

**DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, September 22, 2009  
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 September 22, 2009. 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; Ms. Robbie Ann Pahlow, Secretary; Mr. Paul Bruns; Mr. Steve Landwehr; Mr. Parker McCaleb; Mr. Greg Marcom and Mr. Neil Sherman.

**DEVELOPMENT STAFF PRESENT:**

Mr. Jerry Cook, Economic & Community Development Director; Mr. Josh Whitehead, Planning Division Director; Mr. Wade Morgan, Chief Planner; Ms. Katie Graffam, Economic Development Coordinator; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney.

**1. Approval of Minutes for August 25, 2009**

Mr. Sherman moved to approve the Design Review Commission minutes of August 25, 2009, seconded by Mr. Bruns, with no further comments or discussions.

**ROLL CALL:** Mr. Landwehr – Yes; Mr. Marcom – Yes; Mr. Bruns – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Ms. Pahlow – Yes; Mr. McCaleb – 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. Methodist Hospital – 7691 Poplar Ave. – Request Approval of an Identification and Directional Sign Package.  
Matthew Brown - Applicant
- b. Germantown United Methodist Church – 2320, 2330 and 2338 S. Germantown Road – Request Preliminary and Final Plan Approval.  
Donald Rhoads - Applicant

Comment: The Chairman stated he would like to remind the Commissioners that 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 as 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. Landwehr moved to approve the Consent Agenda, seconded by Mr. Bruns.

**ROLL CALL:** Mr. Bruns – Yes; Mr. Landwehr – Yes; Mr. McCaleb – Yes; Mr. Marcom – Yes; Ms. Pahlow – Yes; Mr. Sherman – Yes; Mr. Smith – Yes; Chairman Saunders – Yes.

**MOTION PASSED**

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

**a. Methodist Hospital – 7691 Poplar Ave. – Request Approval of an Identification and Directional Sign Package.**

**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. The approved plan for the expansion of the hospital included the reconfiguration and expansion of the parking area to include 223 additional parking spaces. 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. On April 11, 2002, the DRC approved a sign package for traffic directional signs.

**DISCUSSION:** The applicant is proposing to replace and/or reface the 23 existing identification and directional signs at the Methodist-LeBonheur Hospital campus with 21 new signs. The City of Germantown Sign Ordinance requires Design Review Commission approval of traffic directional signs. The program is summarized as follows:

- Replace the faces on the existing project identification signs at the Poplar Ave and Germantown Rd. There is to be no change to the sign location, brick base or brick background.
- Replace the “Emergency” sign at the eastern-most driveway entrance on Poplar.
- Replace the interior directional signs within the parking lot and on buildings.

The applicant has provided a signage review package/booklet that illustrates the location of each sign and its, size, colors and font.

**Sign Type A:** see sheets LP.01/ID-A, ST.01-A and ST02-A

Location &

Height: Germantown Rd. and Poplar Ave. driveway entrances. Five feet, five inches in height

Message:



Letter Size: varies from 3 in. to 7 in. in height

Letter Style: Arial

Sign Area: 50 sq. ft.

Colors &

Materials: Background: acrylic face on brick monument  
Letters: Black, Acrylic  
Logo: acrylic, PMS 221

Mounting

Structure: existing brick monument



And metallic accent bar – 2.33 sq. ft. in area

Lighting: existing

Landscaping: existing

Sign Type A.1: see sheets LP.01/ID and ST.01-A.1

Location &

Height: Eastern-most Poplar Ave. driveway entrance. Set back 4 feet from the curb. Four feet in height

Message:



Letter Size: 14 in. in height

Letter Style: block

Sign Area: 33.9 sq. ft.

Colors &

Materials: Background: acrylic face on brick monument  
Letters: Black, Acrylic

Mounting

Structure: brick monument

Logo: metallic accent bar; 2.33 sq. ft. in area

Lighting: existing

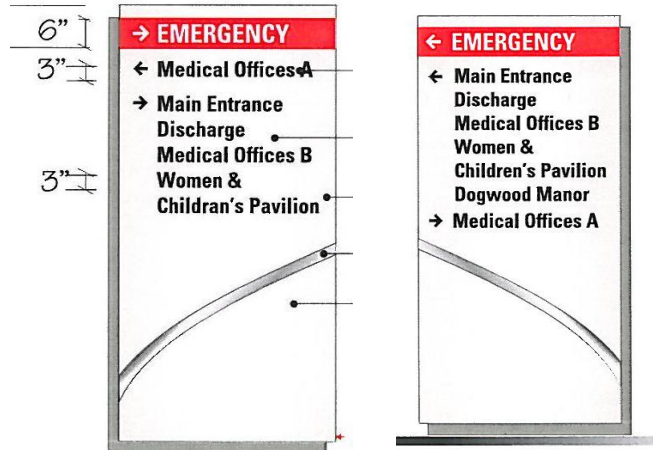
Landscaping: existing

Sign Type C: see sheets LP.02/DD and ST.01-C.

Location &

Height: various locations on the drives within the campus. 7 feet, 2 ½ inches in height.

Message: varies, typical is shown below:



Letter Size: varies from 3 in. to 7 in. in height

Letter Style: Arial

Sign Area: 26 sq. ft.

Colors & Materials: Background: acrylic face on brick monument  
 Letters: Black, Acrylic  
 Logo: metallic silver

Mounting Structure: existing brick monument

Logo: metallic accent bar; 1.2 sq. ft.

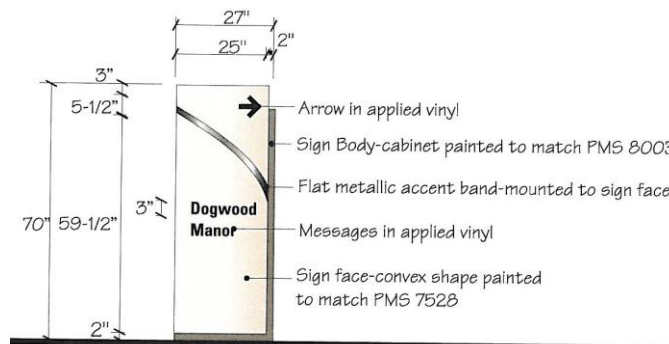
Lighting: none indicated

Landscaping: none indicated

Sign Type D: see sheets LP.02/DD, ST.01-D and ST.02-D.

Location & Height: At various locations on the drives within the campus. 5 feet, 10 1/2 inches in height.

Message: varies with location; typical sign is shown below:



Letter Size: varies from 3 in. in height

Letter Style: Arial

Sign Area: 13.13 sq. ft.

Colors &

Materials: Background: acrylic face on brick monument

Letters: Black, Acrylic

Logo: metallic silver

Mounting

Structure: not indicated

Logo: metallic accent bar; 0.75 sq. ft.

Lighting: none indicated

Landscaping: none indicated

STAFF COMMENTS:

1. The attached sign package includes photos of the existing signs.
2. Sign type "C" (internal directional signs) is 7 feet, 2½ inches in height and sign "D" is 5 feet, 10½ inches in height. The sign regulations allow a maximum height of 20 inches for traffic directional signs, so a variance is required. Staff notes that the existing directional signs are 6½ to 7 feet in height.
3. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

SIGN SUBCOMMITTEE REPORT: The sign subcommittee met on September 10, 2009 and discussed the request. Members of the subcommittee questioned the need for sign D-8.2 (south side of drive to Pavilion parking garage), since that drive is primarily an exit for the garage. They felt that visitors should be directed to, and will likely go to, the main entrance on Germantown Rd. and from there be directed to the appropriate parking lot or garage. Other members concluded it should be of a similar design to the primary identification signs.

The applicant has removed sign D-8.2 from the plan.

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

**b. Germantown United Methodist Church – 2320, 2330 and 2338 S. Germantown Road – Request Preliminary and Final Plan Approval.**

BACKGROUND: The applicant has purchased the three (3) properties listed at the addresses above for the church's use. In order to expand the current parking lot, the applicant received approval for demolition of the building (formerly Cottage Antiques) at 2330 S. Germantown Rd. by the DRC at its January 27, 2009, meeting.

DISCUSSION: The applicant is requesting preliminary and final plan approval for a parking lot expansion.

<u>SITE DATA:</u>	
Area	2.11 acres
Total Required Parking	120 spaces (1 space per 5 seats in sanctuary)
Total Proposed Parking	128 spaces
Handicap Parking	4 spaces
Regular Parking	124 spaces
Building Footprint Area	7,216 square feet
Pervious	35.3 %
Impervious	64.7 %

The project has been submitted to the DRC for approval of all items on the checklist. Other specifics to the site plan are:

DESIGN REVIEW COMMISSION CHECKLIST:

1. *Site Layout:* The buildings will remain in their current locations. A parking lot will be constructed on the remainder of the lot.
2. *Building Elevations:* n/a.
3. *Street Improvements and Curb Cuts:* Two (2) curb cuts are proposed on the north and south end of the parking lot, accessing South Germantown Road.
4. *Parking Lots:* The applicant has provided 128 parking spaces.
5. *Exterior Lighting:* The Site Plan shows a total of eight (8) pole-mounted parking lot lights. Six (6) parking lot lights will be one-sided lanterns. Two (2) parking lot lights will be two-sided lanterns. All lamps will be 400-watt clear metal halide, mounted in a horizontal position atop the fixture. The poles and fixtures are to be twenty-five (25) feet tall. The lamps produce an average of 1.8 foot-candles (fc) of illumination. According to the plan, the lighting will range from 0.0 fc to 0.5 fc on the edges of the property. Refer to attached cut sheets and Lighting Plans.
6. *Garbage Collection Area:* No additional garbage collection area is proposed. The applicant will utilize the existing garbage service areas in the rear of each building.
7. *Screening of Vents, Utilities, Meters & Mechanical Equipment:* n/a.
8. *Landscaping:* The submitted plans indicate the planting of 640 specimens, most notably 22 trees. Tree specimens include Crape Myrtle, Dogwood, Redbud, Sweet Gum, Willow Oak and White Ash.
9. *Mailboxes:* The applicant will utilize the existing mailboxes for the property, no additional mail boxes are proposed.
10. *Signs:* n/a.

LANDSCAPE SUBCOMMITTEE COMMENTS:

The landscape subcommittee met on August 13, 2009, and reviewed this request.

STAFF COMMENTS:

Applicant's responses are in blue.

A. PRIOR TO FINAL PLAN APPROVAL:

1. The applicant shall formally request a variance from the required impervious/pervious ratio of 45/55. The plans show 65/35.

In conjunction with this application, we hereby request a variance from the required 45/55 impervious/pervious ratio. The existing impervious/pervious ratio is already greater than 45/55, and the proposed plan does not greatly increase the ratio.

B. PRIOR TO CONSTRUCTION PLAN APPROVAL:

1. This site will require a Notice of Coverage (NOC) approval from Tennessee Department of Environment and Conservation (TDEC) and a Storm Water Pollution Prevention Plan (SWPP).

That is understood and will be addressed as the project moves further along with construction plan approval.

2. The applicant shall submit plans for an irrigation system if an irrigation system is planned for this parking lot expansion with appropriate construction documents.

The plans require the installation of an irrigation system. The client intends to provide a system designed by a licensed irrigation installer.

Staff recommendation: Preliminary and final plan approval.

PROPOSED MOTION: To grant preliminary and final plan approval for a parking lot expansion for Germantown United Methodist Church, located at 2320, 2330 and 2338 South Germantown Road, subject to staff comments.

**END CONSENT AGENDA**

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**1. The Village at Germantown – 7820 Walking Horse Circle – Request Approval of a Ground-Mounted Project Identification Sign.**

DISCUSSION: The applicant is requesting approval of an off-site ground-mounted project identification sign.

SIGN

Location &

Height: 47 feet behind and perpendicular to Exeter and four feet, seven inches above the surrounding grade. The sign will be located on a median on Exeter Extended, north of Neshoba, in the public right-of-way.



- Letter Size: 10" – “The Village”  
5" – “at Germantown”  
2" – “An Affiliate...”
- Letter Style: Book Antiqua
- Sign Area: 6’7” x 3’1” (20.3 ft<sup>2</sup>)
- Colors & Materials: Letters: gold reflective, vinyl  
Background: black, aluminum
- Mounting Structure: Steel posts
- Logo: 8.5” x 8.5” (.5 ft<sup>2</sup>)
- Lighting: None
- Landscaping: Existing landscaping

**STAFF COMMENTS:**

4. The sign is located on a median on Exeter Extended, north of Neshoba, in the public right-of-way. Section 14-4(5) states that off-premise signs are prohibited. The Village at Germantown does not own the property that fronts this area of Exeter Rd. As such, the sign would be considered off-premise advertising.
5. Section 14-33(d)(1) states, “where the building setback is more than 40 feet, the sign location shall not be less than 30 feet from the face of curb or edge of pavement of any street. Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less than the above requirement.” The sign is located in the public right-of-way on Exeter Extended and is 4’7” in height.
6. Section 14-33(e)(1) states, “Ground-mounted identification signs shall indicate only the identification of the project and its address.” The proposed sign will need a variance to state, “an affiliate of Methodist Healthcare”.
7. If the sign is approved, the property owners shall enter into a Hold Harmless Agreement with the City of Germantown due to the location of the sign in the median. The property owners shall also agree to remove the sign once the other properties adjacent to Exeter Extended are developed.
8. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.



**SIGN SUBCOMMITTEE REPORT:** The sign subcommittee met on September 10, 2009, and recommended denial of the proposed application. They suggested the applicant make this a street sign addition similar to the decorative street signs. The applicant wishes to proceed with their application.

**PROPOSED MOTION:** To approve the request for a ground-mounted project identification sign, within the Exeter Road median, for The Village at Germantown located at 7820 Walking Horse Cr., subject to staff comments.

Ms. Lisa Parker w/Joyce Signs explained that her client is looking at the possibility of placing their sign in the median. She explained that this sign is not for advertisement but for direction, due to the fact that a lot of people are having difficulty locating this facility. If this board denies this motion then Ms. Parker has been told that The Village of Germantown will appeal it to the Board of Mayor and Aldermen and if denied there, then The Village of Germantown will be taking this onto court.

After much discussion the board explained to Ms. Parker that they felt that there were other alternatives to their signage that they needed to investigate before moving forward. The board would be denying this motion due to the fact that it is located in the public right-of-way, it is an off premise sign which the City's Ordinance does not allow and it would set a precedent to allow others to bring applications before them in the future.

There was no opposition to this application and no further comments. The Chairman asked for a motion.

Mr. Landwehr moved to approve this motion as submitted and subject to the staff comments, seconded by Mr. McCaleb.

**ROLLCALL:** Mr. Marcom – No; Ms. Pahlow – No; Mr. Smith – No; Mr. Sherman – No; Mr. Bruns – No; Mr. McCaleb – No; Mr. Landwehr – No; Chairman Saunders - No.

## **MOTION FAILED**

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## **ADJOURNMENT**

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:36 p.m.