

**DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, April 23, 2013  
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 April 23, 2013. Chairman Saunders called the meeting to order at 6:00 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. Neil Sherman, Vice Chairman; Mr. Paul Bruns – Secretary; Alderman Greg Marcom; Mr. Ralph Smith; Mr. John Walker; Mr. Henry Porter; 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 March 26, 2013**

Mr. Sherman moved to approve the Design Review Commission minutes of March 26, 2013, seconded by Mr. Bruns, with no further comments or discussions.

**ROLL CALL:** Mr. Walker – Yes; Mr. Alter - Yes; Mr. Bruns – Yes; Alderman Marcom – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Porter – 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. Germantown-Farmington Animal Hospital – 1975 Exeter Rd – Request Approval of a Second Wall-Mounted Tenant Identification Sign.  
Lowell Taylor, w/Williams Sign Co. - Applicant
- b. Madewell – 7615 Farmington Blvd. - #9 Saddle Creek Center – Request Approval of Awning Signs.  
Chris Haskins, w/Balton Sign Co. – Applicant
- c. Amendment to the Germantown Banner Policy City of Germantown - 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. Bruns made a motion to approve the Consent Agenda as discussed, seconded by Mr. Sherman.

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

**MOTION PASSED**

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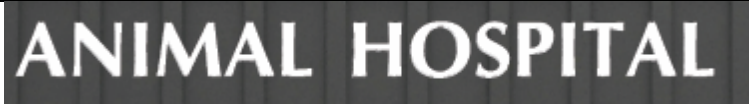
**STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS**

**a. Germantown-Farmington Animal Hospital – 1975 Exeter Rd. – Request Approval of a Second Wall-Mounted Tenant Identification Sign.**

**BACKGROUND:** The building containing the Farmington Animal Hospital and Sherwin-Williams store are part of the Farmington Shopping Center, which was approved by the Planning Commission in 1977.

**DISCUSSION:** An identical sign on the east wall, facing Exeter Rd., was approved administratively. However, the sign regulations require DRC approval of additional signs.

**SIGN:**

: Location & Height:	the sign is to be on the building’s fascia that faces Farmington Blvd., 10 ft. above the ground.
Content:	
Colors & Materials:	Color: . white letters Materials: aluminum,
Font:	Block letters
Sign Area:	17.98 sq. ft.
Logo:	none
Logo Area:	NA
Mounting Structure:	Bolted to fascia with non-corrosive fasteners
Lighting:	LED,

**STAFF COMMENTS:**

If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

**PROPOSED MOTION:** To approve the request for a wall-mounted tenant identification sign on the Farmington Blvd. frontage of the Germantown-Farmington Animal Hospital at 1975 Exeter Rd., subject to staff comments.

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**b. Madewell – 7615 Farmington Blvd. - #9 Saddle Creek Center – Request Approval of Awning Signs.**

**BACKGROUND:** the Madewell store is to be located in the space formerly occupied by Gap.

**DISCUSSION:** Madewell proposes several signs on the store front within the sign band, on the glass transom above the entrance and on the awnings. The “Madewell” sign within the sign band complies with the Saddle Creek sign policy, so will be approved administratively. The , window signs, awning signs and transom sign require the approval of the DRC.

*4/23/13 REVISION – the glass transom sign, in addition to 2 signs on the storefront window, were installed prior to DRC approval (see attached photos). The sign company representative has stated that the installation was inadvertent, and that the window signs are removable vinyl intended as temporary signs to be installed/removed by store staff. Furthermore, the transom sign will be removed, and not replaced, if the awnings and awning signs are approved.*

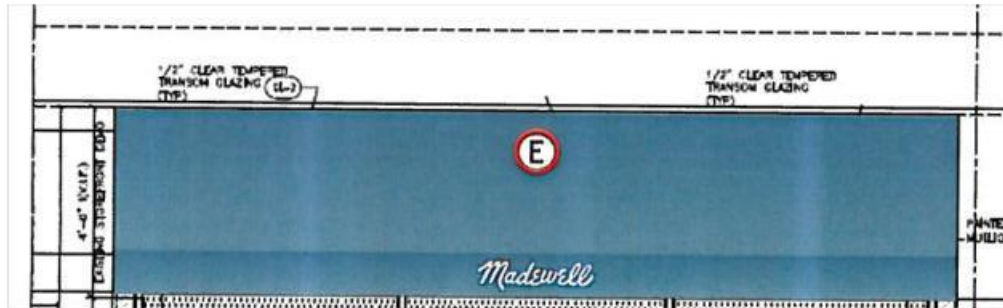
TRANSOM SIGN: location – one sign on the glass transom above the main entrance. See attached sheet for information.

TRANSOM SIGN

: Location & Height:	the sign is to be on the storefront glass transom above the customer entrance, 10 ft. above the ground.
Content:	
Colors & Materials:	Color: gold Materials: vinyl
Font:	Custom corporate
Sign Area:	7.44 sq. ft.
Logo:	None
Logo Area:	NA
Mounting Structure:	Vinyl adhesive
Lighting:	None

AWNING SIGNS

: Location & Height:	One sign per awning, centered on the awning
Content:	
Colors & Materials:	Color: white Materials:
Font:	Custom corporate
Sign Area:	1.04 sq. ft. each; 2.08 sq. ft. total
Logo:	none
Logo Area:	NA
Mounting Structure:	NA
Lighting:	none



**STAFF COMMENTS:**

1. The Saddle Creek sign policy states “National or regional chainstore tenants shall be permitted to use their standard typography logo script and logos (provided logos meet the City of Germantown sign ordinance) which have been used nationwide.
2. The wall sign, transom sign and awning signs total 17.24 sq. ft. The store is permitted 20 sq. ft. of sign area.
3. DRC approval of the awning signs is required because that location is not addressed by the sign policy.
4. The navy blue awnings are not the typical black, burgundy or dark green fabric colors found in Saddle Creek, but the DRC has approved other colors in the past.

**SIGN SUBCOMMITTEE REPORT:** The sign subcommittee did not meet in April.

**PROPOSED MOTION:** To approve the request for a wall-mounted tenant identification sign package for the Madewell store in the Shops of Saddle Creek, subject to staff comments.

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**c. Amendment to the Germantown Banner Policy City of Germantown.**

**BACKGROUND:** The City allows the advertising of events that are sponsored by the City or take place on City property through the use of temporary banners placed within the street right-of-way at the City Limits and at other high visibility, city-owned locations. The policy currently requires all applicants to obtain approval from the DRC for initial approval and for re-approval every three years.

**DISCUSSION:** The banner policy is specific regarding the size, location, number, content and duration of the banners. Staff proposes that ECD staff be allowed to approve new banners and renew the

approvals. The DRC would be responsible for resolving issues over requests that involve conflicts between the locations or scheduling of events, or interpretation of the policy.

STAFF COMMENTS:

1. Proposed revisions to the policy are indicated in bold and underlined text on the following pages.

Staff recommendation: Approval, subject to staff comments.

PROPOSED MOTION: To approve the amendments to the City of Germantown Banner Policy.

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**3. The Market at Poplar Estates – 6993 Poplar Ave. – Request Approval of an Accessory Structure.**

BACKGROUND: The subject property was purchased by Richard Stringer in 1974 to operate as a nursery prior to annexation. In 2006, the applicant purchased the property and continued to operate it as a legal, non-conforming use in the “R” Residential district. The plant nursery may continue in operation, provided that no change in the use of the land is undertaken. On March 26, 2013, the DRC approved the wooden shade structures as built.

DISCUSSION: Trip Trezevant constructed a 64 ft. by 50 ft. wooden structure on the northern portion of the Market at Poplar Estates. On January 23, 2013, he was notified by Germantown Code Enforcement that approval from the Design Review Commission was needed, as well as a permit for an accessory structure.

The shade structure is constructed of cedar lumber and will be used for display and sale of plants. It is unroofed and open on all sides, as shown in the attached photos.

STAFF COMMENTS:

1. During the March 23 meeting, Mr. Trezevant noted that he planned to cover the structures in order to shade the plants during the summer. Photos of the proposed fiberglass material and clear plastic are attached.
2. The applicant shall obtain an accessory structure permit from the city of Germantown, if the structure is approved by the DRC.

PROPOSED MOTION: To approve the covering material for the wooden shade structure at the Market at Poplar Estates at 6993 Poplar, subject to staff comments.

Mr. Trezevant requested approval to permanently install clear fiberglass on top of the structure to protect the plants. Shade cloth will be placed on top of the fiberglass to protect the plants from the heat during the summer.

Mr. Walker moved to approve this motion as submitted with the clear roofing, shading material, and with the understanding that the shading material is to remain securely fastened, and seconded by Mr. Sherman.

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

**MOTION PASSED**

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ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:09 p.m.