

**DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, October 23, 2012  
6:00 p.m.**

The regular meeting of the Design Review Commission was scheduled and held in the Council Chambers of the Municipal Center on October 23, 2012. Chairman Saunders called the meeting to order at 6:05 p.m. requesting the roll call. Ms. Regina Gibson called the roll of the Board and established a quorum:

**COMMISSIONERS PRESENT:**

Mr. Keith Saunders, Chairman; Mr. Ralph Smith, Vice Chairman; Mr. Neil Sherman – Secretary; Alderman Greg Marcom; Mr. John Walker; Ms. Robbie Ann Pahlow and Mr. Eric Alter

**DEVELOPMENT STAFF PRESENT:**

Mr. Wade Morgan, Chief Planner; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney

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**1. Approval of Minutes for August 28, 2012**

Mr. Smith moved to approve the Design Review Commission minutes of August 28, 2012, seconded by Mr. Sherman, with no further comments or discussions.

**ROLL CALL:** Mr. Walker – Yes; Mr. Alter - Yes; Alderman Marcom – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Ms. Pahlow – Yes; Chairman Saunders – Yes.

**MOTION PASSED**

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Comment: The Chairman stated the Commission reviewed the items on tonight's agenda in the Executive Session meeting and the following items were added to the Consent Agenda:

**2. CONSENT AGENDA**

- a. Verizon Store – 7645 Poplar Ave. – Request Approval of a Wall-Mounted Tenant Identification Sign.  
Jim Williams, w/Williams Signs Co - Applicant
- b. Regel Pharmalab – 1392 Cordova Rd – Request Approval of a Wall-Mounted Tenant Identification Sign.  
Mike Gayden, w/Gayden Signs Co. - Applicant

Comment: The Chairman stated he would like to remind the Commissioners that voting on all matters on the Consent Agenda constitutes an acknowledgement that the member has read and reviewed the application materials/plans/staff reports and determines further discussion or presentation of an item is not necessary. He stated if there was anyone in the audience that would like an item pulled, please request so at this time, and in seeing none, he asked for a motion.

Mr. Smith made a motion to approve the Consent Agenda as discussed, seconded by Mr. Sherman.

**ROLL CALL:** Mr. Walker – Yes; Mr. Sherman – Yes; Ms Pahlow – Yes; Alderman Marcom – Yes; Mr. Smith – Yes; Mr. Alter – Yes; Chairman Saunders - Yes

**MOTION PASSED**

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**STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS**

**a. Verizon Store – 7645 Poplar Ave. – Request Approval of a Wall-Mounted Tenant Identification Sign.**

**BACKGROUND:** The Verizon store is currently under construction. The Planning Commission approved the preliminary and final site plan, along with four warrants necessary for the development as proposed, on July 10, 2012.


**DISCUSSION:** The applicant is requesting approval of two wall-mounted tenant identification signs. The specifics of the request are as follows:

**SIGN 1: Poplar Ave. sign**

: Location & Height:	the sign is proposed to be located on the north wall of the building, facing Poplar Ave., 22.5 feet above the ground .
Content:	
Colors & Materials:	Color: white letters, with red “Z” Materials: aluminum
Font:	custom
Sign Area:	24.99 sq. ft.
Logo:	
Logo Area:	3 sq. ft.
Mounting Structure:	Individual letters stud-mounted to the brick facade
Lighting:	4 watt white LED

**SIGN 2: West building elevation sign**

: Location & Height:	the sign is proposed to be located on the west building wall, above the main customer entrance, 22.5 feet above the ground .
Content:	
Colors & Materials:	Color: white letters, with red “Z” Materials: aluminum
Font:	custom
Sign Area:	24.99 sq. ft.

Logo:	
Logo Area:	3 sq. ft.
Mounting Structure:	Individual letters stud-mounted to the brick facade
Lighting:	4 watt white LED

STAFF COMMENTS:

1. The proposed sign complies with the regulations of the T-5 district.
2. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

**DISCLOSURE OF OWNERSHIP INTERESTS**

In order to assist staff and appointed and elected officials of the City of Germantown in complying with Ordinances of the City relating to conflicts of interests, the following information is required to be furnished:

1. **For Profit Entities.** If the owner of the land which is the subject of this Application ("Owner") is a for-profit entity, i.e. general partnership, limited partnership, corporation, limited liability company, R.E.I.T., a trust, or any other form of for-profit business entity, the authorized representative of the Owner must list below the respective names and business or home addresses of all persons or entities which own 10% or more of the ownership interests in the Owner. (If another business entity owns 10% or more of the ownership interests in the Owner, all persons owning a 10% or more interest in such last mentioned entity must be identified by name and business or home address.) (If a trust owns a 10% or more interest in the Owner, all beneficiaries of 10% or more of the trust assets must be identified by name and business or home address.) The amount of ownership interest does not have to be disclosed.

Owner: VZN 1, LLC

Persons or Entities\* Owning  
10% or More of the Ownership  
Interests of the Owner:

Name	Business or Home Address
<u>MARK D. UTLEY</u>	<u>P.O. BOX 866, OLIVE BRANCH, MS.</u> <u>38654</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

\*See language in parenthesis above.

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**ROPOSED MOTION:** To approve the request for 2 wall-mounted tenant identification signs for the Verizon store at 7645 Poplar Ave., subject to staff comments.



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**b. Regel Pharmalab – 1392 Cordova Rd – Request Approval of a Wall-Mounted Tenant Identification Sign.**


**BACKGROUND:** The building is on lot 5 of the Hunters Run subdivision, section H..


**DISCUSSION:** The applicant is requesting approval of one wall-mounted tenant identification sign above the main entrance and one ground sign near the northwest corner of the lot. The specifics of the request are as follows:

**SIGN 1: Ground Sign**

: Location & Height:	the sign is proposed to be located 30 feet behind the curb at the intersection of Cordova Rd. West and Cordova Cove. Total sign height is 6 ft.
Content:	
Colors & Materials:	Color: Black and blue letters on white background Materials: Acrylic letters on aluminum sign face, mounted on a brick base
Font:	custom
Sign Area:	20 sq. ft.
Logo:	
Logo Area:	3 sq. ft.
Mounting Structure:	Brick base
Lighting:	none

**SIGN 2: entrance sign**

: Location & Height:	the sign is proposed to be located on the west building wall, above the main customer entrance.
Content:	
Colors & Materials:	Color: Black and blue letters on cream background Materials: PVC letters on building facia
Font:	custom
Sign Area:	10 sq. ft.

Logo:	
Logo Area:	3 sq. ft.
Mounting Structure:	adhesive
Lighting:	None


STAFF COMMENTS:

3. The building is 68 feet wide, so is permitted a total of 34 sq. ft. of sign area. The proposed signs comply with the regulations of the O district.
4. There is a 10 foot drainage easement running diagonally across the lot. Signs are not permitted within that easement.
5. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

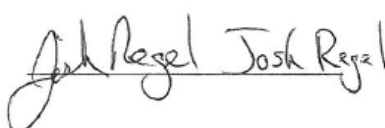
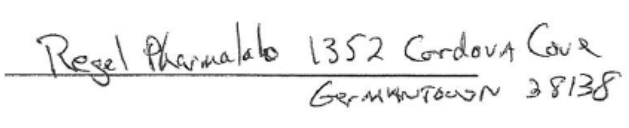
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Owner: 

Persons or Entities\* Owning  
10% or More of the Ownership  
Interests of the Owner:

Name	Business or Home Address
	
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

\*See language in parenthesis above.

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**PROPOSED MOTION:** To approve the request for a ground-mounted tenant identification sign and a wall-mounted sign for the Regal Pharmalab at 1392 Cordova Rd., subject to staff comments.

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**ADJOURNMENT**

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:10 p.m.