memphis, TN 38117

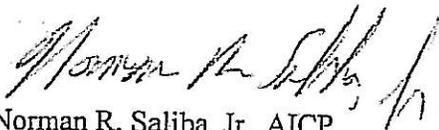
**RE:** The Galleria of Memphis Planned Development, Parcels I E-2, I C, I B-3, and II D-2  
OPD Case # P.D. 04-312

Dear Mr. Maxwell:

The Memphis and Shelby County Land Use Control Board on May 12, 2005, approved your attached site plan for four lots containing restaurant, retail and hotel uses with a retention basin for property located at the southwest corner of Germantown Parkway and Bellevue Parkway, subject to the attached conditions.

You may now proceed with the filing of final plats for administrative review and approval. If you have questions regarding this matter, please contact me at 576-6619.

Sincerely,

  
Norman R. Saliba, Jr., AICP  
Land Use Controls Manager

cc: Dugan Design Group, LLC

***Site Plan Approval Conditions***

***Galleria of Memphis PD, Parcels I E-2, I C, I B-3 and II D-2***

***P.D. 04-312***

***Land Use Control Board Approval: 05/12/05***

1. Each lot shall be regulated according to use, bulk, and other requirements as per the following area requirements in the Outline Plan Conditions:
  - Lot 1 - Shall comply with the Parcel I B-3 Requirements.
  - Lot 2 - Shall comply with the Parcel I C Requirements.
  - Lot 3 - Shall comply with the Parcel I C Requirements.
  - Lot 4 - Shall comply with the Parcel II D-2 Requirements.
2. One right-in/right-out curb cut shall be permitted to Germantown Parkway with its design and location subject to the approval of the City Engineering Office.
3. One integrated center sign is permitted as illustrated subject to the size, design, and landscaping/irrigation requirements of the Sign Ordinance. The maximum size of this sign shall be determined by subtracting the Bellevue Baptist Church Entrance Monument Sign from the maximum total of 342 square feet of sign area permitted.
4. The previously-approved Bellevue Baptist Church entrance monument sign shall be permitted up to 175 square feet of area provided it complies with the Sign Ordinance requirements for design and landscaping/irrigation. If compliance is not provided, the applicable size reduction percentages stated in the Sign Ordinance shall apply.
5. Each lot may have one ground-mounted, monument-style sign a maximum of 50 square feet in area and 10 feet in height along Bellevue Parkway provided each complies with the Sign Ordinance requirements for design and landscaping/irrigation. If compliance is not provided, the applicable size reduction percentages stated in the Sign Ordinance shall apply.
6. All detached signs shall be illustrated on the final plat including their building materials and dimensions.
7. Building elevations shall be provided on each final plat and shall incorporate earth tone building colors.
8. Any proposed hotel must obtain a waiver from the Memphis City Council granted to the business owner to assure no hourly-rate hotel will be established.
9. A detailed landscaping plan identifying plant materials and their sizes shall be provided on each final plat.

*Site Plan Approval Conditions (Continued)*

*Galleria of Memphis PD, Parcels I E-2, I C, I B-3 and II D-2*

*P.D. 04-312*

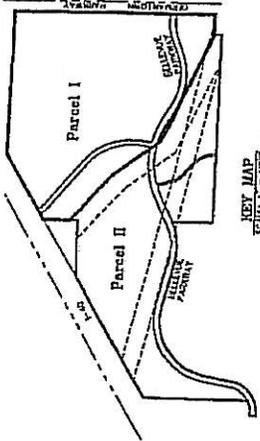
*Land Use Control Board Approval: 05/12/05*

10. Internal access easements shall be provided between Lots 1, 2 and 3.
11. Improve Germantown Parkway in accordance with the Subdivision Regulations.
12. Final plats shall reflect a minimum 25-foot rear yard setback, exclusive of the easement along the natural drainage way.
13. All other Outline Plan Conditions remain applicable unless modified by Conditions 1-12 above.

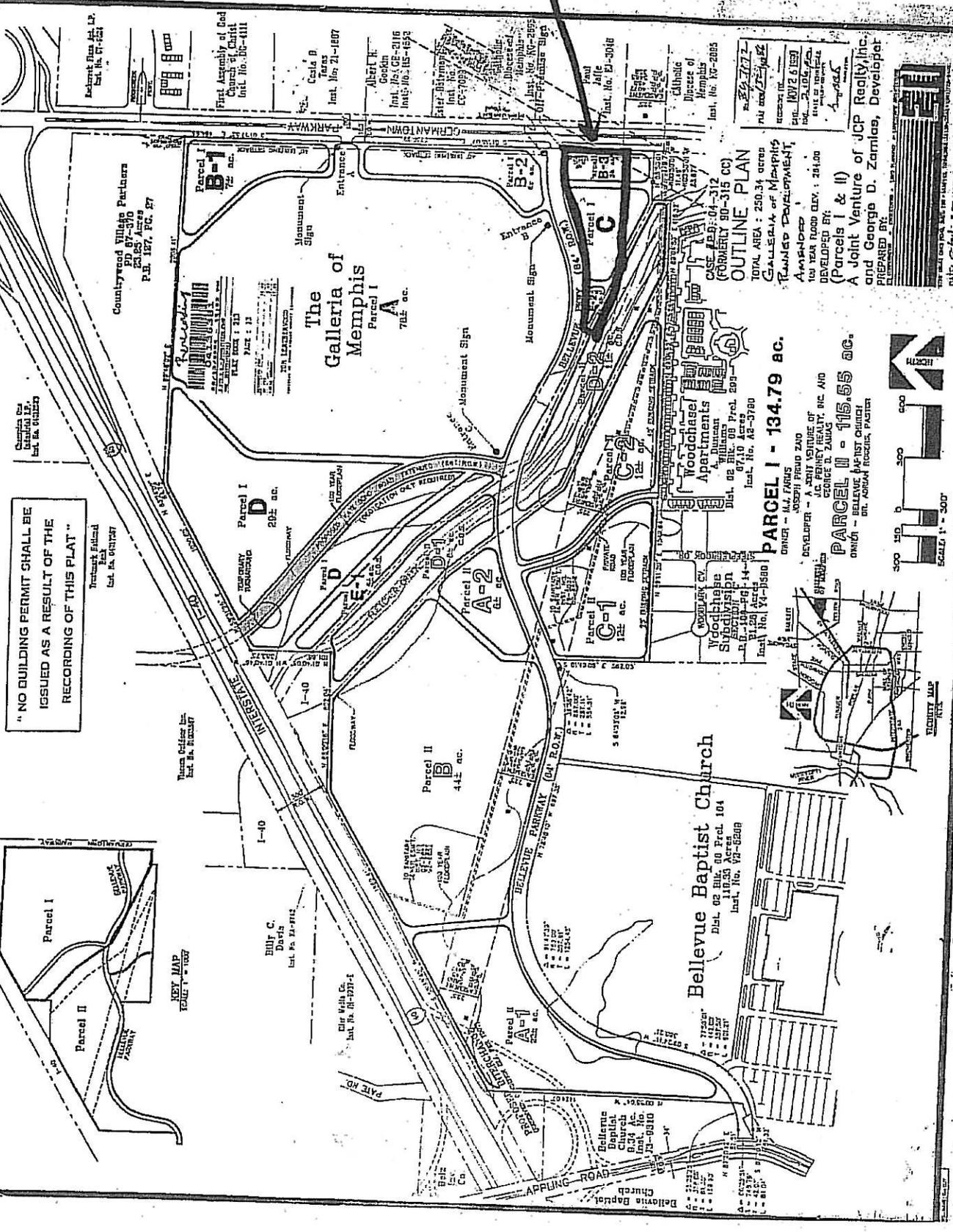


**SITE**

"NO BUILDING PERMIT SHALL BE ISSUED AS A RESULT OF THE RECORDING OF THIS PLAT"



KEY MAP  
SCALE 1" = 100'



Countrywood Village Parkers  
P.B. 87-370  
P.B. 187, PG. 87

**The Galleria of Memphis**  
Parcel I  
7.8± ac.

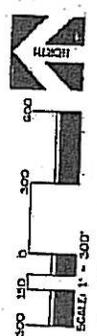
**Bellevue Baptist Church**  
Dist. 02 Blk. 00 Parcel 104  
110.33 Acres  
Inst. No. V2-5209

**PARCEL I - 134.79 ac.**

DEVELOPER - A. J. FARMUS  
DRIVER - M. J. FARMUS  
JOSEPH FARMUS ZAO  
DEVELOPER - A. J. FARMUS  
C. PENNY REALTY, INC. AND  
C. W. ZANG  
**PARCEL II - 115.55 ac.**  
OWNER - BELLEVUE BAPTIST CHURCH  
DR. ANTHONY ROZINSKI, PASTOR

**OUTLINE PLAN**  
CASE NO. 04-312 CC  
(SUBJECT 90-315 CC)

TOTAL AREA: 250.34 acres  
GALLERIA OF MEMPHIS  
RELANDS DEVELOPMENT  
APPROVED  
104 YEAR FLOOD ELEV.: 281.00  
DEVELOPED BY:  
**(Parcels I & II)**  
A Joint Venture of JCP Realty, Inc.  
and George D. Zamias, Developer  
PREPARED BY:  
JCP REALTY, INC.  
10425 WOODCHASE DRIVE  
MEMPHIS, TENNESSEE 38119  
PHONE: 278-1111



DATE: 5/14/87 JOB #: 0016-20 SHEET 2 of 5

From 1144  
409-1200

AREA  
**F**  
15± ac.  
(See Pg. 6 of 6)  
(One (1) Motor Vehicle Sales  
& Service Establishment)

Parcel I  
**B-2**  
6± ac.

BELLEVUE PARKWAY (98' R.O.W.)

Parcel I  
**E-2**  
2± ac.

Parcel I  
**C-2**  
5± ac.

Parcel I  
**B-3**  
3± ac.

Parcel II  
**D-2**  
11± ac.

Parcel II  
**C-2**  
12± ac.

40' BUILDING SETBACK

Woodchase  
Apartments

A. Duncan  
Williams  
. 02 Blk. 08 Prcl. 293  
67.10 Acres  
Inst. No. A2-3790

40' BUILDING SETBACK  
S 01°35'07" E 2736.9  
NORTH GERMAN TR

Inst. No. HS-4552/  
Ester Bateman  
Inst. No.  
CC-7099

Cal  
Dioc  
Mer  
Inst. No.

Monument Sign

Off-Premise Sign

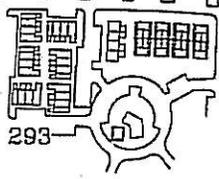
BELLEVUE PARKWAY EAST

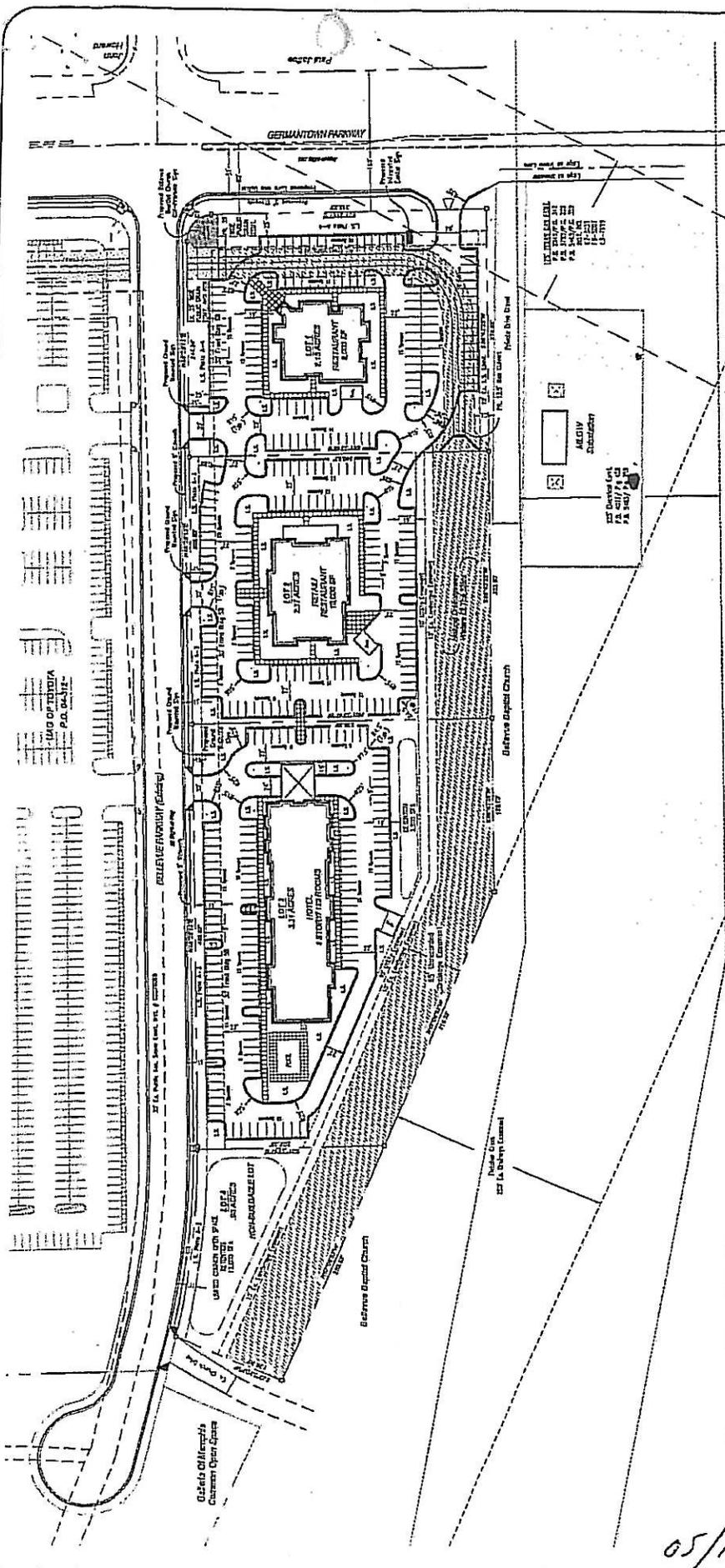
Paul  
Jaffe  
Inst. No. EJ-3048

EASEMENT  
P.C. 4077  
P.C. 358  
P.C. 3465  
P.C. 359

Catholic  
Diocese of  
Memphis  
Inst. No. KG-2895

N 88°50'01" E 279.74'  
N 00°50'01" W 11.49'  
N 00°50'01" W 88.67'





P.D. 04-313  
(Formerly P.D. 04-15000)  
**SITE PLAN**  
**THE GALLERIA OF MEMPHIS**  
PLANNED DEVELOPMENT  
TOTAL AREA: 8.78 ACRES  
PARCEL 1-E2, PARCEL 1-C, PARCEL 1-B3

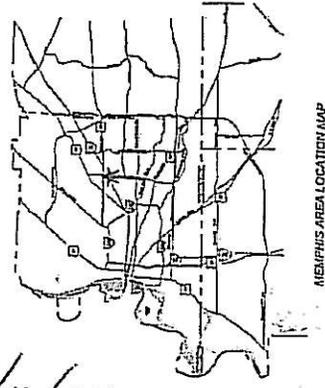
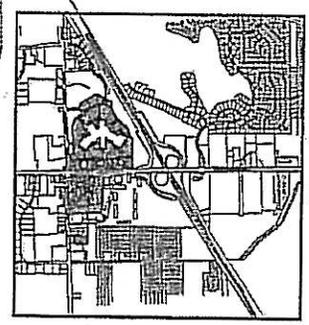
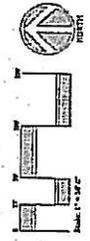
OWNER:  
JEROME LAWRENCE, JR. (TRUSTEES)  
4211 Peachtree Avenue  
Atlanta, GA 30317

PREPARED BY:  
**DUPAN DESIGN GROUP, LLC**  
1000 South Main Street, Suite 110  
Memphis, Tennessee 38103  
www.dupandesigngroup.com  
PHONE: 901.521.1000  
FAX: 901.521.1001  
EMAIL: info@dupandesigngroup.com

SHEET 1 OF 3

**GRAVE PAZE**

DATE	REVISION	BY	DATE
05/12/05	1	JD	05/12/05



05/12/05

CASE # P.D. 00315CC  
**SITE PLAN**  
**THE GALLERIA OF MEMPHIS**  
**PLANNED DEVELOPMENT**

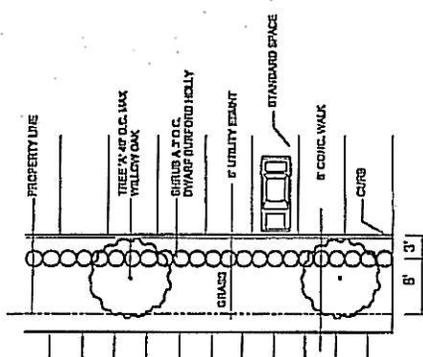
TOTAL AREA: 8,370 SQ. FT.  
 PARCEL ID #

OWNER:  
 JENNIFER W. HALL (TRUSTEE)  
 4811 PARKWAY  
 MEMPHIS, TN 38117

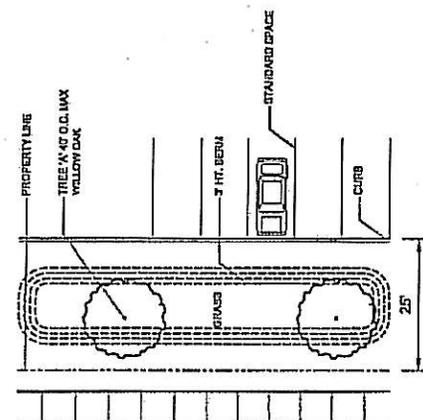
PREPARED BY:



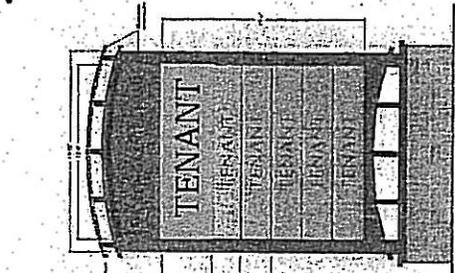
**JENNIFER W. HALL DESIGN GROUP, LLC**  
 1100 SOUTH MAIN STREET, SUITE 110  
 MEMPHIS, TN 38103  
 WWW.JWHDESIGNGROUP.COM  
 PHONE: 901.521.1111  
 FAX: 901.521.1111  
 DATE: 04/11/15  
 SHEET 3 OF 3



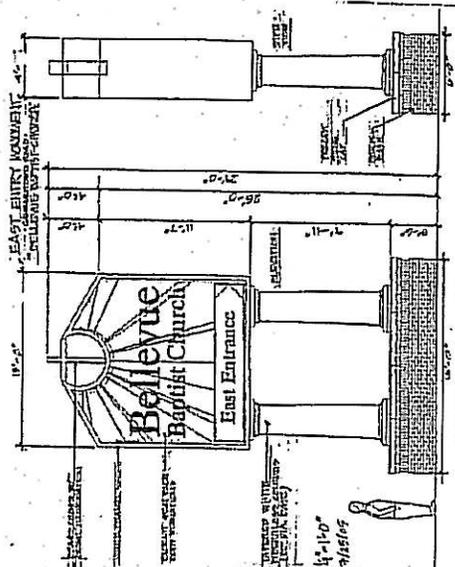
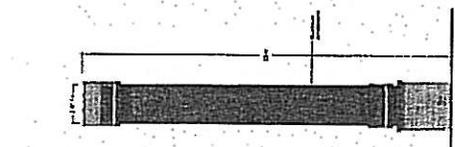
LANDSCAPE PLAN - A-3  
 N.T.S.



LANDSCAPE PLAN - A-4  
 N.T.S.



PROPOSED INTEGRATED  
 CENTER SIGN  
 N.T.S.



PROPOSED BELLEVUE BAPTIST  
 CHURCH CENTER SIGN  
 N.T.S.