

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, November 25, 2014
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 November 25, 2014. Chairman Saunders called the meeting to order at 6:01 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. Paul Bruns – Vice Chairman; Mr. Neil Sherman, – Secretary; Mr. Henry Porter; Mr. Ralph Smith; Alderman Greg Marcom; Mr. John Walker; and Mr. Eric Alter

DEVELOPMENT STAFF PRESENT:

Mr. Cameron Ross, Economic and Community Development Director; Mr. Wade Morgan, Chief Planner; Ms. Sheila Pounder, Planner; Ms. Regina Gibson, Administrative Secretary; and Mr. Robert McLean, Attorney

1. Approval of Minutes for September 23, 2014

Mr. Sherman moved to approve the Design Review Commission minutes of September 23, 2014, seconded by Mr. Bruns, with no further comments or discussions.

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

MOTION PASSED

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. Methodist LeBonheur Hospital Germantown – 7691 Poplar Ave. – Request Approval of a Tenant Identification Sign.
Jeff Gate, w/Balton Signs - Representative
- b. McDonald's Restaurant – 2030 S. Germantown Rd. – Request Approval of a Sign Package.
Jeff Hale, w/Complete Lighting – Representative
- c. Circle K Store – 9113 Winchester Rd. – Request Approval of a Sign Package.
Michael J. Fahy, w/Prime Development Group - Representative

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. Alter.

ROLL CALL: Mr. Bruns – Yes; Mr. Sherman – Yes; Mr. Smith – Yes; Mr. Porter – Yes; Alderman Marcom – Yes; Mr. Alter – Yes; Mr. Walker - No; and Chairman Saunders - Yes

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

a. Methodist LeBonheur Hospital Germantown – 7691 Poplar Ave. – Request Approval of a Tenant Identification Sign.

BACKGROUND: On July 10, 1995, the Board of Mayor and Aldermen approved Development Contract Number 980 for the expansion of Methodist- LeBonheur Hospital Germantown. The Planning Commission granted Preliminary and Final Site Plan approval for the proposed expansion on April 4, 2000. Final Plan approval was granted by the DRC on May 23, 2000. On June 25, 1996, the Design Review Commission approved a traffic directional sign package for the hospital. On January 22, 2002, the Design Review Commission granted approval for parking garage directional signs.

DISCUSSION: The applicant is proposing to install a decorative cross on a portion of the north-facing wall of the women's pavilion building.

Location & Height: on the north-facing wall of the Women's Pavilion, 49 feet from Germantown Rd. and 35 feet (max.) above the ground.

Message: none

Sign Area: the cross will be 10 ft. 9 in. in max. width and 24 ft. in total height; TOTAL - 26 sq. ft.

Colors & Materials: silver
aluminum

Mounting Structure: stud mounted to the building brick wall

Logos: none

Lighting: Reverse lit with LED

STAFF COMMENTS:

1. Under the sign regulations, the proposed cross is a sign and requires Design Review Commission approval.
2. The cross is to be reverse-lit, in compliance with the sign regulations.

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


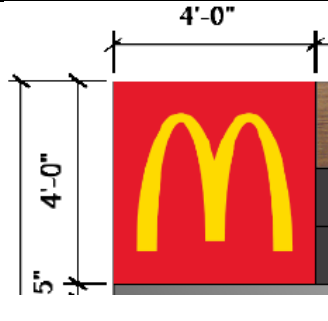
PROPOSED MOTION: To approve the request for a wall sign for Methodist LeBonheur Hospital, subject to staff comments.

b. McDonald's Restaurant – 2030 S. Germantown Rd. – Request Approval of a Sign Package.

BACKGROUND: The McDonald's Restaurant was initially approved on February 27, 1978, as Project Development Contract Number 17. Over the years it has had various improvements and modifications to the drive-through facility, and the building appearance. The DRC approved the building elevation plans, materials and landscape plan on December 17, 2013.


DISCUSSION: McDonald’s restaurant proposes 2 wall signs, a ground sign plus traffic directional signs for its re-designed site and building.

SIGN A: Ground Sign


: Location & Height:	the double-faced sign is to be located 40 feet behind the curb of Germantown Rd. Total sign height is 6 ft.
Content:	
Colors & Materials:	<p>Color: Red and Yellow for the McDonald’s “M”, White letters on a woodgrain background for “McCafe”, and white letters on a gray background for PlayPlace and 24 hours.</p> <p>Materials: Acrylic letters and acrylic sign face, steel sign frame mounted on a brick base</p>
Font:	Custom corporate
Sign Area:	39.4 sq. ft.
Logo:	
Logo Area:	16 sq. ft.
Mounting Structure:	Brick base
Lighting:	Letters are lighted with LED strip

SIGN B: Wall Sign 1

: Location & Height:	the sign is to be located on the front (west) wall of the building; 6 in. from the building wall.
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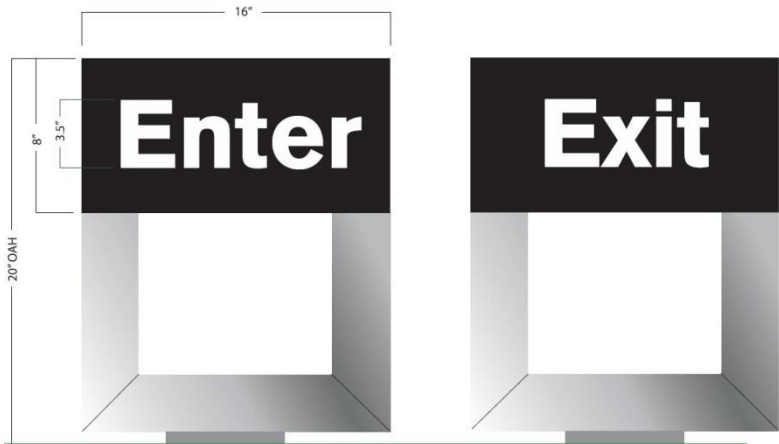
Content:	
Colors & Materials:	Color: White on a gray background Materials: Aluminum letters on an acrylic sign face
Font:	corporate
Sign Area:	32.8 sq. ft.
Logo:	none
Logo Area:	NA
Mounting Structure:	Mounted to brick building facade
Lighting:	external LED strip lighting

SIGN B: Wall Sign 2

: Location & Height:	the sign is to be located on the side (south) wall of the building.
Content:	
Colors & Materials:	Color: White on a gray background Materials: Aluminum letters on an acrylic sign face
Font:	corporate
Sign Area:	32.8 sq. ft.
Logo:	none
Logo Area:	NA
Mounting Structure:	Mounted to brick building facade
Lighting:	External LED strip lighting

SIGN C: traffic directional signs

: Location & Height:	the signs are to be located at the entrance drives.
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Content:	
Colors & Materials:	Color: Vinyl letters on an ACM face Materials:
Font:	corporate
Sign Area:	0.89 sq. ft. each
Logo:	none
Logo Area:	NA
Mounting Structure:	Mounted on steel pole
Lighting:	External LED

STAFF COMMENTS:

1. The proposed signs comply with the size, location and height regulations of the SC-1 district. .
2. The applicant should provide an explanation of how the wall signs will be mounted to the wall.
3. The traffic signs are to have a face of ACM. The applicant should provide an explanation of the material. (Signs which contain reflective material are prohibited by the sign regulations.)
4. The additional content of the ground sign (McCafe, Play Place, 24 hours) can be permitted by the DRC as hours, instructions, and primary products and services.

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 sign package consisting of a ground-mounted tenant identification sign, two wall-mounted signs and traffic directional signs for the McDonald’s restaurant at 2030 s. Germantown Rd. subject to staff comments.

c. Circle K Store – 9113 Winchester Rd. – Request Approval of a Sign Package.

BACKGROUND: The property was zoned to the “C-2” Commercial district when it was annexed by Germantown in 2000. The property is part of the Forest Hill Heights Planned Development, which was created when the site was located within unincorporated Shelby County. Preliminary and Final Site Plan for the Circle K Convenience Store was granted approval by Planning Commission Subcommittee on February 19, 2014 and by the full Planning Commission on March 4, 2014.

DISCUSSION: The applicant proposes a sign package that includes ground-mounted brand identification and logo signs, a wall-mounted logo sign, and price signs. The proposed sign package's total sign area (70.92 sq. ft.) is less than the maximum total sign area permitted (75 sq. ft.) for a combination of wall and ground-mounted signs in the C-2 district.

GROUND SIGNS

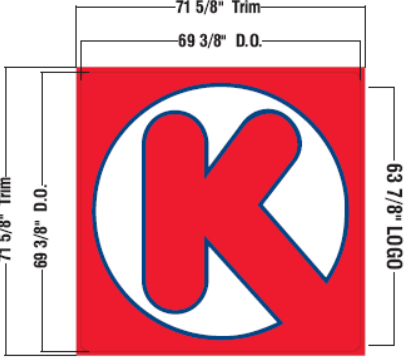
Location & Height:	The two double face signs are to be located perpendicular to the streets and 30 feet setback from Winchester Road and Forest Hill Irene Road. Total sign height is 6 feet (72 in.)
Content:	
Color & Materials:	Letters to be painted red on a white background. Material is polycarbonate.
Font:	Block
Sign Area:	18.75 sq. ft. (Exxon Face = 12.5 sq. ft./Circle K Logo = 6.25 sq. ft.)
Mounting Structure:	Metal frame in stone base
Lighting:	Two - Kim Lighting Model 4336-56 Watt per sign face
Landscaping:	See attached revised landscape plan

PRICE SIGNS

Location & Height:	The two double face signs are to be located perpendicular to the streets, 24.25 feet from Winchester Road and 15.25 feet from Forest Hill Irene Road. Total sign height is 4 feet (48 in.)
Content:	
Color & Materials:	Letters are white on blue background and numbers are red on black background. Material is polycarbonate cabinet.
Font:	Block
Sign Area:	7.3 sq. ft.
Mounting Structure:	Metal frame & pole
Lighting:	None
Landscaping:	See attached revised landscape plan

WALL SIGN

Location & Height:	One sign is to be mounted on the wall of the building above the public entrance facing Winchester Road.
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Content: Logo	
Color & Materials:	Letters to be painted red with blue trim on a white & red background. Material is polycarbonate.
Font:	Block
Logo Sign Area:	33.42 sq. ft.
Mounting Structure:	Metal cabinet mounted to the building wall with stud fasteners.
Lighting:	None

STAFF COMMENTS:

1. The proposed signs conform to sign requirements for the “C-2” District and the price signs requirements under the Service Station Sign Regulations.
2. The sign detail information attached to this report indicates the design of all proposed signs for the site, including size, location and content.
3. If approved, the applicant should re-record the final plat to remove the currently recorded Center Sign Easement per Instrument No. 14039901.
4. 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 a sign package for Circle K Store, subject to staff comments and the documents submitted with the application.

3. Exceed Hormone Specialists – 7512 Second St. – Request Approval of a Ground-Mounted Tenant Identification Sign.

BACKGROUND: The Design Review Commission gave preliminary plan approval on May 27, 1997, and final plan approval on June 24, 1997. The building is one story, 3,400 sq. ft. in floor area and has 17 parking spaces.

DISCUSSION: Exceed Hormone Specialists is renovating the building for their use.

SIGN A: Ground Sign

: Location & Height:	the double-faced sign is to be located 30 feet from Second St. Total sign height is 2 feet, 11 in.
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Content:		
Colors & Materials:	Color:	White letters on a Wood-stained background.
	Materials:	Aluminum letters and sign face A color rendering has been provided
Font:	Helvetica	
Sign Area:	12 sq. ft. per face	
Logo:		
Logo Area:	1.2 sq. ft.	
Mounting Structure:	Metal pipes, buried in ground	
Lighting:	External LED flood lights; comparable to 250 watt halogen light.	

STAFF COMMENTS:

1. The sign complies with the technical requirements of the OG District sign regulations (size and location.)
2. If approved, the applicant must obtain a permit from the Memphis /Shelby County Office of Code Enforcement prior to installing the sign.

PROPOSED MOTION: To approve a ground-mounted tenant identification sign for Exceed Hormone Specialists at 7512 Second St. subject to staff comments.

Mr. Bruce Littman w/ Balton Sign Co. requested to withdrawn this item from the agenda and come back next month with a new design closer to the type of signs already existing in Old Germantown.

WITHDRAWN BY APPLICANT

4. Shops of Saddle Creek – 7509 Poplar Ave. – Request Preliminary and Final Plan Approval for a Retail Building.

BACKGROUND: The Shops of Saddle Creek center was approved by the Planning Commission and the Board of Mayor and Aldermen in 1987. The Planning Commission recommended approval of the site plan at its November 4, 2014 meeting.

DISCUSSION: The plan proposes a 5,418 sq. ft., free-standing, single story retail building. The building is to be located 12 feet from Poplar Ave. and 12 feet from West Farmington Blvd.

TOTAL SITE AREA 9.87 ac.

BUILDING SIZES 5,418 sq. ft. retail building

The following checklist describes the characteristics of each part of the property.

DESIGN REVIEW COMMISSION CHECKLIST:

1. *Site Layout:* The project consists of a single-story retail building, 93 ft. by 58.25 ft., with its long axis parallel to Poplar Ave., placed 12 feet from Poplar Ave. and West Farmington Blvd.
2. *Building Elevations:* The building exterior is to consist predominantly of EIFS painted Extra White; and a band of Rockcast stone at the base. A greenscreen will compose a portion of the Poplar Ave. frontage. Window and door trim is to have a Terra Cotta finish. Shingles are to be Driftwood color. See the building plans for color examples and a rendering. (See comment 1)
3. *Street Improvements and Curb Cuts:* The store will have access to West Farmington Blvd., via the existing entrance to the Shops of Saddle Creek.
4. *Parking Lots:* parking spaces are to be located to the rear (north) of the building.
5. *Exterior Lighting:* Site lighting is to consist of two new parking lot lights with LED fixtures mounted on 17.5 foot tall poles. Building-mounted lights are to be “colonial-style” decorative lights using LED’s. The photometric study indicates an average of 1.8 foot-candles in the parking lot.
6. *Garbage Collection Area:* The existing garbage collection area to the rear of the Shops of Saddle Creek building will be used.
7. *Vents:* the plan indicates that a mechanical well will be provided on the building roof to house HVAC units and vents.
8. *Gas, Electric and Water:* meters are to be located on the east side of the building.
9. *Mechanical Units:* HVAC and other units are to be located within the building roof mechanical well.
10. *Emergency Generators:* none indicated on the plan.
11. *Landscaping:* A landscaping plan has been provided. Also, 3 green screens are to be integrated into the Poplar Ave building exterior.
12. *Mailboxes:* None proposed.
13. *Signs:* No specific information provided. Any new signs will have to be approved by the DRC by a separate application.

COMMENTS:

1. The Design Review Manual supports the use of natural building materials such as brick, stone and wood. In the past, the DRC has supported the use of EIFS to a maximum of 25% of building material.

2. After DRC final approval, the developer shall enter into a standard development contract with the City.

PROPOSED MOTION: To approve the request for Preliminary and Final Plan Approval for the additional building within the Shops of Saddle Creek, at the northeast corner of Poplar Ave. and West Farmington Blvd., subject to the comments contained in the staff report.

Mr. Victor Bucholtz with LRK Architects and Chris Herman w/Trademark Properties were there to answers any questions that the commission might have.

After much discussion Trademark Properties agreed to work with staff on selection of different trees that would stay below the Memphis Light Gas & Water line trimming or delete them completely.

Chairman Saunders called for a motion.

Mr. Walker moved to approve the Preliminary and Final Plan Approval for the Shops of Saddle Creek located on the northeast corner of Poplar Ave. and West Farmington Blvd., as discussed and subject to the comments contained in the staff report, and seconded by Mr. Sherman.

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

MOTION PASSED

NEW BUSINESS:

Maui Brick Oven – Germantown Collection Shopping Center – Request Approval of a Tenant Identification Sign.

Mr. Wade Morgan explained that Maui Brick Oven sign request meets the sign policy for Germantown Collection except for the font style therefore it needs DRC approval.

Mr. Smith moved to approve the font style for Maui Brick Oven Tenant Identification Sign, as discussed and seconded by Mr. Walker.

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

MOTION PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 7:05 p.m.