



**Agenda  
City of Olive Branch  
Planning Commission Meeting  
6:00 PM  
March 11, 2025**

This meeting will be live-streamed and recorded on the City's YouTube channel at <https://www.youtube.com/@cityofob>.

**Call to Order:**

**Roll Call:**

**Approval of Minutes:**

1. Minutes of 2-11-25 Meeting

**Consent**

1. Application for the First Revision of Mason Subdivision, submitted by Tom Cassick, Summit Title & Escrow, LLC, on behalf of property owner RS Rental II, LLC. The request is to combine two existing lots into a single residential lot of .603+/- acres. The subject property is zoned R-2, Single Family Residential District, and is located on the south side of Mason Street, currently known as Lots 11 and 12 of Mason Subdivision, 9155 Mason Street. (File # SD25-0005).

**Old Business:**

1. Application for a Zoning Map Amendment submitted by Cliff McLemore, McLemore Ferguson, LLC, on behalf of property owner Dauphine Magee. The request is to rezone 0.74+/- acres from O, Office District, to R-3, Planned Residential District and to approve the project text and associated preliminary development plan for Westbranch Townhomes. The subject property is located at the northwest corner of Westbranch Rd and Goodman Rd E, known as Lot 23 of the Hoover Subdivision. (File #ZP25-0001) (**Tabled to this date at meeting of February 11, 2025**).
2. Application for a final plat submitted by Cliff McLemore, McLemore Ferguson, LLC, on behalf of property owner Dauphine Magee. The request is to subdivide 0.74+/- acres into five lots to create the Westbranch Townhomes. The property is currently zoned O, Office District, and is requested in a separate application (File #ZP25-0001) to be rezoned to R-3, Planned Residential District. The subject property is located at the northwest corner of Westbranch Rd and Goodman Rd E, known as Lot 23 of the



Hoover Subdivision. (File #SD25-0002) (Tabled to this date at meeting of February 11, 2025).

**New Business:**

1. Application to amend the Project Text and consider the associated preliminary development plan for Crumpler Place Planned Development, submitted by Cory Brady on behalf of property owners, Nimesh Patel, Crumpler Holdings, LLC and Magnolia Hospitality, LLC. The request is to allow five 3-story buildings for multi-family residential uses (apartments) and one mixed use building for retail/office and multi-family units on 7.31+/-acres. The subject property is zoned PUD, Planned Unit Development District, and is located on the south side of Goodman Rd, between Crumpler Blvd and Hwy 78. (File # ZP25-0002).

**Other Business**

**Adjournment**

**MINUTES FOR THE CITY OF OLIVE BRANCH PLANNING COMMISSION  
REGULAR MEETING FEBRUARY 11, 2025**

The Olive Branch Planning Commission meeting was held on Tuesday, February 11, 2025, in the Municipal Court Room located, at 6900 Highland Street, at 6:00 p.m.

**CALL TO ORDER**

The meeting was called to order by Mr. Dorr, Chairman of Planning Commission, at 6:00 p.m. He advised he wanted to remind everyone that the by-laws had been amended last year to allow Commissioners to attend remotely.

**ROLL CALL**

Janice Lewis, Dion Jones, Donny Singh, Diane Senger, and Pat Dorr were present. Kimberly Remak attended remotely, and a quorum was established. Steve Stratton was absent. Jason Gambone, Director, Venard Asongayi, Assistant Director, Kevin Norman, Senior Planner, and Heather James, Planning Technician were present from the Planning and Development Department.

**APPROVAL OF THE MINUTES OF THE JANUARY 14, 2025 MEETING**

Mr. Dorr noted that corrections to the minutes were made prior to the meeting and asked if anyone had any additional questions, comments or motions regarding the minutes of the January 14, 2025 meeting. **Mrs. Lewis made a motion to approve the minutes as corrected. Mr. Stratton made the second and the motion was approved as follows:**

Pat Dorr	Yes	Steve Stratton	Absent	Donny Singh	Yes	Dion Jones	Yes
Janice Lewis	Yes	Kimberly Remak	Yes	Diane Senger	Yes		

**CONSENT AGENDA**

**OLD BUSINESS**

**NEW BUSINESS**

1. Final Plat for Alnami Minor Lot Subdivision, submitted by Bob Farley, Farley Surveying, on behalf of property owners Mohammed Ali Alnami & Ghazen Almontasser. The request is to create two lots from a 5.18+/-ac subject property, zoned A-R, Agricultural-Residential, and located at the northwest corner of College Rd and Hwy 305, known as 8890 College Rd. (File #SD25-0001)

- **APPLICATION SUMMARY**

The applicant, Farley Surveying LLC, on behalf of property owners, Mohammed Ali Alnami & Ghazen Almontasser, submit for consideration a final plat for a 2-lot subdivision. The applicants seek to subdivide the un-platted 5.18 +/- ac property into two lots consisting of a 2.77 +/- ac Lot 1 and a 2.42 +/- ac Lot 2. The property is zoned AR, Agricultural Residential, which mainly permits single family residential and agricultural land uses. Proposed Lot 1 is improved with an existing home and the intended subdivision would create one more buildable lot. Utility lines are readily available in the vicinity of the property. All infrastructure completion shall be the responsibility of the developer(s) of the lots. No variances, deviations, and/or waivers are applicable to the plat. Staff recommends approval subject to various conditions.

- **STAFF PRESENTATION**

Assistant Director, Venard Asongayi, presented the staff report, which is included herein by reference (File # SD25-0001).

- **PLANNING COMMISSION INQUIRY AND STAFF RESPONSE**

Mr. Singh asked if there would be one entrance for both lots, or if two entrances would be required. Mr. Asongayi advised there are no current plans for development at this time. Mr. Singh asked if they would have to have easement for access between lots. Mr. Asongayi advised that was correct, but that it could be done by a privately recorded document.

- **PUBLIC HEARING**

Mr. Dorr asked if anyone was present to speak about the application.

- **Proponents:**

- Bob Farley, Farley Surveying, 235 W Chulahoma Ave, Holly Springs, MS – he had nothing further to add.

- **Opponents:**

- None

- **PLANNING COMMISSION DISCUSSION**

None

- **MOTION**

**Ms. Senger made a motion to approve the final plat of the “ALNAMI MINOR LOT SUBDIVISION” subject to the following conditions:**

1. Lot improvements shall be the responsibility of the developer and not the responsibility of the City of Olive Branch.
2. Future development on the lots shall comply with the applicable requirements of the City’s various land development regulations.
3. Unless otherwise specified, all utilities and services (electric, telephone, cable, etc.) shall be installed underground.
4. Driveways on Lots 1 and 2 must be paved. Any driveway from Hwy 305 is subject to approval by the Mississippi Department of Transportation (MDOT).
5. The final plat must be recorded before a building permit may be issued for any development on the proposed lot.
6. Minor edits are applicable to the Final Plat as may be required by City regulations and deemed necessary by City staff.

**Mrs. Lewis made the second and the motion was approved as follows:**

Pat Dorr	Yes	Steve Stratton	Absent	Donny Singh	Yes	Dion Jones	Yes
Janice Lewis	Yes	Kimberly Remak	Yes	Diane Senger	Yes		

**Mr. Dorr announced items 2 & 3 and noted there was a recommendation to table both items.**

2. Application for a Zoning Map Amendment submitted by Cliff McLemore, McLemore Ferguson, LLC, on behalf of property owner Dauphine Magee. The request is to rezone 0.74+/-acres from O, Office District, to R-3, Planned Residential District and to approve the project text and associated preliminary development plan for Westbranch Townhomes. The subject property is located at the northwest corner of Westbranch Rd and Goodman Rd E, known as Lot 23 of the Hoover Subdivision. (File #ZP25-0001) (Applicant requests application to be tabled).
3. Application for a final plat submitted by Cliff McLemore, McLemore Ferguson, LLC, on behalf of property owner Dauphine Magee. The request is to subdivide 0.74+/-acres into five lots to create the Westbranch Townhomes. The property is currently zoned O, Office District, and is requested in a separate application (File #ZP25-0001) to be rezoned to R-3, Planned Residential District. The subject property is located at the northwest corner of Westbranch Rd and Goodman Rd E, known as Lot 23 of the Hoover Subdivision. (File #SD25-0002) (Applicant requests application to be tabled).

- **MOTION**

**Mrs. Remak made a motion to table New Business items numbered 2 & 3. Mr. Jones made the second and the motion to table was approved as follows:**

Pat Dorr	Yes	Steve Stratton	Absent	Donny Singh	Yes	Dion Jones	Yes
Janice Lewis	Yes	Kimberly Remak	Yes	Diane Senger	Yes		

4. Application for a Final Plat for Old River Farm Subdivision, Phase 2, submitted by Nick Kreunen, Civil-Link, on behalf of Mark Matthews, Jon Mark, LLC, property owner. The request is to divide 12.69+/- acres into 38 residential lots and 2 common open spaces. The subject property is zoned R-3, Planned Residential District, and is located on the north side of College Rd, just west of Hwy 305. (File # SD25-0004).

- **APPLICATION SUMMARY**

Nick Kreunen, on behalf of the property owner, Jon Mark, LLC, proposes a final plat for the Old River Farms Subdivision, Phase 2, which will consist of 38 buildable detached single family residential lots, to common open green spaces, and dedication of new streets and street sections. The property is zoned R-3, Planned Residential District. With this final phase, the subdivision will have 72 buildable lots. Subdivision infrastructure such as water and sewer lines and streets have been substantially completed. The developer would have to provide a letter of credit to the City of sufficient amount to complete any unfinished infrastructure at the time of plat recordation. The plat, as designed, meets requirements of the Old River Farms Planned Residential Development project text and the Subdivision Regulations of the City. Staff recommends approval subject to various conditions.

- **STAFF PRESENTATION**

Assistant Director, Venard Asongayi, presented the staff report, which is included herein by reference (File # SD25-0004).

- **PLANNING COMMISSION INQUIRY AND STAFF RESPONSE**

None

- **PUBLIC HEARING**

Mr. Dorr asked if anyone was present to speak about the application

- Proponents:
  - None
- Opponents:
  - None
- **PLANNING COMMISISON DISCUSSION**  
None
- **MOTION**

Mr. Jones made a motion to approve the final plat for Old River Farms Subdivision, Phase 2, and recommend same to the Board of Aldermen subject to the following:

1. Improvements shall be the responsibility of the developer and not the responsibility of the City of Olive Branch.
2. All utilities and services (electric, telephone, cable, etc) shall be installed underground. The water service lines shall be installed with tracing wire at the top.
3. All approval conditions of the preliminary plat are maintained.
4. Change the name of the street from the intersection of the proposed “Stacy Cove” to “Jackson Ln” from “Mary Mccoy Dr.” to “Maya Rose Drive.”
5. All discrepancies regarding street names on the plat should be resolved before consideration by the Board of Aldermen.
6. The developer shall submit to the City of Olive Branch a letter of credit of sufficient amount as will be determined by the City Engineer, plus a 25% contingency, for the completion of all uncompleted public improvements required in the land area constitutive of the final plat and for any outstanding As-Built drawings before recordation of the final plat.
7. The homebuilder shall construct a 6ft tall cedar fence at the rear of each lot as required in the project text and preliminary development plan for Old River Farms before a house on the lot may pass final inspection.
8. Minor edits may be applicable to the subdivision plat as may be determined necessary by the City Engineer and the Director of Planning and Development or their designees.

Mrs. Remak made the second and the motion was approved as follows:

Pat Dorr	Yes	Steve Stratton	Absent	Donny Singh	Yes	Dion Jones	Yes
Janice Lewis	Yes	Kimberly Remak	Yes	Diane Senger	Yes		

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**OTHER BUSINESS**

**ADJOURNMENT**

Ms. Senger made a motion to adjourn the meeting at 6:17pm. Mr. Jones made the second and the motion was approved as follows:

Pat Dorr	Yes	Steve Stratton	Absent	Donny Singh	Yes	Dion Jones	Yes
Janice Lewis	Yes	Kimberly Remak	Yes	Diane Senger	Yes		

**REPORT TO THE PLANNING COMMISSION**

**CAPTION/SUBJECT:** Application for the First Revision of Mason Subdivision, submitted by Tom Cassick, Summit Title & Escrow, LLC, on behalf of property owner RS Rental II, LLC. The request is to combine two existing lots into one lot of 0.603+/- acres. The subject property is zoned R-2, Single Family Residential District, and is located on the south side of Mason Street, currently known as Lots 11 and 12 of Mason Subdivision, 9155 Mason Street.

**EXHIBITS:**

- 1. Final Plat combining Lots 11&12
- 2. Application letter (2/10/25)
- 3. Warranty Deed
- 4. Aerial Location Map
- 5. Existing Plat (signed 11/30/46)

**EXECUTIVE SUMMARY:** This application proposes to combine Lots 11 & 12 in the 27-lot Mason Subdivision, which records show was signed in 1946. As depicted below, there is an existing single-family home that was constructed at an unknown date over the lot line between Lots 11 & 12. Revising the plat to combine the two lots will have the effect of removing this line. There are no issues with the request and it is recommended for approval.



**NEXT STEPS:** The Final Plat will need to be recorded following approval.

**RECOMMENDED MOTION:** Approve the application and recommend that the Board of Aldermen approve the Final Plat to combine Lots 11 & 12 of the Mason Subdivision into one lot of 0.603+/- acres subject to minor edits that may be requested by the City's Planning and Engineering Departments.

CHECKED FOR SUBMISSION TO THE COMMISSION BY:     *AS*     DATE:     3/5/25    

MOTION BY: \_\_\_\_\_ SECOND BY: \_\_\_\_\_

VOTE	DORR	JONES	REMAK	SCHUMPERT	SENGER	SINGH	STRATTON
YES	_____	_____	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____	_____	_____

Exhibit 1

**OWNERS CERTIFICATION**  
 WE, RS RENTAL II, LLC, OWNER OF THE PROPERTY DO HEREBY ADOPT THIS SUBDIVISION AS PLATTED AND DEDICATE THE RIGHT-OF-WAY FOR ROADS AS SHOWN ON THE PLAN OF SAID TO THE CITY OF OLIVE BRANCH, DESOTO COUNTY, MISSISSIPPI FOR THE PUBLIC USE FOREVER. WE CERTIFY THAT WE ARE THE OWNERS, IN FEE SIMPLE OF THE PROPERTY AND THAT NO TAXES HAVE BECOME DUE AND PAYABLE THIS THE DAY \_\_\_\_\_ DAY OF \_\_\_\_\_ 2025

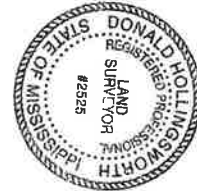
DESOTO COUNTY CHANCERY COURT CLERK  
 I HEREBY CERTIFY THAT THE SUBDIVISION PLAN SHOWN HEREON WAS FILED IN MY OFFICE AT \_\_\_\_\_ O'CLOCK ON THE \_\_\_\_\_ DAY OF \_\_\_\_\_ 2025 AND IMMEDIATELY ENTERED UPON THE PROPER INDEX AND DULY RECORDED IN PLAT BOOK \_\_\_\_\_ PAGE \_\_\_\_\_  
 CHANCERY CLERK  
 DESOTO COUNTY, MISSISSIPPI

**NOTARY CERTIFICATION**  
 COUNTY OF DESOTO  
 STATE OF MISSISSIPPI  
 PERSONALLY APPEARED BEFORE ME THE UNDERSIGNED AUTHORITY IN AND FOR SAID COUNTY AND STATE ON THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_ 2025 WITHIN MY JURISDICTION THE WITHIN NAMED RS RENTAL II, LLC ACKNOWLEDGES THAT THEY EXECUTED THE ABOVE FOREGOING CERTIFICATION FOR THE PURPOSE THEREIN MENTIONED

NOTARY PUBLIC \_\_\_\_\_  
 MY COMMISSION EXPIRES \_\_\_\_\_  
 CITY OF OLIVE BRANCH, MISSISSIPPI PLANNING COMMISSION

APPROVED BY THE CITY OF OLIVE BRANCH MISSISSIPPI PLANNING COMMISSION ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2025

CHAIRMAN OF CITY OF OLIVE BRANCH PLANNING COMMISSION  
 ATTEST  
 SECRETARY OF CITY OF OLIVE BRANCH PLANNING COMMISSION



LOT 13  
 LDB 903, PAGE 388  
 MAYOR AND BOARD OF ALDERMEN CITY OF OLIVE BRANCH MISSISSIPPI  
 APPROVED BY THE MAYOR AND BOARD OF ALDERMEN THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_ 2025  
 CITY CLERK \_\_\_\_\_ MAYOR \_\_\_\_\_

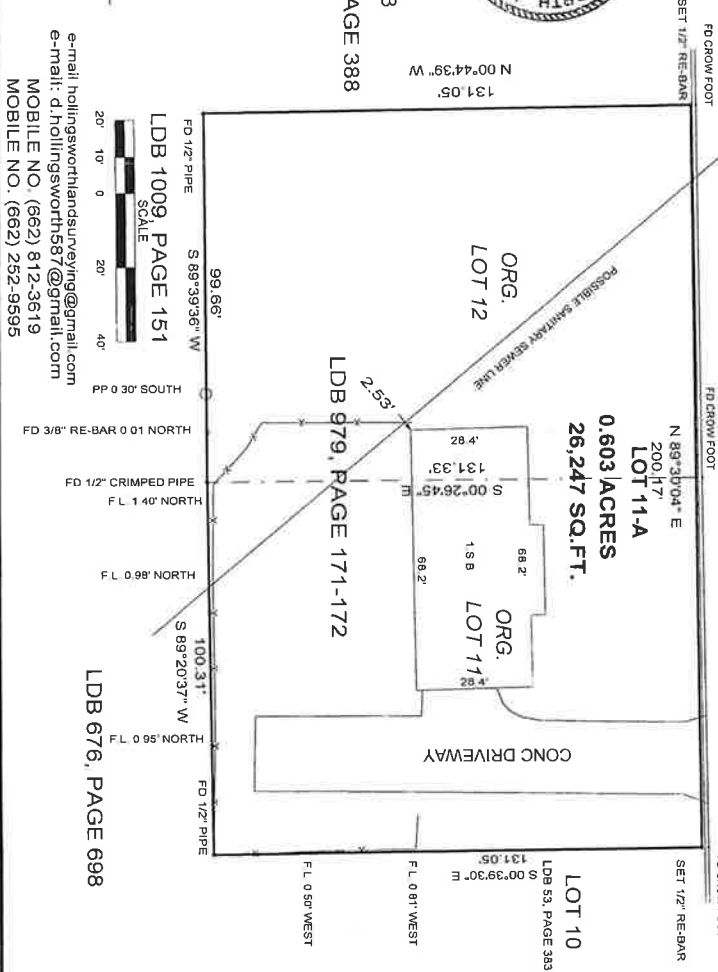
SEE SURVEY BY CHARPPELL SURVEYING CO  
 HOLLINGSWORTH  
 SCALE  
 20' 10' 0 20' 40'  
 LUNDED TIME & REASONS PREPARED  
 COMPUTER JOBS 2025 RS DWG.  
 DATA FILE: \_\_\_\_\_  
 NOTE 1/2" RE-BAR SET AT ALL CORNERS UNLESS NOTED

THE PROPERTY IS LOCATED \_\_\_\_\_ C \_\_\_\_\_  
 THE PROPERTY IS LOCATED \_\_\_\_\_ C \_\_\_\_\_  
 THE PROPERTY IS LOCATED \_\_\_\_\_ C \_\_\_\_\_

THIS IS A QUANTIFICATION OF THE PROPERTY DESCRIBED IN THE INSTRUMENT OF DEED OR OTHER INSTRUMENT OF RECORD IN THE PUBLIC RECORDS OF THE COUNTY OF DESOTO, MISSISSIPPI, AND THE CITY OF OLIVE BRANCH, MISSISSIPPI, AND THE PROPERTY IS LOCATED IN THE \_\_\_\_\_ SECTION \_\_\_\_\_ TOWNSHIP \_\_\_\_\_ RANGE \_\_\_\_\_ COUNTY OF DESOTO, MISSISSIPPI.

HOLLINGSWORTH LAND SURVEYING, LLC  
 2498 CHURCH STREET  
 BYHALIA, MISSISSIPPI 38611  
 (662) 252-9595

PLAT OF SURVEY FOR RS RENTAL II, LLC  
 RE-DIVISION OF LOT 11 & 12 MASON SUBDIVISION  
 SECTION 34, T-1-S, R-6-W  
 CITY OF OLIVE BRANCH  
 DESOTO COUNTY, MISSISSIPPI



**Summit Title & Escrow, LLC**  
**6000 Poplar Avenue, Ste. 225**  
**Memphis, TN 38119**  
T: (205) 598-1778, F: (901) 244-5650

**February 10, 2025**

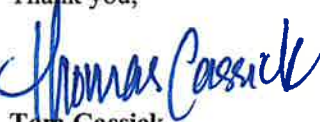
**City of Olive Branch – Planning and Development Dept.**  
**ATTN: Heather James**  
**9200 Pigeon Roost Road, Room 143**  
**Olive Branch, MS 38654**

**VIA FedEx**

**Re: Parcel Subdivision Application for 9155 Mason Street Olive Branch, MS 38654**

Mrs. James,

Please find enclosed our client's application to subdivide (combine) the parcels located at 9155 Mason Street. Also enclosed is a check for the application fees, three copies of the proposed plat, the completed application, and one copy of the owner's warranty deed. A USB hard drive is also included which contains copies of all relevant documents. If you should require any more information, materials, or documents, please let me know. You can email me at [tcassick@summittitleandescrow.com](mailto:tcassick@summittitleandescrow.com) or call me at 205-598-1778.

Thank you,  
  
Tom Cassick



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SPACE ABOVE THIS LINE FOR RECORDING PURPOSES ONLY

Prepared By & Return To:  
Summit Title & Escrow, LLC  
6263 Poplar Ave, Suite 801  
Memphis TN 38119  
901-881-8600

### WARRANTY DEED

The Estate of Glen Houston Livingston,  
9155 Mason Street Olive Branch, MS 38654  
Phone: 662-393-5520

GRANTOR

TO

RS Rental II, LLC  
32 Mercer St., 4th Floor, New York, NY 10013  
Phone: 212-542-0443

GRANTEE

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AS OF November 12th 2021, FOR AND IN CONSIDERATION of the sum of TEN DOLLARS (\$10.00) cash in hand paid and other good and valuable considerations, the receipt of all of which is hereby acknowledged, The Estate of Glen Houston Livingston , Single, Grantor, does hereby sell, grant, bargain convey and warrant unto RS Rental II, LLC, Grantee, the land lying and being situated in DeSoto County, Mississippi, more particularly described as follows, to-wit:

LOTS 11 & 12, MASON SUBDIVISION, SITUATED IN SECTION 34, TOWNSHIP 1 SOUTH, RANGE 6 WEST, DESOTO COUNTY, MISSISSIPPI AS PER PLAT RECORDED IN PLAT BOOK 1, PAGE 8, CHANCERY CLERK'S OFFICE, DESOTO COUNTY, MISSISSIPPI.

Known Municipally as 9155 Mason Street Olive Branch, MS 38654

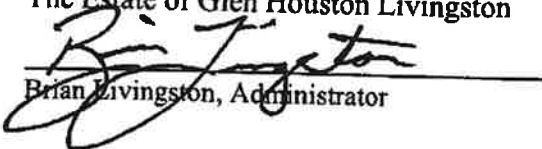
Glen Houston Livingston died intestate on or about February 27, 2019. His estate was probated in the Chancery Clerk's Office of Desoto County, Mississippi at Cause No. 19-CV-862. An Amended Order to Sell Real Estate was entered on September 21 2021 authorizing the sale of the property being conveyed herein pursuant to Mississippi Code Sections 97-7-187 and 97-7-191, and the Administrator is conveying said property pursuant thereto. The Administrator is conveying the property herein in his capacity as the Administrator of the Estate of Glen Houston Livingston and not in his individual capacity.

The warranty in this deed is subject to road rights of way and easements for public roads and public utilities, health department regulations, subdivision and zoning regulations in effect in DeSoto County, Mississippi; subject to any prior reservation or conveyance of oil, gas or mineral rights of any kind or character whatsoever; subject to covenants, limitations, and restrictions, dedications, conditions, reservations, easements and other applicable matters shown all of record in the office of the Chancery Clerk of DeSoto County, Mississippi; and subject to city and county taxes for the year 2021 and all subsequent years.

Taxes for the current year have been pro-rated on an estimated basis as part of this closing.

IN TESTIMONY WHEREOF, witness the signature of the Grantor on this 12 day of November 2021

The Estate of Glen Houston Livingston

  
Brian Livingston, Administrator

STATE OF TENNESSEE  
COUNTY OF SHELBY

On this 12 day of November, 2021, before me personally appeared Brian Livingston, Administrator of The Estate of Glen Houston Livingston, to me known to be the person (or persons) described in and who executed the foregoing instrument, and acknowledged that such person (or persons) executed the same as such person's (or persons') free act and deed.

Witness my hand, at office, this 12 day of November, 2021.

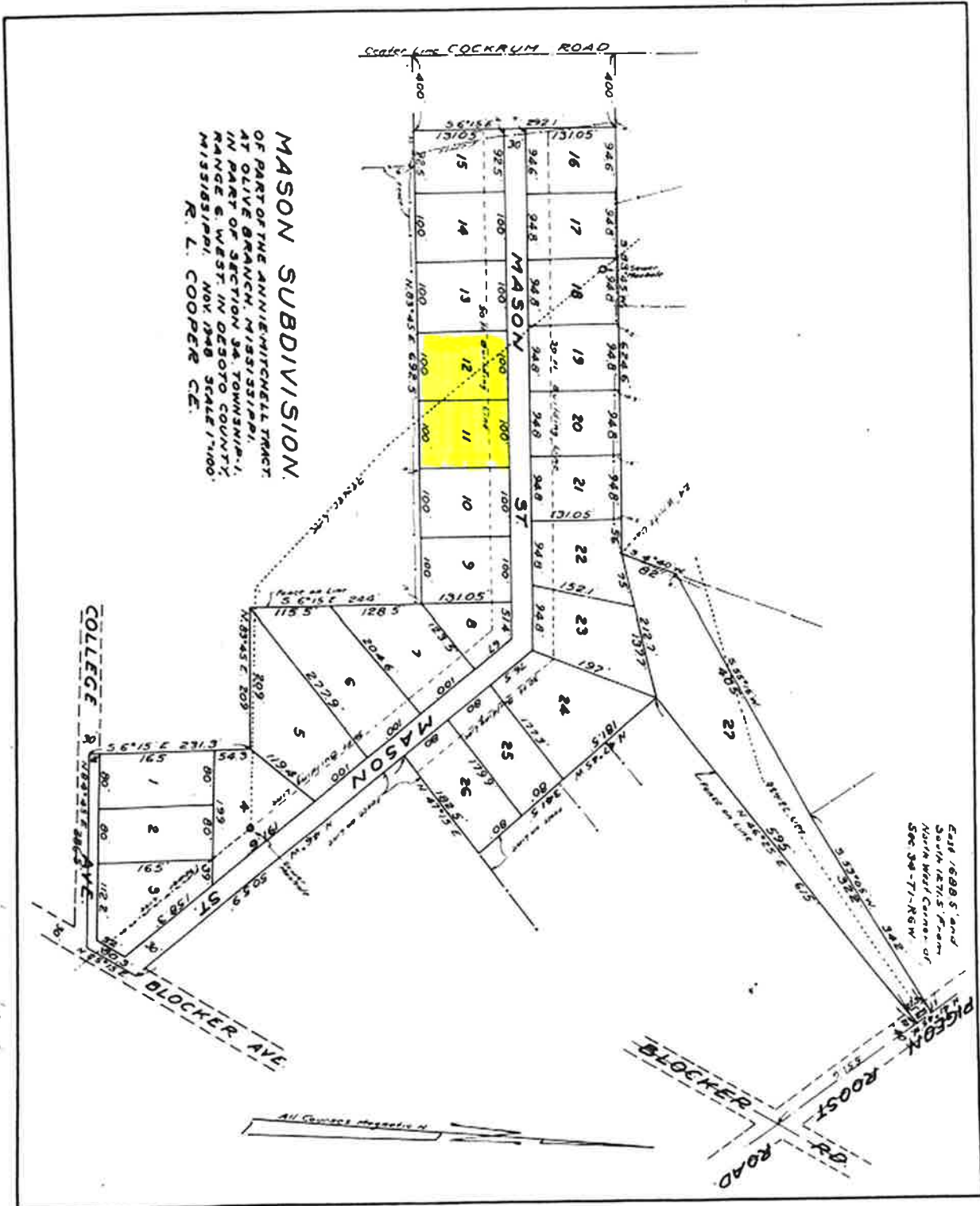
  
Notary Signature

My commission expires:





Aerial Location Map – Lot Nos. 11 & 12, Mason Subdivision



Plat signed 11/30/46

**REPORT TO THE PLANNING COMMISSION**

**CAPTION / SUBJECT:** Application for a Zoning Map Amendment submitted by Cliff McLemore, McLemore Ferguson, LLC, on behalf of property owners Stephanie Sowell and Dauphine Magee. The request is to rezone 0.74+/-acres from O, Office District, to R-3, Planned Residential District and to approve the project text and associated preliminary development plan for Westbranch Townhomes. The subject property is located at the northwest corner of Westbranch Rd and Goodman Rd E, known as Lot 23 Hoover Subdivision. (File #ZP25-0001 and SD25-0002)

- EXHIBITS:**
- 1. Deferral request for February 2025 meeting.
  - 2. Schematic building sketches.
  - 3. Project Text
  - 4. Subdivision Layout

**EXECUTIVE SUMMARY:**

The applicant, Cliff McLemore, on behalf of property owners Stephanie Sowell and Dauphine Magee has submitted a request to rezone a ±.74 ac parcel known as Lot 23 Hoover Subdivision from O-Office district to R-3 Planned Residential district to construct a townhouse development known as Westbranch Townhomes.

At the February 11, 2025 meeting, the applicant requested that the item be tabled to the March 2025 PC meeting to provide additional time for a preliminary development plan and updated project text to be submitted.

No additional information has been submitted at this time.



**STAFF RECOMMENDATION**

Staff recommends that this application be tabled to the April 8, 2025, meeting.

**ALTERNATIVE CONSIDERATION**

Upon finding that the preliminary development plan and updated project text have not been submitted and the site does not meet the 5 ac minimum land area required for developments in the R-3, Planned Residential District, deny the request to rezone 0.74+/-acres from O, Office District, to R-3.

PREPARED BY: Veece De la DATE: 3/4/2025

CHECKED FOR SUBMISSION TO THE COMMISSION BY: Singh DATE: 3/4/2025

MOTION BY: \_\_\_\_\_ SECOND BY: \_\_\_\_\_

VOTE	DORR	JONES	REMAK	LEWIS	SENGER	SINGH	STRATTON
YES	_____	_____	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____	_____	_____

## Norman, Kevin

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**From:** Cliff McLemore <cliffmclemore@gmail.com>  
**Sent:** Friday, January 31, 2025 11:26 AM  
**To:** Norman, Kevin  
**Subject:** Re: Westbranch Townhome Application(s)

Hey Kevin,  
Sorry for the delay on response. I will get everything together for next months meeting.  
Thanks,  
Cliff McLemore

On Jan 31, 2025, at 9:53 AM, Norman, Kevin <kevin.norman@obms.us> wrote:

Mr. Cliff,

I tried reaching you on the phone earlier this morning, but your voice mail is full.  
E-mail attempts have also been unresponsive.

Staff recommendation presently is to table the applications until the requested information is provided.

**The requested information must be provided by C.O.B. today at 5:00 pm. for the Staff Report to be prepared in a timely manner.**

Regards,

**Kevin D. Norman, PLA**  
Senior Planner  
City of Olive Branch  
9200 Pigeon Roost Road  
Olive Branch, MS 38654  
Office (662) 892-9382







January 15, 2025

**WestBrooke LLC.**

4686 Crystal Springs Cove,  
Olive Branch, MS, 38654  
Phone: 901-553-0284

► **The Planning Department**

City of Olive Branch, MS  
Phone: 662-892-9200

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**RE: West branch Townhomes**

We are pleased to submit the site plan and elevations for the .74-acre residential development, West branch townhomes and residential development. WestBrooke LLC. Recognizes the growth and prominence of this area of Olive Branch. While there has been new commercial growth on the northwest corner of Goodman and Hwy 302, West branch Townhomes and residential will be a positive contribution of new residential growth to this older area. This property was recently rezoned to office use, however, we feel that reverting back to residential is the highest and best use. This 5-lot subdivision is situated on 32,234 s.f. of property and will incorporate architectural standards and guidelines to be in unity with the surrounding area. This property has been vacant and is overgrown with trees and vegetation. We are excited about this project and believe that West branch townhomes and residential will make a substantial positive contribution to the community.

Sincerely,

---

**WestBrooke LLC.**  
Cliff McLemore  
Developer  
1/15/2025

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## **Table of Contents**

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- 2. Uses and Types**
- 3. Bulk Requirements**
- 4. Roadways, access, and circulation**
- 5. Landscaping**
- 6. Drainage, Facilities, and Services**
- 7. Sanitary Sewer**
- 8. Water Service**

### **Exhibits**

**Exhibit A: Regional Location Map**

**Exhibit B: Typical Home**

**1. GENERAL STATEMENT**

West branch townhomes and residential will be situated on approximately .74 acres of land located in Olive Branch, MS north of Goodman Rd. and west of West branch street. As shown on the regional location map. The proposed plan is a single family attached and one single family development in an R3 zoning.

The development will contain residential lots sizes to accommodate the needs and desires of the residents of Olive Branch, MS.

**2. USES PERMITTED**

Single family attached and detached residential uses shall be permitted and regulated in accordance with R3 zoning.

Accessory uses and structures shall be permitted in accordance with the applicable provisions of the City of Olive Branch zoning ordinance pertaining to the principal use of the property as permitted.

**3. BULK REQUIREMENTS**

Development of individual parcels must be in compliance with the provisions for dimensional regulations of R3 zoning, plus the access and circulation conditions provided below.

**A. Plan Data**

The land use density is based on 8 dwelling units per acre. The total development density on .74 acres is 5.72 units.

Design Standards for single family detached and attached dwellings:  
Minimum house square footage 1400sf per 1 lot

Setback for residential uses: minimum front yard 30 feet, minimum from lot line to lot line 25 feet, minimum rear yard 30 feet

Minimum lot size: 2500 sf

Maximum building height: 2.5 stories or 35 feet at most.

**4. ROADWAYS, ACCESS, AND CIRCULATION**

The property will be accessed onto West branch street. There will be no internal streets in this development. There will be no right of way dedication.

**5. DRAINAGE FACILITIES AND SERVICE**

The stormwater will shed away from each of the homes to the rear and utilize existing drainage features of the area.

**6. SANITARY SEWER FACILITIES AND SERVICE**

The 5 lots shall be served by the existing City of Olive Branch gravity sewer located in the West branch Street. The developer with the specifications from the City of Olive Branch, shall provide all sewer services within the development.

**7. WATER SERVICE**

The 5 lots shall be served by the existing City of Olive Branch water line located in the West branch Street. The developer with the specifications from the City of Olive Branch, shall provide all water services within the development.

**8. PHASING**

The development will be completed in one (1) phase.





VICINITY MAP



SECTION 28, TOWNSHIP 1 SOUTH, RANGE 6 WEST,  
CITICOLA COUNTY, MISSISSIPPI



WESTBRANCH TOWNHOMES  
SUBDIVISION

PRELIMINARY PLAN  
(FOR PLANNING PURPOSES ONLY)  
CITY OF OLIVE BRANCH,  
DESOLO COUNTY MISSISSIPPI

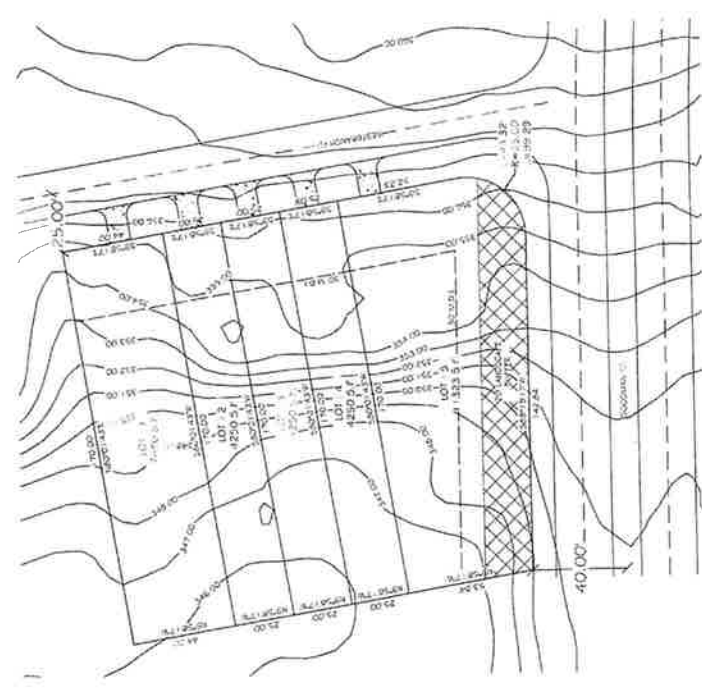
DECEMBER 2024  
ZONING: R-3  
1.07 ACRES, 0.72 ACRES  
(TOTAL LOTS: 5)

DEVELOPER:  
HARVEY K. HARRISON, LLC  
4000 COSTAL SPRINGS CV.  
OLIVE BRANCH, MISSISSIPPI 38654



ENGINEERING & SURVEYING, LLC

THE STATE OF MISSISSIPPI  
COUNTY OF CITICOLA  
I, the undersigned, being a duly qualified and licensed Surveyor in and for the State of Mississippi, do hereby certify that the foregoing is a true and correct copy of the original plan on file in my office, and that the same has been duly recorded in the public records of this county, to-wit: Book \_\_\_\_\_, Page \_\_\_\_\_.



THE STATE OF MISSISSIPPI  
COUNTY OF CITICOLA  
I, the undersigned, being a duly qualified and licensed Surveyor in and for the State of Mississippi, do hereby certify that the foregoing is a true and correct copy of the original plan on file in my office, and that the same has been duly recorded in the public records of this county, to-wit: Book \_\_\_\_\_, Page \_\_\_\_\_.

THE STATE OF MISSISSIPPI  
COUNTY OF CITICOLA  
I, the undersigned, being a duly qualified and licensed Surveyor in and for the State of Mississippi, do hereby certify that the foregoing is a true and correct copy of the original plan on file in my office, and that the same has been duly recorded in the public records of this county, to-wit: Book \_\_\_\_\_, Page \_\_\_\_\_.



**REPORT TO THE PLANNING COMMISSION**

**CAPTION / SUBJECT:** Application for a final plat submitted by Cliff McLemore, McLemore Ferguson, LLC, on behalf of property owner Dauphine Magee. The request is to subdivide 0.74+/-acres into five lots to create the Westbranch Townhomes. The property is currently zoned O, Office District, and is requested in a separate application (File #ZP25-0001) to be rezoned to R-3, Planned Residential District. The subject property is located at the northwest corner of Westbranch Rd and Goodman Rd E, known as Lot 23 of the Hoover Subdivision. (File #SD25-0002)

**EXHIBITS:**  
1. Deferral request for February 2025 meeting.  
2. Subdivision layout.

**EXECUTIVE SUMMARY:**

The applicant, Cliff McLemore, on behalf of property owners Stephanie Sowell and Dauphine Magee has submitted a final plat application to create five lots from a ±0.74 ac property for the Westbranch Townhomes. This is a companion application to a rezoning request (File #ZP25-0001).

At the February 11, 2025 meeting, the applicant requested that the item be tabled to the March 2025 PC meeting to provide additional time for a preliminary development plan and updated project text to be submitted.

No additional information has been submitted at this time.



**STAFF RECOMMENDATION:**

Staff recommends that this application be tabled to the April 8, 2025, meeting.

**ALTERNATIVE CONSIDERATION**

Upon finding that the associated preliminary development plan and updated project text have not been submitted, and the site does not meet the 5 ac minimum land area required for developments in the R-3 District, deny the request to create five lots from a ±0.74 ac property for the Westbranch Townhomes.

PREPARED BY: *Vera S. [Signature]* DATE: *3/4/2025*  
 CHECKED FOR SUBMISSION TO THE COMMISSION BY: *Asong [Signature]* DATE: *3/4/2025*  
 MOTION BY: \_\_\_\_\_ SECOND BY: \_\_\_\_\_

VOTE	DORR	JONES	REMAK	LEWIS	SENGER	SINGH	STRATTON
YES	_____	_____	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____	_____	_____

## Norman, Kevin

---

**From:** Cliff McLemore <cliffmclemore@gmail.com>  
**Sent:** Friday, January 31, 2025 11:26 AM  
**To:** Norman, Kevin  
**Subject:** Re: Westbranch Townhome Application(s)

Hey Kevin,  
Sorry for the delay on response. I will get everything together for next months meeting.  
Thanks,  
Cliff McLemore

On Jan 31, 2025, at 9:53 AM, Norman, Kevin <kevin.norman@obms.us> wrote:

Mr. Cliff,

I tried reaching you on the phone earlier this morning, but your voice mail is full.  
E-mail attempts have also been unresponsive.

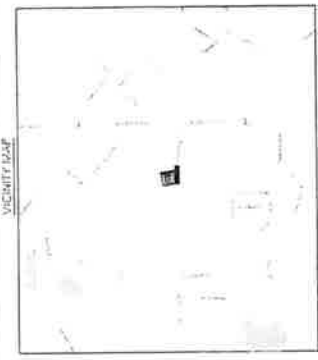
Staff recommendation presently is to table the applications until the requested information is provided.

**The requested information must be provided by C.O.B. today at 5:00 pm. for the Staff Report to be prepared in a timely manner.**

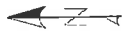
Regards,

**Kevin D. Norman, PLA**  
Senior Planner  
City of Olive Branch  
9200 Pigeon Roost Road  
Olive Branch, MS 38654  
Office (662) 892-9382





SECTION 28, TOWNSHIP 1 SOUTH, RANGE 6 WEST,  
CITY OF OLIVE BRANCH,  
DE SOTO COUNTY, MISSISSIPPI



**WESTBRANCH TOWNHOMES  
SUBDIVISION**

PRELIMINARY PLAN  
(FOR PLANNING PURPOSES ONLY)  
SECTION 28, TOWNSHIP 1 SOUTH, RANGE 6 WEST,  
CITY OF OLIVE BRANCH,  
DE SOTO COUNTY MISSISSIPPI

DECEMBER 2024  
ZONING: R-3  
TOTAL AREA: 0.72 ACRES  
TOTAL LOTS: 5

DEVELOPER:  
MALENGER PERCUSON, LLC  
16556 CENTRAL SPRINGS CV  
OLIVE BRANCH, MISSISSIPPI 38654



ENGINEERING & SURVEYING, LLC  
10000 W. GULF BLVD., SUITE 100  
MEMPHIS, TN 38117  
901.596.1111

**STATE OF MISSISSIPPI**  
COUNTY OF DE SOTO  
I, \_\_\_\_\_, Clerk of the County Court, do hereby certify that the foregoing is a true and correct copy of the original as filed in my office on this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

CLERK

**NOTARIAL PUBLIC**  
I, \_\_\_\_\_, Notary Public for the State of Mississippi, do hereby certify that the foregoing is a true and correct copy of the original as filed in my office on this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

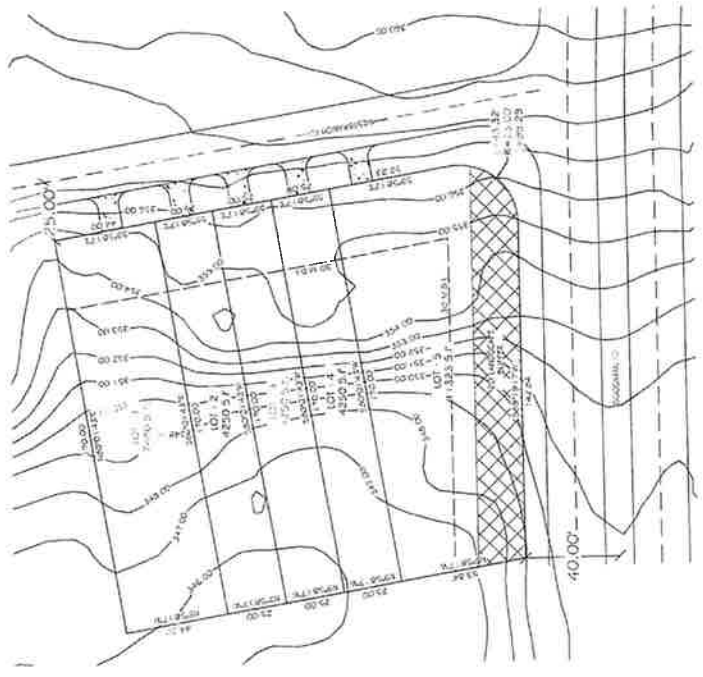
NOTARY

**DEVELOPER**  
I, \_\_\_\_\_, Developer, do hereby certify that the foregoing is a true and correct copy of the original as filed in my office on this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

DEVELOPER

**PLANNING COMMISSION**  
I, \_\_\_\_\_, Planning Commission, do hereby certify that the foregoing is a true and correct copy of the original as filed in my office on this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

PLANNING COMMISSION



**PLANNING COMMISSION**  
I, \_\_\_\_\_, Planning Commission, do hereby certify that the foregoing is a true and correct copy of the original as filed in my office on this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

PLANNING COMMISSION

**NOTARIAL PUBLIC**  
I, \_\_\_\_\_, Notary Public for the State of Mississippi, do hereby certify that the foregoing is a true and correct copy of the original as filed in my office on this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

NOTARY

**DEVELOPER**  
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DEVELOPER

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PLANNING COMMISSION

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NOTARY

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DEVELOPER

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PLANNING COMMISSION

**NOTARIAL PUBLIC**  
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NOTARY

**DEVELOPER**  
I, \_\_\_\_\_, Developer, do hereby certify that the foregoing is a true and correct copy of the original as filed in my office on this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

DEVELOPER

**PLANNING COMMISSION**  
I, \_\_\_\_\_, Planning Commission, do hereby certify that the foregoing is a true and correct copy of the original as filed in my office on this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

PLANNING COMMISSION

## REPORT TO THE PLANNING COMMISSION

**CAPTION/SUBJECT:** Application to amend the Project Text and consider the associated preliminary development plan for Crumpler Place Planned Development, submitted by Cory Brady on behalf of property owners, Nimesh Patel, Crumpler Holdings, LLC and Magnolia Hospitality, LLC. The request is to allow five 3-story buildings for multi-family residential uses (apartments) and one mixed use building for retail/office and multi-family units on 7.31+/- acres. The subject property is zoned PUD, Planned Unit Development District, and is located on the south side of Goodman Rd, between Crumpler Blvd and Hwy 78.

- EXHIBITS:**
1. Aerial Map
  2. Applicant Letter & Proposed Project Text & Preliminary Development Plan
  3. Traffic Study
  4. Future Land Use Map



**EXECUTIVE SUMMARY:**

Cory Brady on behalf of property owners, Nimesh Patel, Crumpler Holdings, LLC and Magnolia Hospitality, LLC. requests amendment of the Crumpler Place Planned Unit Development (PUD) to allow five 3-story buildings for multi-family residential uses (apartments) and one mixed use building for retail/office on the first floor and multi-family units on the second and third floors. The subject property area is 7.31+/-acres. The total number of residential units would be 110, and the density would be 15 dwelling units per acre (du/ac). Ground floor retail and office uses in the proposed mixed-use building are those that are already permitted in the concerned area or sub-district (C-2L) of the Crumpler Place PUD. The suggested multi-family building north of Lodging Ln, behind Petco, currently permits commercial uses such as retail, offices and restaurants. The other apartment buildings proposed south of Lodging Ln would be in an area that only permits offices and hotel currently. The proposed project amendment (110 multi-family units & 7,000sf of retail) generates significantly less trips than the current entitled uses (hotel, retail, office) – 79.77% reduction. The application may be recommended for approval if the planning commission finds that the character of the area has changed since 1990 when the Crumpler Place project text was first approved and there is a public need for the multi-family developments. Alternatively, the request may be denied upon finding that the character of the Crumpler Place PUD and its surrounding has not changed to warrant the introduction of new multi-family uses and the Future Land Use Map designates the area as “Major Commercial Node,” not “High Density Residential.”

**1. BACKGROUND:**

The Crumpler Place Planned Unit Development (PUD) is a 164 +/- acre mixed use project located on the south side of Goodman Road extending from Craft Road to Highway 78. The PUD is mostly developed. The PUD has an associated “Project Text” that provides the permitted use list as well as the bulk requirements that have regulated project development since its 1990 approval. The PUD has been revised 7 times. The applicant requests an amendment to the Project Text of the PUD for the purpose of establishing multi-family residential uses (apartments) and one mixed use building for retail/office on the first floor and multi-family units on the upper floors on approximately 7.31+/- undeveloped acres. The affected sub-district areas of the PUD are the C-2L major commercial shopping center area (retail, restaurants, hotels, offices, etc.) north of Lodging Ln and the C-2, low intensity commercial area (only allows offices and hotels currently) south of Lodging Ln.

**2. PRINCIPAL FEATURES OF PROPOSED AMENDMENT**

- 110 multi-family residential units; density of 15 dwelling units per acre, which is consistent with the maximum density allowed for multi-family developments in the City’s conventional R-4 (Multi-family Residential) Zoning District.
- All proposed buildings are three story.
- The one mixed use building would allow 7,000sq ft of retail and office spaces on the first floor (these uses are already permitted in this area) and apartments on the 2nd and 3rd floors.
- A dog park, a fitness center, and a swimming pool are proposed as amenities for the residence in a minimum 10% open space area of the subject property.
- The development would be accessed mainly through Lodging Ln. Two driveways on Crumpler Blvd would provide alternative gated access to the area south of Lodging Ln.

- An evergreen landscape would separate the residential building north of Lodging Ln from the commercial strip mall loading area behind it.
- Construction is envisioned in three phases: Phase 1 would be the area south of Lodging Ln; Phase 2 would be the residential building north of Lodging Ln; and Phase 3 would be the mixed-use area.

### 3. ANALYSIS

#### 3.1. REZONING CRITERIA

Both the C-2 and the C-2L sub-districts of the PUD only permit non-residential uses. The request to allow apartments would constitute an introduction of a land use type not currently allowed in the area. Thus, the request involves a land use change of the sort that is legally attained through rezoning. The criteria used to evaluate a rezoning are listed below.

1. *The original zoning classification for the property was a mistake:*

##### **Applicant's Submission**

“The applicant does not contend that the original zoning designation was applied in error when originally approved in 1990. However, the applicant does contend that the zoning designation for the property may no longer be wholly appropriate. In the thirty-five years since the adoption of the Crumpler Place PUD, the subject property has remained undeveloped. The market has repeatedly shown that the physicality of the site does not support the broad array of uses entitled under the current PUD provisions. Consideration of alternative designations and an expansion of use entitlement should be considered. The proposed multiple-family residential entitlement is a viable use in an area otherwise underutilized.”

##### **Staff Finding**

Staff does not find that the current zoning of the subject area is erroneous. In 1990, the property was rezoned to PUD, Planned Development in anticipation that commercial uses would be developed on the subject areas that were designated C-2 and C-2L. None of the seven revisions that have been made to the project text and preliminary development plan of the PUD has included the permission of mixed-use buildings and multi-family residential uses.

2a) *The character of the neighborhood has changed to such an extent to justify the proposed rezoning; (If the proposed zoning classification does not conform to the City's General Development Plan, the applicant shall be required to offer proof with regard to what major economic, zoning, physical, or social changes, if any, have occurred in the vicinity of the property in question, which were not anticipated by the General Development Plan, and which have altered the basic character of the area, to make the amendment appropriate.)*

##### **Applicant's Submission**

The applicant lists several examples of how the area's character has changed. Multiple revisions to the PUD that have previously been approved show to these changes. The aerial imagery provided below (Fig. 1) illustrates the degree of change in the immediate area from February 1991 to April 2024:

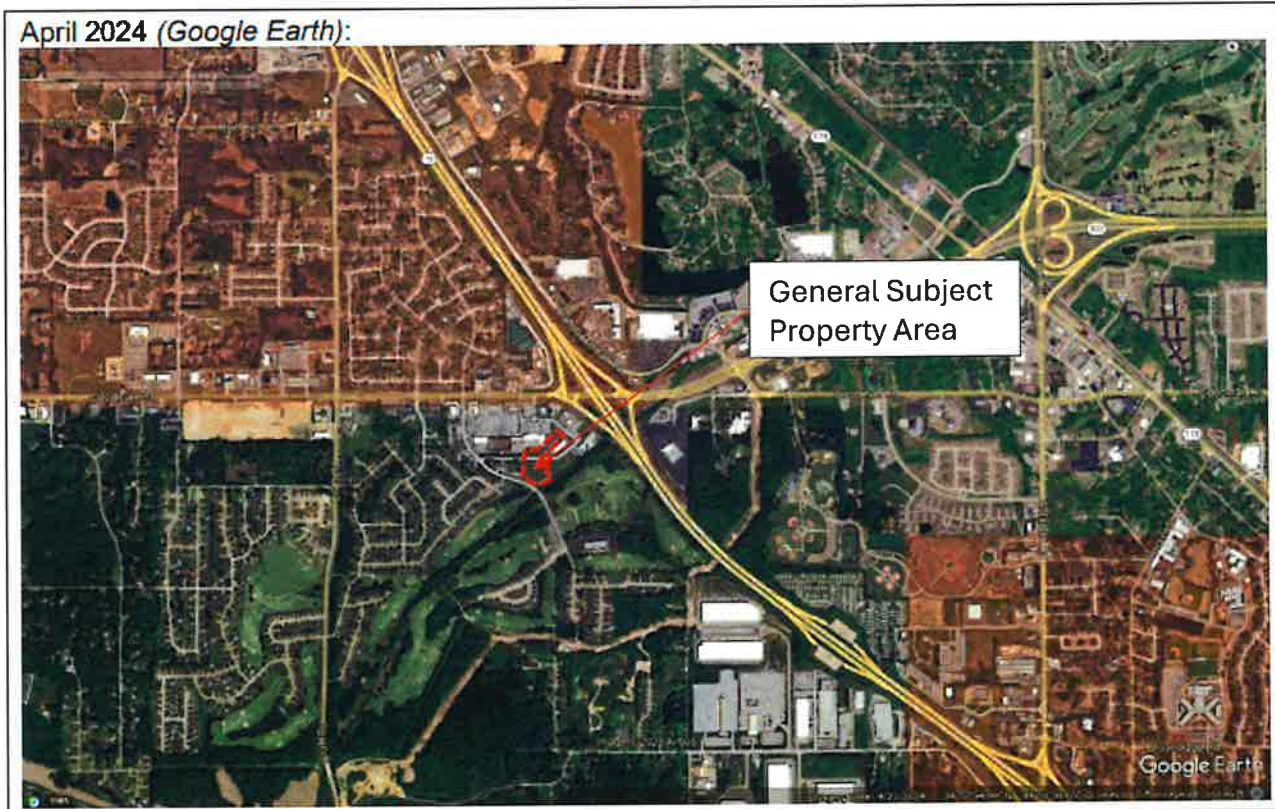


Fig 1: Changes in Land Development Character of Area from 1991 to 2024

The applicant further submits other arguments, including, but not limited to the expansion of Goodman Rd from a two to a five-lane road between 1994 and 2000, changes in traffic and development patterns in the City since the completion of Interstate 269 South in 2018, and City population increase over the years.

**Staff Finding:**

Broadly, staff concurs with the applicant’s submission. It is worth adding that a senior living facility, namely, Silvercreek Senior Living Community, which is generally multi-family in character has been constructed south of the subject property since the approval of the Crumpler Place PUD in 1990.

*2b) A public need exists for the rezoning.*

**Applicant’s Submission:**

- (a) Housing affordability is a key challenge for DeSoto County and the Memphis Metro area, especially for first-time home buyers due to high interest rates and lending criteria.
- (b) In the DeSoto County market, first-time homebuyer activity dropped to an all-time low in 2024, with only 24% of the buying market made up of first-time buyers.
- (c) According to the Memphis Housing Market Analysis & Forecast (2024 – 2025), “the combination of high mortgage interest rates and a competitive housing market is likely driving more people in the Memphis, Southaven, and Olive Branch areas to seek apartment rentals.”
- (d) The four largest multifamily properties in Olive Branch (built in 1970, 1994, 2001 & 2002) are running an average occupancy of ~98.5% and only have 28 units available as of February 2025.
- (e) February is the end of “slow” leasing season (October – February), which is when availability generally peaks, and occupancy is at it’s lowest. During peak leasing season, the multifamily properties in Olive Branch are generally full and have wait list that range from 30 to 90 days.
- (f) According to the City’s Comprehensive Plan, “medium to high-density residential represents less than 1% of the City’s land area”

**Staff Finding:**

Olive Branch has seen a population growth in recent years. The proposed construction of a mixed-use development and of solo multi-family residential buildings in Olive Branch is a response by the development community to the public need for a housing stock volume to meet the residential needs of the community. Upscale, well designed “apartment and mixed use” at

the subject location would provide a residential area close to a major shopping center, which can provide quick access to employment and shopping areas, especially for young people and the elderly. The City's Comprehensive Plan 2040 recognizes the need to diversify the City's housing stock. It is worth noting, however, that the Future Land Use Map in the Comprehensive Plan 2040, which articulates the City's land use public need policies, designates the property in its entirety as a "Major Commercial Node," not "High Density Residential" or "Mixed Use" that are generally intended for multi-family residential developments.

### **3.2. OTHER PROJECT TEXT AMENDMENT CONSIDERATIONS**

#### ***3.2.1. Traffic Impact***

As shown in the Trip Generation Comparison Table submitted by the applicant, based on Institute of Transportation Engineering data, a comparison of the permitted uses on the subject property area, if fully built, and the suggested development, shows a reduction from 4,257 to 861 daily trips (over 80% decrease) in potential generatable trips. These trips would be distributed to three intersections on Goodman Rd, two of which are signalized (Goodman Rd/Crumpler Blvd and Goodman Rd/Enterprise Dr.). This distribution would serve to reduce congestion especially at the Goodman Rd/Crumpler Blvd intersection.

#### ***3.2.2. Public Utilities***

Public water, sewer, and gas are available to service the development. The addendum to the project text proposes underground utilities, which is appropriate considering the location of the property.

#### ***3.2.3. Character of the Proposed Development in Light of its Surroundings***

Crumpler Blvd is a hard buffer that separates single family residential uses to the west and commercial/multi-family uses to the east. Offices south of Lodging Ln are two stories high, and as such more compatible with the single-family land use across Crumpler Blvd. This offices area can be viewed as a transitional buffer between the single-family residential area west of Crumpler Blvd and the proposed multi-family development. The Silvercreek Senior Living Facility is three stories high. Four story hotels are in the vicinity of the property.

From an architectural perspective, the proposed buildings prototype generally align with those of the hotels and the senior living community in the site's vicinity. The building elevations are shown below.



Fig 2: Character of Proposed Buildings

**NEXT STEPS:** Pursuant to the review and recommendation of the Planning Commission, the Board of Aldermen will be asked to set a public hearing to review the proposed amendments and consider approval.

**RECOMMENDED MOTION:** Approve the application and recommend that the Board of Aldermen approve the proposed amendment to the Project Text and Development Plan for the Crumpler Place to allow five 3-story buildings for multi-family residential uses (apartments) and one mixed use building for retail/office and multi-family units on 7.31+/-acres.

Furthermore, require certain changes to the preliminary development plan such as:

- Fencing of the RM area with black wrought iron ornamental fence at least 6ft high
- All facades of buildings in the RM area should consist of minimum 75% brick and/or stone material. All facades of the mixed-use building should be constructed of brick material as provided in the application materials.

**ALTERNATIVE MOTION :** Upon finding that with the construction of various developments as were approved in the Crumpler Place PUD, the character of the area has not changed to warrant multi-family residential uses and the Future Land Use Map in the Comprehensive Plan 2040 designates the area as a “Major Commercial Node,” not “High Density Residential” or “Mixed Use” that are generally intended for multi-family residential developments, recommend that the Board of Aldermen deny the proposed amendment to the Project Text and Development Plan for the Crumpler Place.

---

PREPARED BY Jeremiah L. McKinney DATE: 3/4/25  
 CHECKED FOR SUBMISSION TO THE PLANNING COMMISSION BY: Asong DATE: 03/04/2025  
 MOTION BY: \_\_\_\_\_ SECOND BY: \_\_\_\_\_



VOTE	DORR	JONES	LEWIS	REMAK	SENGER	SINGH	STRATTON
YES	_____	_____	_____	_____	_____	_____	_____
NO	_____	_____	_____	_____	_____	_____	_____
ABSTAIN	_____	_____	_____	_____	_____	_____	_____



INTEGRATED LAND SOLUTIONS, pllc

planning ▪ design ▪ landscape architecture

February 26, 2025

Jason Gambone  
Director of Planning & Development  
City of Olive Branch  
9200 Pigeon Roost  
Olive Branch, MS 3865

Re: PUD Amendment  
Crumpler Place PUD

Mr. Gambone,

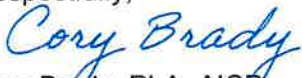
On behalf of the developer, Ari-Investment Co., and owner, Crumpler Holdings, LLC, I am requesting the City's consideration of an addendum to the Crumpler Place Planned Unit Development to allow limited multi-family residential uses upon approximately 7.3 acres in a manner generally consistent with the City's conventional R-4 zoning provisions. The subject area is a combination of three undeveloped lots, Lot 17 B-1 and 17 B-3 of the *Village Shops of Crumpler Place PH II 1st Rev Lot 17B*, and Lot 6 of the *Village Shops of Crumpler Place PH III*. Upon approval of this request, the developer intends to purchase the subject property and implement the development per the amended provisions and supporting illustrations enclosed.

The Crumpler Place PUD was originally approved in June 1990 to regulate a diverse recreational, residential, office, and commercial development within the 163-acre boundary. Since then, the PUD has experienced multiple text revisions to adapt to an evolving market. Today only 15.42 dispersed acres (9.5%) of the 163-acre PUD remain undeveloped. Of the remaining 15.42 acres, 7.31 acres are the subject of this request.

The subject property has been entitled to allow various commercial, office, and hospitality uses for thirty-five years, however, the property remains undeveloped. Although adequately served by all utility infrastructure, the separation and lack of visibility from adjacent thoroughfares have severely degraded the site's marketability and commercial value. The vacant properties offer zero benefits to the City or its residents and offer no support to the surrounding commercial development. As such, it is our opinion that highly regulated multiple-family residential uses should be considered the highest and best use for the property. In this limited capacity, the multiple-family development will provide needed housing options while directly supporting the adjacent commercial development. The use generates less traffic volumes when compared to the currently entitled uses and also serves as an appropriate transitional use along the Crumpler Boulevard corridor. We look forward to discussing the proposal further.

Please find enclosed various support documentation and illustrations to assist in your review of our request. If you should have any questions, please contact me at [corybrady@gmail.com](mailto:corybrady@gmail.com) or (901) 493-6996. Thank you for your consideration.

Respectfully,



Cory Brady, PLA, AICP  
Integrated Land Solutions, PLLC

## **Rezoning Criteria & Justification for PUD Amendment**

In accordance with state law and the governing provisions of the Olive Branch Zoning Ordinance, an applicant for an amendment for the zoning classification of property shall have the burden of proving by clear and convincing evidence that:

- A. The original zoning classification for the property was a mistake; or that,
- B. The character of the neighborhood has changed to such an extent as to justify the proposed rezoning; (If the proposed zoning classification does not conform to the city's general development plan, the applicant should include proof with regard to what major economic, zoning, physical, or social changes, if any, have occurred in the vicinity of the property in question, which were not anticipated by the general development plan, and which have altered the basic character of the area, to make the amendment appropriate.); and that,
- C. A public need exists for the rezoning.

## **Applicant's Response**

The applicant has elected to address all three criteria.

### **A. Original Zoning Mistake:**

The applicant does not contend that the original zoning designation was applied in error when originally approved in 1990. However, the applicant does contend that the zoning designation for the property may no longer be wholly appropriate. In the thirty-five years since the adoption of the Crumpler Place PUD, the subject property has remained undeveloped. The market has repeatedly shown that the physicality of the site does not support the broad array of uses entitled under the current PUD provisions. Consideration of alternative designations and an expansion of use entitlement should be considered. The proposed multiple-family residential entitlement is a viable use in an area otherwise underutilized.

### **B. Change of Character:**

It is the applicant's opinion that the character of the neighborhood has changed to such an extent to justify the proposed amendment.

1. The Crumpler Place PUD was first adopted in 1990. At that time, the City reported a population of just 3,567 people. According to the latest US Census data, the City has experienced a 523% growth in population since 1990. (*July 1, 2023: 47,029 ppl*);
2. MS Highway 302 (*Goodman Road*), immediately adjacent to the Crumpler Place PUD, was widened from a 2-lane section to the current 5-lane section between 1994 and 2000;
3. Since the adoption of the Crumpler Place PUD (1990), the City of Olive Branch has expanded its municipal boundary six (6) times through annexation;
4. According to the City's Comprehensive Plan, "*the 2018 completion of Interstate 269 south of the existing corporate boundaries and the location of school complexes is contributing to changing traffic and development patterns*";
5. According to the City's Comprehensive Plan, "*approximately two-thirds of the City's 56 square miles (accounting for the 2021 annexation) was developed and/or subdivided into residential, commercial and industrial lots for development as of 2022, with approximately one-third undeveloped and un-platted*";

# INTEGRATED LAND SOLUTIONS, pllc

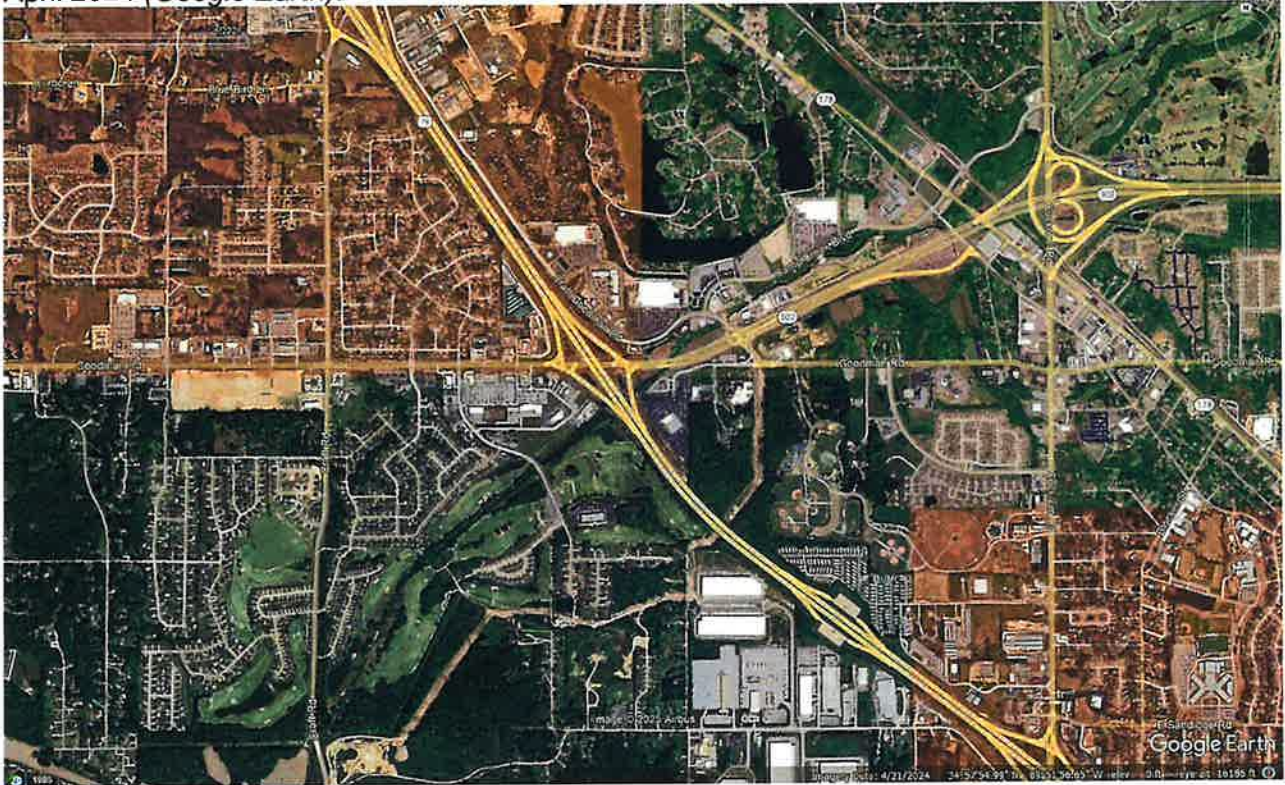
planning ▪ design ▪ landscape architecture

6. According to the City's Comprehensive Plan, the subject area has become one of the City's most densely populated areas;
7. According to the City's Comprehensive Plan, "Olive Branch has seen tremendous growth over the last 30 years, growing from a relatively small town of several thousand in 1990 to a major City of just under 40,000 in 2020 which will surpass 50,000 by the middle part of this decade";
8. The Crumpler Place PUD has been amended three (3) times (*known*) since its adoption;
9. The City of Olive Branch is ranked the 45<sup>th</sup> fastest-growing city in Mississippi;
10. The aerial imagery provided below illustrates the degree of change in the immediate area from February 1991 to April 2024:

February 1991 (Google Earth):



April 2024 (Google Earth):



C. Public Need:

1. Housing affordability is a key challenge for DeSoto County and the Memphis Metro area, especially for first-time home buyers due to high interest rates and lending criteria;
2. In the DeSoto County market, first-time homebuyer activity dropped to an all-time low in 2024, with only 24% of the buying market made up of first-time buyers.
3. According to the Memphis Housing Market Analysis & Forecast (2024 – 2025), *“the combination of high mortgage interest rates and a competitive housing market is likely driving more people in the Memphis, Southaven, and Olive Branch areas to seek apartment rentals”*.
4. The four largest multifamily properties in Olive Branch (built in 1970, 1994, 2001 & 2002) are running an average occupancy of ~98.5% and only have 28 units available as of February 2025.
5. February is the end of “slow” leasing season (October – February), which is when availability generally peaks, and occupancy is at it’s lowest. During peak leasing season, the multifamily properties in Olive Branch are generally full and have wait list that range from 30 to 90 days.
6. According to the City’s Comprehensive Plan, *“medium to high-density residential represents less than 1% of the City’s land area”*;

**Article V, Section 14.E PUD Review Standards:**

1. In order to encourage ingenuity, imagination, and high quality design, regulations on residential areas will not specify minimum lot area per dwelling unit but will limit density in residential areas to five families per acre in single-family dwellings or 20 families per acre in multifamily dwellings. This will allow clustering of dwellings to provide maximum open space.

**Applicant's Response:**

***The proposal is limited to 15 DU/AC.***

2. Street widths and improvements thereof as well as off-street parking facilities must conform to generally applicable City standards.

**Applicant's Response:**

***The proposed geometry conforms to the City's applicable standards.***

3. Provisions for water supply, sanitary sewers, stormwater drainage, and connections shall be made to the satisfaction and requirements of the governing authority and the appropriate state authority.

**Applicant's Response:**

***The subject property is adequately served by all utility infrastructure.***

4. All improvements are to be installed and maintained by the developer unless other arrangements approved by the governing authority are made.

**Applicant's Response:**

***The facility and its amenities will be privately managed and maintained by a third-party management company.***

5. The governing authority may require other special improvements as they are required if they are deemed reasonable and essential, and may require that appropriate deed restrictions be filed that are privately enforceable for not less than 20 years.

**Applicant's Response:**

***This is understood.***

6. The developer shall also submit sketches of the plan for the entire project showing the relationship of uses, street patterns, open space and the general character of the proposed development, including a schematic drawing illustrating a typical segment of the development.

**Applicant's Response:**

***An illustrative site plan and typical building elevations area provided as required.***

7. After approval, filing, and recording of the Final Plat, a building permit may be issued in accordance with the approved plan.

**Applicant's Response:**

***This is understood.***

8. Required open space:
  - a. Dedication, maintenance: A minimum total area of ten percent of the gross area of the subject property shall be set aside as parks, playgrounds, or other common open space. Of this ten percent, a maximum of five percent may be covered with water. Parks and playgrounds must be suitably improved for their intended use as parks and playgrounds. Areas dedicated for common open space uses shall be freely accessible, and shall be topographically suitable for public use. Level floodplain areas adjacent to drainage ways may be dedicated as common open space with the approval of the City.

**Applicant's Response:**

***In addition to the internal common area amenities such as the pool, dog park, and passive open spaces, approximately 18% of the site is reserved as a "Camp Creek Canal Natural Preservation Area"***

**CRUMPLER PLACE**

*A Master Planned Community  
Olive Branch, MS*

**ADDENDUM [DRAFT]**

*4th Amendment, 2025 [pending]*

I. PURPOSE OF ADDENDUM

- A. The purpose of this addendum is to establish the RM and MX districts to permit Multiple-Family Residential Uses within the Crumpler Place PUD as regulated by this project text and approved by the City of Olive Branch Mayor and Board of Aldermen.
- B. Where these provisions are silent, the Crumpler Place PUD project text dated December 12, 2008 shall govern. Where the Crumpler Place PUD project text is silent, the City's zoning ordinance shall apply.
- C. This addendum shall not prohibit the development of any lot/parcel within the Crumpler Place PUD in accordance with the approved Crumpler Place PUD project text dated December 12, 2008.

II. USES PERMITTED

- A. RM District:
  - 1. North of Lodging Lane: Multiple-Family Residential Dwellings as defined by the Olive Branch Zoning Ordinance and Limited Highway Commercial (C-2L) uses as specified in the Crumpler Place PUD text dated December 12, 2008.
  - 2. South of Lodging Lane: Multiple-Family Residential Dwellings as defined by the Olive Branch Zoning Ordinance and Community Commercial (C-2) uses as specified in the Crumpler Place PUD text dated December 12, 2008.
- B. MX District:
  - 1. Multiple-Family Residential Dwellings as defined by the Olive Branch Zoning Ordinance shall be permitted on 2<sup>nd</sup> and 3<sup>rd</sup> floors ONLY.
  - 2. Limited Highway Commercial (C-2L) uses as specified in the Crumpler Place PUD text dated December 12, 2008 shall be permitted on the 1<sup>st</sup> floor (ground floor) ONLY.

III. BULK REQUIREMENTS

A. **MAXIMUM [110]** Multiple-Family Residential Units shall be permitted.

B. Maximum Densities - Dwelling units per acre and floor area ratios for the development shall be as follows:

1. Multiple-Family Residential: 15 dwelling units per acre.
2. Non-residential uses in the MX district: 0.25 floor area ratio.

C. Lot Dimensions/ Building Provisions:

1. Building Setbacks and Separation:

Sub-district	Front Setback	Side Setback	Rear Setback	Pvt. Drive Setback	Min. Bldg. Separation
MX	40'/20' [3]	None	15'	None	None
RM (North) [1]	50'	8'	15'	5'	15'
RM (South) [2]	50'	8'	15'	5'	15'

- (1) *RM North of Lodging Lane*
- (2) *RM South of Lodging Lane*
- (3) *40' @ Crumpler Boulevard & 20' @ Lodging Lane*

2. Maximum Building Height:

- a. RM: Three (3) occupied floors/ 38 feet maximum as measured from top of slab to top of the cornice. Exclusive of dormers or other appurtenances.
- b. MX: Maximum building height shall be 42'-0" from top of slab to top of roof deck excluding any parapet walls and any other appurtenances. The maximum commercial bay height shall be 16 feet.

D. Parking and Loading:

1. Multiple-Family Residential Use (All Areas):1.7 Spaces/Unit
2. MX is entitled to 20 parking spaces previously constructed upon Lot 17A of the Village Shops of Crumpler Place Ph II 1ST Rev. Refer to the existing "Reciprocal Access Easement Agreement and Agreement As To Certain Parking Rights and Exclusive Uses" recorded in plat book 772, page 686.
3. Non-residential uses in the MX area shall be regulated by the Crumpler Place PUD text dated December 12, 2008.

## **CRUMPLER PLACE**

*A Master Planned Community  
Olive Branch, MS*

## **ADDENDUM [DRAFT]**

*4th Amendment, 2025 [pending]*

### **E. Architectural Design Standards:**

1. The development along Crumpler Place Boulevard shall be contextual to ensure that it is compatible with the general character of the existing corridor.
2. The building form, height, scale, frequency, and spatial relationship to the street shall be generally consistent.
3. This development shall adhere to a unified design theme. All associated building facades, fencing, and landscaping shall be consistent in design and compatible with the surrounding commercial and office development.
4. The minimum standards of design shall comply with the City of Olive Branch Design Review Ordinance unless otherwise stipulated herein.
5. Where the proposed multiple-family residential buildings are adjacent to the existing office development, the proposed buildings shall exhibit common forms and elements. Where the proposed multiple-family residential buildings are adjacent to the existing commercial development, the proposed buildings may exhibit common forms and elements.
6. In the RM district the primary façade shall be designed in a manner intended to replicate the traditional townhouse form with horizontal and vertical articulations proportioned appropriately.
7. Primary facades shall be oriented so that the primary entrance faces either the street or an open space.
8. Primary materials shall be limited to brick and/or stone masonry and cementitious siding (painted or natural). Vinyl and aluminum siding shall be prohibited.
9. Primary facade materials shall not change at outside corners and shall continue along any side facade visible from a street right-of-way.
10. Windows on primary facades shall be vertically proportioned so that the vertical dimension is greater than the horizontal dimension, and vertically aligned between floors. Exceptions may be approved to accomplish a particular architectural theme, subject to staff approval.
11. Cornice, columns, railings, and trims: Material shall be a composite type or wood. Vinyl is prohibited. Profiles and details shall be appropriate for the architectural style of the building.
12. Exceptions to the standards in this section may be approved by the DRC to allow for creativity in building design

## **CRUMPLER PLACE**

*A Master Planned Community  
Olive Branch, MS*

## **ADDENDUM [DRAFT]**

*4th Amendment, 2025 [pending]*

### IV. Roads, Vehicular Access, and Circulation:

#### A. Roads:

1. No improvements to the vehicular cross section shall be required for Crumpler Place or Lodging Lane.
2. 5' concrete sidewalks shall be installed along all development frontages.

#### B. Vehicular Access:

1. Access shall be permitted as generally illustrated on the Preliminary Development Plan, subject to the review and approval of the City Engineer.
  - a. RM (North of Lodging Lane):
    - i. Two (2) points of vehicular access shall be permitted along Lodging Lane.
  - b. RM (South of Lodging Lane):
    - i. Two (2) Points of vehicular access shall be permitted along Crumpler Place Boulevard;
    - ii. One (1) point of vehicular access shall be permitted along Lodging Lane.
  - c. MX:
    - i. One (1) point of vehicular access shall be permitted along Lodging Lane.
    - ii. One (1) point of vehicular access shall be permitted within the existing parking lot per the existing reciprocal easement agreement.

#### C. Circulation:

1. Gated parking shall be permitted but not required.
2. All internal drives and parking areas shall be private.
3. Internal pedestrian sidewalks shall provide positive connectivity to all buildings, amenities, parking areas, and contiguous public sidewalk infrastructure.
4. Vehicular connection to the service drive of Lot 17A of Village Shops of Crumpler Place PH II 1st Rev. is permitted but not required.

## **CRUMPLER PLACE**

*A Master Planned Community  
Olive Branch, MS*

## **ADDENDUM [DRAFT]**

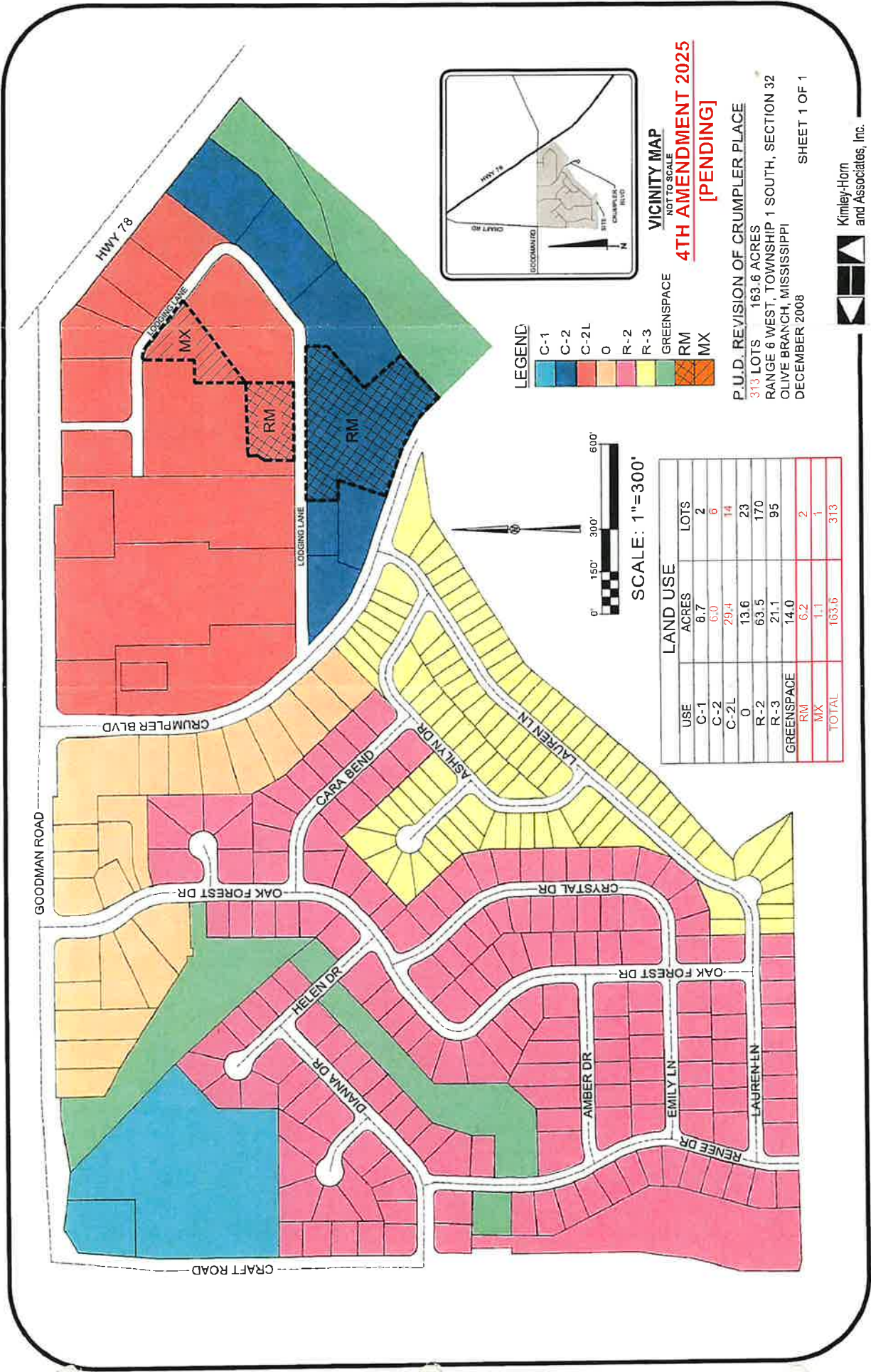
*4th Amendment, 2025 [pending]*

### V. Landscape, Screening, Open Space, and Amenities Required:

- A. All proposed landscaping and screening shall comply with the City of Olive Branch Zoning Ordinance and Design Review Ordinance unless otherwise stipulated herein.
- B. A minimum total area of ten percent (10%) of the gross combined lot areas shall be set aside as common area open space. Of this ten percent (10%) a maximum of one-half may be covered with water. A maximum of five percent (5%) of the area designated to be open space may be covered with structures to be used in the recreational use of the area. Common area open space containing natural features clearly worthy of preservation may be left unimproved.
- C. Amenities Required (Subject to final site plan approval):
  - 1. RM: A minimum (15%) of the on-site parking shall be covered;
  - 2. One (1) Dog Park w/cleaning station;
  - 3. One (1) Pool w/ associated amenities;
  - 4. One (1) fitness center;
  - 5. Camp Creek Canal Natural Preservation Area (Unimproved)
  - 6. Facilities shall be professionally managed by a third-party management company.

### VI. Development Phasing

- A. Development shall occur in no more than 3 phases as follows:
  - 1. RM (South of Lodging Lane) = Phase One, Summer 2025
  - 2. RM (North of Lodging Lane) = Phase Two, Fall 2025
  - 3. MX = Phase Three, Spring 2026
- B. Phases of development may be combined.
- C. Phasing is subject to change in the accommodation of market conditions.



**LEGEND**

C-1	[Red]
C-2	[Orange]
C-2L	[Yellow]
O	[Green]
R-2	[Pink]
R-3	[Light Green]
GREENSPACE	[Light Blue]
RM	[Blue]
MX	[Dark Blue]



USE	ACRES	LOTS
C-1	8.7	2
C-2	6.0	6
C-2L	29.4	14
O	13.6	23
R-2	63.5	170
R-3	21.1	95
GREENSPACE	14.0	
RM	6.2	2
MX	1.1	1
<b>TOTAL</b>	<b>163.6</b>	<b>313</b>

**VICINITY MAP**  
NOT TO SCALE  
**4TH AMENDMENT 2025**  
**[PENDING]**

**P.U.D. REVISION OF CRUMPLER PLACE**  
313 LOTS 163.6 ACRES  
RANGE 6 WEST, TOWNSHIP 1 SOUTH, SECTION 32  
OLIVE BRANCH, MISSISSIPPI  
DECEMBER 2008

SHEET 1 OF 1

Kimley-Horn and Associates, Inc.



# PRELIMINARY DEVELOPMENT PLAN

**Shapiro & Company**  
architects

**ils**  
INTERNATIONAL SOLUTIONS, LLC  
1101 Westway Center  
Houston, TX 77063

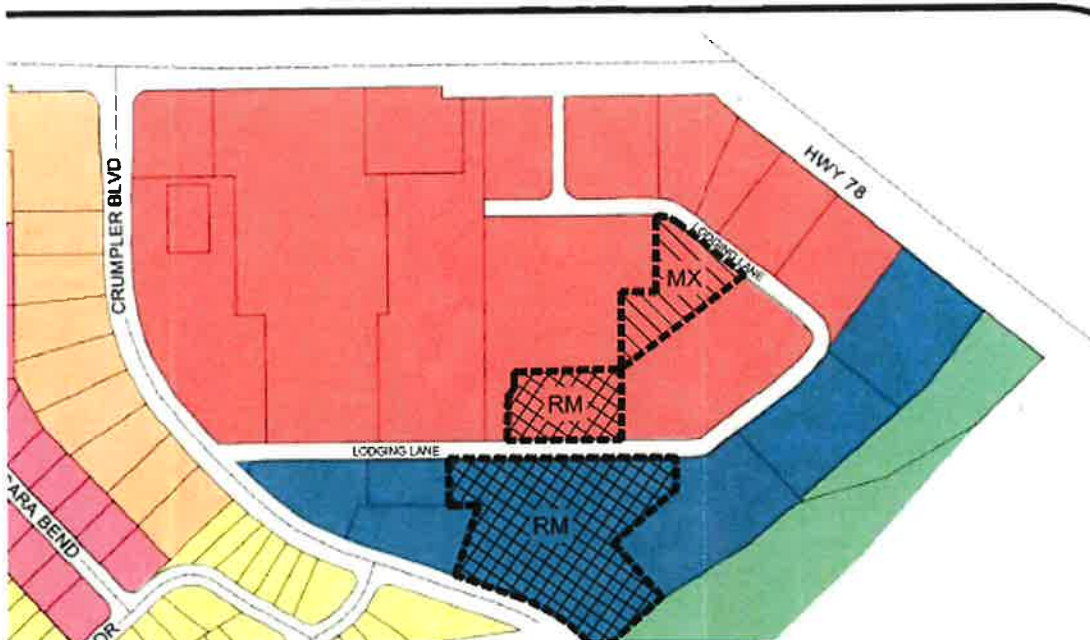


## MEMORANDUM

To: City of Olive Branch  
From: Mike Prifti, P.E.  
Kimley-Horn and Associates, Inc.  
Date: February 27, 2025  
Subject: Trip Generation Report – Crumpler Place  
Olive Branch, MS

Kimley-Horn prepared a trip generation analysis for a proposed development consisting of 110 apartment units and approximately 7,000 square feet of retail space. The proposed development is located within the Crumpler Place PUD as shown in **Figure 1** and provided in **Appendix A**.

**Figure 1: Crumpler Place PUD**



The property is currently zoned PUD with the following permitted uses: hotel, office, restaurant, and retail. The purpose of this study is to compare the trips expected to be generated by the proposed development with the trips expected to be generated by a mix of currently permitted uses.

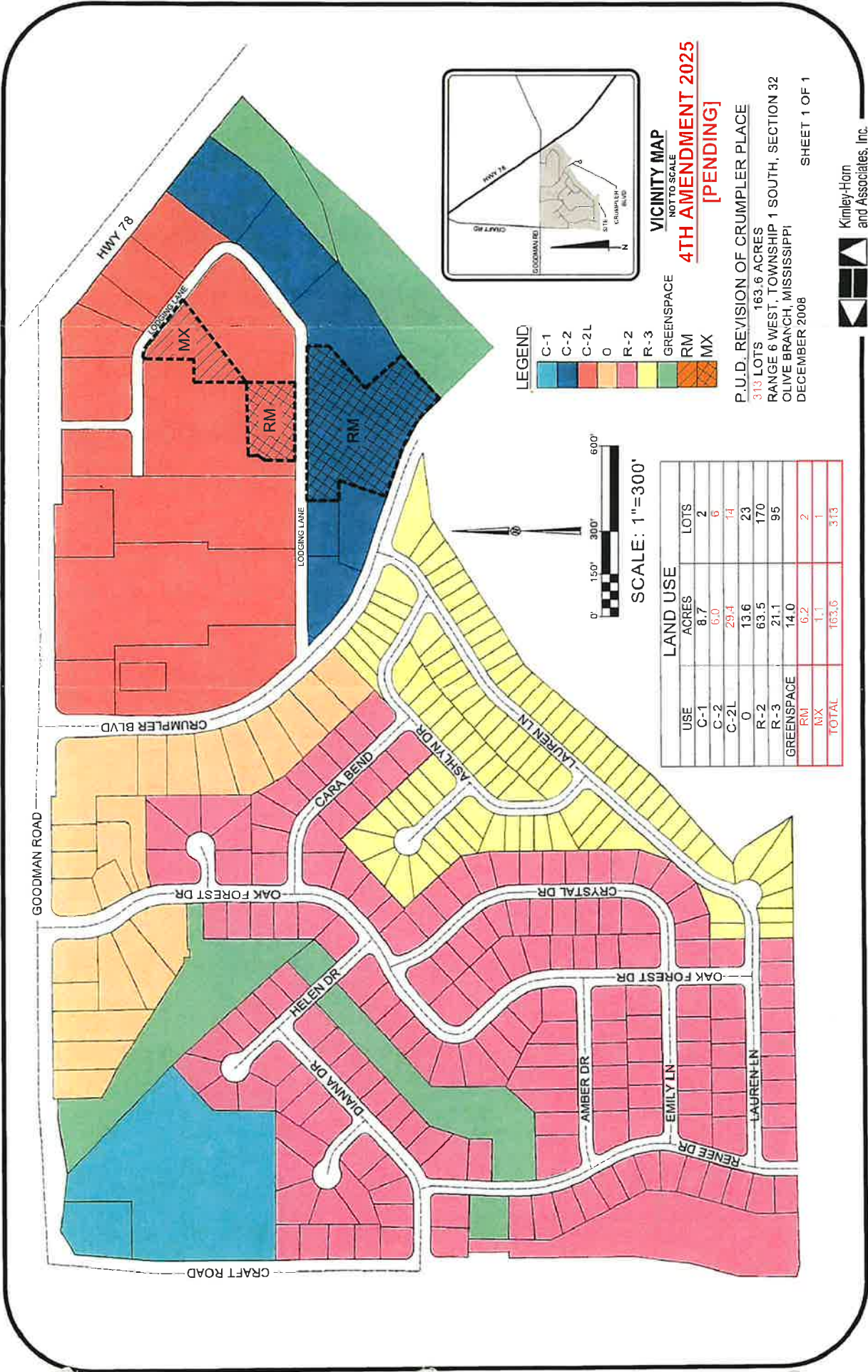
Trip generation data for the site was calculated based on the information provided in the Institute of Transportation Engineers (ITE) *Trip Generation Manual, 11<sup>th</sup> Edition*. A summary of the daily, AM peak hour, and PM peak hour trip generation is shown in **Table 1**.

**Table 1: Trip Generation Comparison Table**

	Land Use	Parcel	Acres	FAR	Intensity	Daily	AM			PM				
							Total	Enter	Exit	Total	Enter	Exit		
PERMITTED	Retail	MX Area	1.07	0.25	11,652	SF	634	27	16	11	77	39	38	
	Retail	RM North of Lodging Lane	1.03	0.25	11,217	SF	615	27	16	11	74	37	37	
	Restaurant	RM North of Lodging Lane	1.03	0.25	11,217	SF	615	27	16	11	74	37	37	
	Office	RM North of Lodging Lane	1.03	0.5	22,434	SF	243	34	30	4	32	5	27	
	Hotel	RM South of Lodging Lane	5.21	--	115	Rooms	920	53	30	23	68	35	33	
	Office	RM South of Lodging Lane	5.21	0.5	113,475	SF	1,230	173	152	21	163	28	133	
							<b>Total</b>	<b>4,257</b>	<b>341</b>	<b>260</b>	<b>81</b>	<b>488</b>	<b>181</b>	<b>307</b>
PROPOSED	Multifamily	--	--	--	110	Units	480	37	8	29	43	26	17	
	Retail	--	--	--	7,000	SF	381	17	10	7	46	23	23	
							<b>Total</b>	<b>861</b>	<b>54</b>	<b>18</b>	<b>36</b>	<b>89</b>	<b>49</b>	<b>40</b>

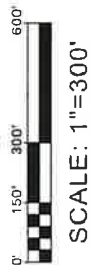
As shown in **Table 1**, the number of trips expected to be generated by the proposed development is significantly lower than the number of trips expected to be generated by a mix of the currently permitted land uses.

# Attachment A



**LEGEND**

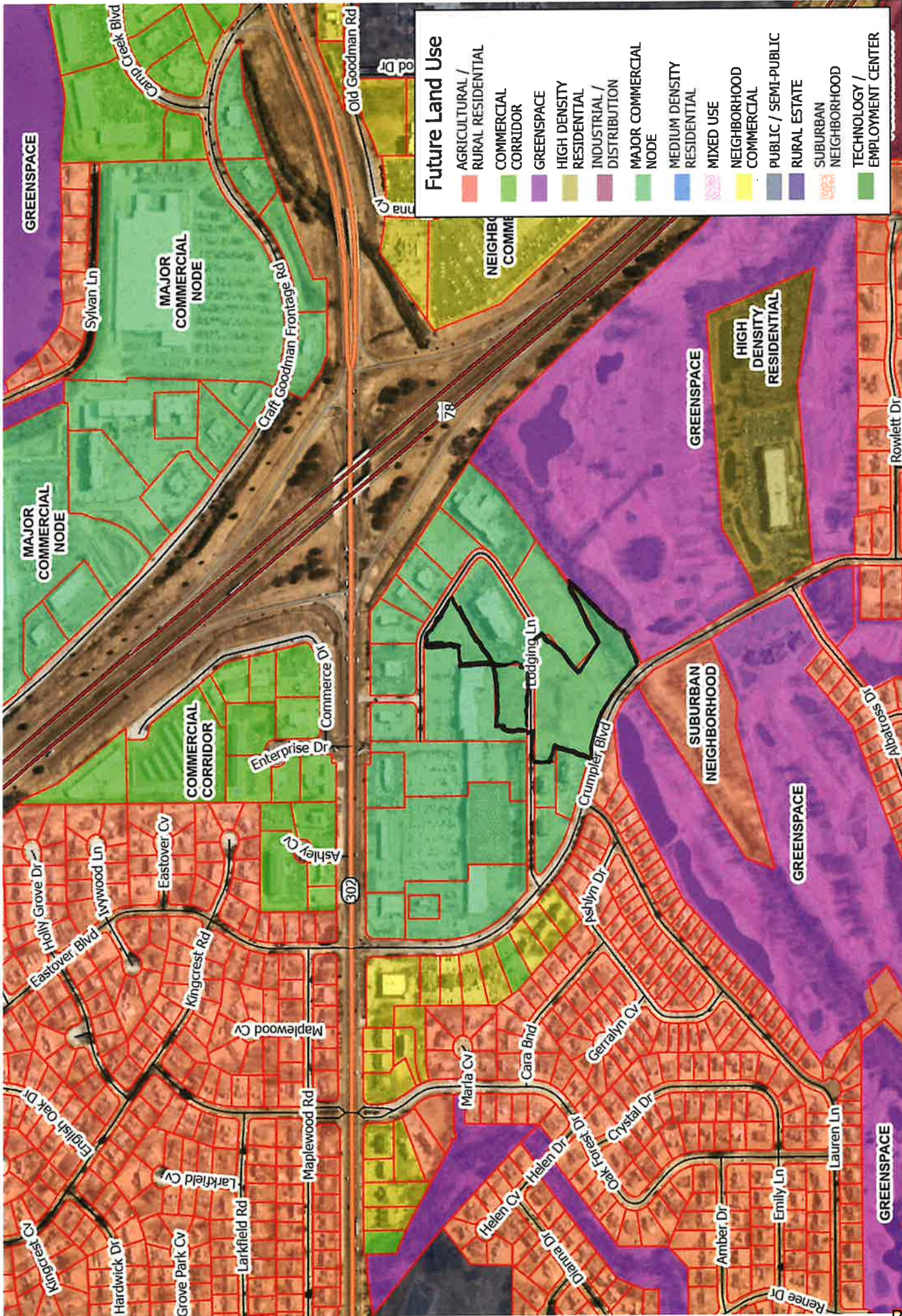
C-1
C-2
C-2L
O
R-2
R-3
GREENSPACE
RM
MX



**4TH AMENDMENT 2025**  
[PENDING]

P.U.D. REVISION OF CRUMPLER PLACE  
 313 LOTS - 163.6 ACRES  
 RANGE 6 WEST, TOWNSHIP 1 SOUTH, SECTION 32  
 OLIVE BRANCH, MISSISSIPPI  
 DECEMBER 2008

LAND USE		ACRES	LOTS
USE			
C-1		8.7	2
C-2		6.0	6
C-2L		29.4	14
O		13.6	23
R-2		63.5	170
R-3		21.1	95
GREENSPACE		14.0	
RM		6.2	2
MX		1.1	1
<b>TOTAL</b>		<b>163.6</b>	<b>313</b>



**FUTURE LAND USE**  
**OLIVE BRANCH, MS**