

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, August 25, 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 August 25, 2009. 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. Ralph Smith, Vice Chairman; Ms. Robbie Ann Pahlow, Secretary; Mr. Paul Bruns; Mr. Steve Landwehr; Mr. Parker McCaleb.

DEVELOPMENT STAFF PRESENT:

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 July 28, 2009

Mr. Bruns moved to approve the Design Review Commission minutes of July 28, 2009, seconded by Mr. Smith, with no further comments or discussions.

ROLL CALL: Mr. Landwehr – Yes; Mr. Bruns – Yes; Mr. Smith – Yes; Ms. Pahlow – Yes; Mr. McCaleb – Yes; 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. Ford Jarratt – 7550 Wolf River Blvd., Lot 3 – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign
Joe Jarratt - Applicant
- b. Shopping Center Group – 3176 Forest Hill-Irene – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.
Mike Gayden - Representative
- c. McNeill Commercial Real Estate – 7700 Wolf River Blvd. – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign
Cindy McBrayer - Applicant
- d. McNeill Commercial Real Estate – 7730 Wolf River Blvd. – Request Approval for a 90-Day Renewal of a Temporary Leasing sign
Cindy McBrayer – Applicant
- e. The Market at Poplar Estates – 6993 Poplar Avenue – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign
Trip Trezevant – Applicant

- f. Anthropologie – Shops of Saddle Creek – Request Approval for Two Wall-Mounted Tenant Identification Signs
 David Levy - 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. McCaleb moved to approve the Consent Agenda, seconded by Mr. Bruns.

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

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. **Ford Jarratt – 7550 Wolf River Blvd., Lot 3 – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.**

BACKGROUND: The applicant was issued a permit on November 14, 2007, for the display of a temporary leasing construction sign at 7550 Wolf River Boulevard for a 180-day period through May 20, 2008 (in accordance with the previous ordinance allowing a 6-month display). On August 26, 2008, the sign permit was renewed for an additional 90-day period through November 30, 2008.

DISCUSSION: The applicant is requesting approval for a 90-day renewal of a temporary leasing sign. The specifics of the request are as follows:

SIGN:	
Location & Height:	The sign will be located 30' from Wolf River Boulevard, positioned perpendicular to the roadway. The height of the sign will be approximately 6' above the surrounding grade.
Message:	 <p>The sign graphic contains the following text from top to bottom: AVAILABLE Medical Office Space Ford Jarratt Realty & Development Company Contact Price Ford, SIOR, CCIM Joe Jarratt, SIOR, CCIM www.cypressfund.com 901-682-7606</p>

Letter Style:	Arial & Times New Roman
Sign Area:	24 sq. ft.
Colors & Materials:	Letters: White, Blue & Black Background: Red, White & Black Materials: Wood & Vinyl
Mounting Structure:	Ground-mounted by wooden poles.
Logo:	n/a
Logo Area:	n/a
Lighting:	n/a
Landscaping:	n/a

Sign Subcommittee Report: The Sign Subcommittee met on August 13, 2009, and recommended this item for the consent agenda.

STAFF COMMENTS:

1. §14-62(f) (2) of the Germantown Sign Ordinance states, “real estate for lease signs shall be removed within 90 days after initial approval. The sign permit may be renewed, after application to and approval by the DRC, for one additional 90-day period, provided the property owner or his agent submits written documentation that the space has not yet been leased or that other space either currently is vacant or will be vacant within 30 days. Subsequent renewals shall be at the discretion of the design review commission, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. The DRC may approve a maximum of two 90-day renewals during the next 24 months.” The applicant has submitted a letter in the packet stating the conditions in which the sign satisfies all three (3) requirements.
2. The sign requires a variance from §14-62(e) (2) which states, “real estate signs may advertise the sale, rental or lease of the premises and the identification of agents or company for the same and a telephone number.” The ordinance does not allow for web addresses.
3. If approved, the sign must be removed by December 1, 2009, at the end of the 90-day period.
4. If approved, the applicant must obtain a temporary sign permit from the Code Compliance Division of the Department of Economic and Community Development.

PROPOSED MOTION: To approve the request for a 90-day renewal of a temporary leasing sign for Ford Jarratt, located at 7550 Wolf River Boulevard, Lot 3, subject to staff comments.

b. Shopping Center Group – 3176 Forest Hill-Irene – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.

BACKGROUND: The applicant was issued a permit on December 14, 2006, for the display of a temporary leasing construction sign at 3176 Forest Hill-Irene Road for a 180-day period through June 20, 2007 (in accordance with the previous ordinance allowing a 6-month display). On November 29, 2007, the sign permit was renewed for a 90-day period through June 1, 2008. On July 22, 2008, the sign permit was renewed for an additional 90-day period through October 25, 2008.

DISCUSSION: The applicant is requesting approval for a 90-day renewal of a temporary leasing sign. The specifics of the request are as follows:

SIGN:	
Location & Height:	The sign will be located 30' from Forest Hill-Irene Road, positioned perpendicular to the roadway. The height of the sign will be approximately 6' above the surrounding grade.
Message:	 <p>The sign design includes the logo for The Shopping Center Group, which consists of a stylized square with a dashed border. The main text on the sign reads: "SPACE AVAILABLE" in large, bold, black letters on a yellow background. Below this, the phone number "901.869.2720" is displayed in white on an orange background. The website "theshoppingcentergroup.com" is listed in black on a white background. The contact name "JOHN C. REED" is shown in large, bold, black letters on a yellow background. At the bottom, the text "MEW 18,000 SF RETAIL CENTER 1,300 SF AND UP" is displayed in black on a white background. A small "ChainLinkCompany" logo is visible in the bottom right corner of the sign design.</p>
Letter Style:	Arial
Sign Area:	20 sq. ft.
Colors & Materials:	<p>Letters: Black & White Background: Yellow, White & Orange Materials: Wood & Vinyl</p>
Mounting Structure:	Ground-mounted by wooden poles.
Logo:	n/a
Logo Area:	n/a
Lighting:	n/a
Landscaping:	n/a

Sign Subcommittee Report: The Sign Subcommittee met on August 13, 2009, and recommended this item for the consent agenda.

STAFF COMMENTS:

- §14-62(f) (2) of the Germantown Sign Ordinance states, “real estate for lease signs shall be removed within 90 days after initial approval. The sign permit may be renewed, after application to and approval by the DRC, for one additional 90-day period, provided the property owner or his agent submits written documentation that the space has not yet been leased or that other space either currently is vacant or will be vacant within 30 days. Subsequent renewals shall be at the discretion of the design review commission, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. The DRC may approve a maximum of two 90-day renewals during the next 24 months.” The

applicant has submitted a letter in the packet stating the conditions in which the sign satisfies all three (3) requirements.

6. The sign requires a variance from §14-62(e) (2) which states, “real estate signs may advertise the sale, rental or lease of the premises and the identification of agents or company for the same and a telephone number.” The ordinance does not allow for web addresses.
7. If approved, the sign must be removed by December 1, 2009, at the end of the 90-day period.
8. If approved, the applicant must obtain a temporary sign permit from the Code Compliance Division of the Department of Economic and Community Development.

PROPOSED MOTION: To approve the request for a 90-day renewal of a temporary leasing sign for Shopping Center Group, located at 3176 Forest Hill-Irene Road, subject to staff comments.

c. McNeill Commercial Real Estate – 7700 Wolf River Blvd. – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.

BACKGROUND: The applicant was issued a permit on April 22, 2008, for the display of a temporary leasing sign at 7700 Wolf River Boulevard for a 90-day period through July 31, 2008. On January 7, 2009, the sign permit was renewed for an additional 90-day period through April 18, 2009.

DISCUSSION: The applicant is requesting approval for a 90-day renewal of a temporary leasing sign. The specifics of the request are as follows:

SIGN:	
Location & Height:	The sign will be located 18’ from Wolf River Boulevard, positioned perpendicular to the roadway. The height of the sign will be approximately 6’6” above the surrounding grade.
Message:	
Letter Style:	Arial
Sign Area:	8.75 sq. ft.
Colors & Materials:	Letters: White & Green Background: White & Black Materials: Wood & Vinyl

Mounting Structure:	Ground-mounted by wooden poles.
Logo:	n/a
Logo Area:	n/a
Lighting:	n/a
Landscaping:	n/a

Sign Subcommittee Report: The Sign Subcommittee met on August 13, 2009, and recommended this item for the consent agenda.

STAFF COMMENTS:

9. §14-62(f) (2) of the Germantown Sign Ordinance states, “real estate for lease signs shall be removed within 90 days after initial approval. The sign permit may be renewed, after application to and approval by the DRC, for one additional 90-day period, provided the property owner or his agent submits written documentation that the space has not yet been leased or that other space either currently is vacant or will be vacant within 30 days. Subsequent renewals shall be at the discretion of the design review commission, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. The DRC may approve a maximum of two 90-day renewals during the next 24 months.” The applicant has submitted a letter in the packet stating the conditions in which the sign satisfies all three (3) requirements.
10. If approved, the sign must be removed by December 1, 2009, at the end of the 90-day period.
11. If approved, the applicant must obtain a temporary sign permit from the Code Compliance Division of the Department of Economic and Community Development.

PROPOSED MOTION: To approve the request for a 90-day renewal of a temporary leasing sign for McNeill Commercial Real Estate, located at 7700 Wolf River Boulevard, subject to staff comments.

d. McNeill Commercial Real Estate – 7730 Wolf River Blvd. – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.

BACKGROUND: The applicant was issued a permit on January 9, 2009, for the display of a temporary leasing sign at 7730 Wolf River Boulevard for a 90-day period through April 18, 2009.

DISCUSSION: The applicant is requesting approval for a 90-day renewal of a temporary leasing sign. The specifics of the request are as follows:

<u>SIGN:</u>	
Location & Height:	The sign will be located 30’ from Wolf River Boulevard, positioned perpendicular to the roadway. The height of the sign will be approximately 6’6” above the surrounding grade.

Message:	
Letter Style:	Arial
Sign Area:	8.75 sq. ft.
Colors & Materials:	Letters: White & Green Background: White & Black Materials: Wood & Vinyl
Mounting Structure:	Ground-mounted by wooden poles.
Logo:	n/a
Logo Area:	n/a
Lighting:	n/a
Landscaping:	n/a

Sign Subcommittee Report: The Sign Subcommittee met on August 13, 2009, and recommended this item for the consent agenda.

STAFF COMMENTS:

12. §14-62(f) (2) of the Germantown Sign Ordinance states, “real estate for lease signs shall be removed within 90 days after initial approval. The sign permit may be renewed, after application to and approval by the DRC, for one additional 90-day period, provided the property owner or his agent submits written documentation that the space has not yet been leased or that other space either currently is vacant or will be vacant within 30 days. Subsequent renewals shall be at the discretion of the design review commission, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. The DRC may approve a maximum of two 90-day renewals during the next 24 months.” The applicant has submitted a letter in the packet stating the conditions in which the sign satisfies all three (3) requirements.
13. If approved, the sign must be removed by December 1, 2009, at the end of the 90-day period.
14. If approved, the applicant must obtain a temporary sign permit from the Code Compliance Division of the Department of Economic and Community Development.

PROPOSED MOTION: To approve the request for a 90-day renewal of a temporary leasing sign for McNeill Commercial Real Estate, located at 7730 Wolf River Boulevard, subject to staff comments.

e. The Market at Poplar Estates – 6993 Poplar Avenue – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.

BACKGROUND: The applicant was issued a permit on March 16, 2009, for the display of a temporary leasing sign at 7730 Wolf River Boulevard for a 90-day period through June 26, 2009.

DISCUSSION: The applicant is requesting approval for a 90-day renewal of a temporary leasing sign. The specifics of the request are as follows:

SIGN:	
Location & Height:	The sign will be located 10' from Poplar Avenue, positioned perpendicular to the roadway. The height of the sign will be approximately 6' above the surrounding grade.
Message:	
Letter Style:	Arial & Script
Sign Area:	16 sq. ft.
Colors & Materials:	Letters: White & Yellow Background: Black Materials: Wood & Vinyl
Mounting Structure:	Ground-mounted by wooden poles.
Logo:	n/a
Logo Area:	n/a
Lighting:	n/a
Landscaping:	n/a

Sign Subcommittee Report: The Sign Subcommittee met on August 13, 2009, and recommended this item for the consent agenda.

STAFF COMMENTS:

15. §14-62(f) (2) of the Germantown Sign Ordinance states, “real estate for lease signs shall be removed within 90 days after initial approval. The sign permit may be renewed, after application to and approval by the DRC, for one additional 90-day period, provided the property owner or his agent submits written documentation that the space has not yet been leased or that other space either currently is vacant or will be vacant within 30 days. Subsequent renewals shall be at the discretion of the design review commission, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. The DRC may approve a maximum of two 90-day renewals during the next 24 months.” The applicant has submitted a letter in the packet stating the conditions in which the sign satisfies all three (3) requirements.

16. If approved, the sign must be removed by December 1, 2009, at the end of the 90-day period.

17. If approved, the applicant must obtain a temporary sign permit from the Code Compliance Division of the Department of Economic and Community Development.

PROPOSED MOTION: To approve the request for a 90-day renewal of a temporary leasing sign for The Market at Poplar Estates, located at 6993 Poplar Avenue, subject to staff comments.

f. Anthropologie – Shops of Saddle Creek – Request Approval for Two Wall-Mounted Tenant Identification Signs.

DISCUSSION: The applicant is requesting approval of two wall-mounted tenant identification signs to be located on the west and north elevations. The storefront modifications (see attached sketch) were approved administratively.

SIGN 1 & 2 (North & West Elevation)

Location &

Height: Sign 1 (North Elevation) will be mounted at a height of 11 feet 10 inches above the surrounding grade. Sign 2 (West Elevation) will be mounted at a height of 17 feet 3 inches above the surrounding grade.

Message:

A N T H R O P O L O G I E

Letter Size: 8” x 11’2”

Letter Style: Times New Roman

Sign Area: 11’2” x 8” (7.44 ft²)

Colors &

Materials: Letters: painted charcoal silver; metal-faced cast acrylic
Background: pin mounted to face of building

Mounting

Structure: pin mounted to face of building

Logo: None

Lighting: back-lit white LED halo-lit letters

Landscaping: N/A

STAFF COMMENTS:

18. The proposed sign meets all the requirements of the City of Germantown Code of Ordinance concerning signs in the "SC-1" Shopping Center zoning district.
19. Any holes left by the removal of the existing / previous signs shall be filled to match the brick /Dryvit wall.
20. 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 August 13, 2009, and recommended approval for this sign request.

PROPOSED MOTION: To approve the request for two wall-mounted tenant identification signs for Anthropologie located in the Shops of Saddle Creek.

END CONSENT AGENDA

1. Amendment to Chapter 14 Signs – Shopping Center Directory Signs and Permanent Project Directory Signs (Regional Shopping Center Directory Signs).

BACKGROUND: On November 28, 2005, the Board of Mayor and Aldermen approved ordinance 2005-19, which created the category of Permanent Project Directory Signs. On October 24, 2006, the Design Review Commission approved a request from Boyle Investment for a Project Directory Sign for the major tenants in the Shops of Forest Hill. On August 29, 2008, the DRC approved a second Project Directory Sign that was limited to specialty tenants whose visibility from public streets was compromised by distance or landscaping. On June 8, 2009, Cannon, Austin and Cannon applied for two Project Directory Signs for their Carrefour shopping center. Those signs would have required several variances from the sign regulations. Those signs were originally on the DRC's July, 2009, agenda, but were withdrawn prior to the meeting. The City administration felt that the matter was of sufficient importance to Germantown's stance on commercial area signs that it should be addressed as an amendment to the sign regulations.

DISCUSSION: Planning and Administration staff have prepared the attached amendment to the regulations for Permanent Project Directory Signs. Photos and diagrams of the Shops of Forest Hill major center directory sign, Shops of Forest Hill specialty directory sign and Carrefour signs are also attached. Following is a summary of the provisions of the amendment: On the attached ordinance amendment, language to be deleted is indicated by ~~struck through text~~, the new language from the draft presented to the sign subcommittee is indicated by **red text**, and revisions in response to the subcommittee comments is indicated by **green text**.

MAJOR POINTS OF THE AMENDMENT:

1. Project directory signs require approval by the DRC. The tenant directory names may be approved administratively by ECD staff if they meet all the requirements of the DRC-approved sign policy.

2. 2 categories of Permanent Project Directory Signs:
 - a. Major Retail Center*
 - b. Medium Retail Center*

3. Allowed Signs
 - a. Planned shopping centers having twenty (20) or more acres of land area and two-hundred thousand (200,000) or more square feet of gross building area are permitted either: i) one Major Retail Center Project Directory Sign on each street frontage on which stores have customer entrances, or ii) one Major Retail Center Project Directory Sign, plus, on each additional street frontage on which stores have customer entrances, one Medium Retail Center Project Directory Sign;
 - b. Planned shopping centers having more than eight (8), but less than twenty (20), acres of land area and more than seventy thousand (70,000), but less than two-hundred thousand (200,000), square feet of gross building area are permitted one Medium Retail Center Project Directory Sign per street frontage on which stores have customer entrances.

4. Size of the Signs:
 - a. Major Retail Center Project Directory Sign shall not exceed eighteen (18) feet in height and 130 square feet in total sign area, with a maximum of 60 square feet devoted to directory purposes. The name of the shopping center shall be the primary element of the sign. Individual tenant signs within the directory shall not exceed 15 square feet with a maximum letter height of 14 inches.
 - b. Medium Retail Center Project Directory Sign shall not exceed ten (10) feet in height and 120 square feet in total sign area, with a maximum of 60 percent of that area devoted to directory purposes. The name of the shopping center shall be the primary element of the sign. Individual tenant signs within the directory shall have a minimum letter height of 8 inches. In situations where a Retail Center has frontage on more than one street, and more than one Project Directory Sign is permitted, only one of the Project Directory Signs may be 10 feet in height, and any additional signs shall not exceed six (6) feet in height and 36 square feet in area.

4. Location:
 - a. Major Retail Center Project Directory Sign shall be located a minimum of sixty (60) feet from the curb of the major street and a minimum of 30 feet from the curb of a collector street or curb of an entrance drive.
 - b. Medium Retail Center Project Directory Sign shall be located a minimum of twenty (20) feet from the street curb.

5. Content
 - a. Major Retail Center Project Directory Sign content shall be limited to the name of the retail center, the names and logos of tenants having a minimum of 20,000 square feet of gross floor area, and the name and phone number of the leasing management company. The retail center name shall compose the primary element of the sign, in terms of placement and size.
 - b. Medium Retail Center Project Directory Sign content shall be limited to the name of the retail center and the names and logos of tenants that are either 1) one hundred- (100) feet or more from a major road right-of-way, or 2) with no direct sight line from the nearest major road due to the placement of an outparcel building, topographic conditions or major vegetation (trees).

6. Materials and Illumination
 - a. Material
 1. Major Retail Center Project Directory Sign – the sign base, sides and cap shall be clad with material that is identical or similar in composition, texture and color, as approved by the Design Review Commission, to the dominant material of the public frontage of the

retail center building. The sign letters shall be metal. The background of the area containing the center and tenant names shall be masonry or metal.

2. Medium Retail Center Project Directory Sign - the sign base, sides and cap shall be clad with material that is identical or similar in composition, texture and color, as approved by the Design Review Commission, to the dominant material of the public frontage of the retail center building. The sign letters may be either metal, or opaque or translucent polycarbonate thermoplastic a minimum of 3/16 inch thick. The background of the area containing the center and tenant names shall be masonry or metal with a dark or blackened finish.
- b. Illumination
1. Major Retail Center Project Directory Sign – the sign may be illuminated, either by external lighting or backlighting.
 2. Medium Retail Center Project Directory Sign – External or internal illumination is permitted. Internal illumination shall be by fluorescent lamps or light emitting diode (LED) with a maximum of 14.1 foot-candles measured five feet directly in front of the sign face.

*One Major Retail Center: Shops of Forest Hill, phase 1 (Target, Schnuck's, etc.)

*Eight Medium Retail Centers – Carrefour, Exeter Village, Germantown Collection, Germantown Crossing, Germantown Plaza, Germantown Village Square, Shops of Forest Hill, phase 2 (Marshall's, Mellow Mushroom, etc.), Shops of Saddle Creek;

SIGN SUBCOMMITTEE RECOMMENDATION: The Sign Subcommittee met on August 13, 2009, and withheld a recommendation.

PROPOSED MOTION: To approve the proposed amendment to the regulations addressing Permanent Project Directory Signs.

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

Mr. Smith moved to approve with the amendments as discussed in the executive session, seconded by McCaleb.

ROLLCALL: Ms. Pahlow – Yes; Mr. Bruns – Yes; Mr. McCaleb – Yes; Mr. Smith – Yes; Mr. Landwehr – Yes; Chairman Saunders - Yes.

MOTION PASSED

2. Carrefour – 6685 Poplar Avenue – Request Approval of Two Permanent Project Directory Signs.

DISCUSSION: The applicant is requesting approval of two Permanent Project Directory Signs. One sign is to be located on Poplar Ave. at the main entrance. The second sign is to be located on Kirby Rd.

SIGN 1 (Poplar Ave. – 15' in height)

Location &

Height: The sign will be 15 feet above the surrounding grade, and setback 10 feet behind the curb (3 feet from the right-of-way). (See attached memo for justification).

Message:



Letter Size: 13" – "Carrefour"
Varies (Refer to Spec Sheet) – Tenants
3" – Address numerals

Letter Style: Corporate Fonts

Sign Area: 10'8" x 15' (160 ft²)

Colors &
Materials: Letters: white; vinyl / aluminum
Background: bronze; acrylic

Mounting
Structure: Stucco / Dryvit

Logo: None

Lighting: Backlighting "Carrefour" letters to be illuminated with neon. Tenant sign to be internally illuminated with florescent lamps. (See staff comment #5).

Landscaping: See attached landscape plan

SIGN 1 (Poplar Ave. – 18' in height)

Location &
Height: The sign will be 18 feet above the surrounding grade, and setback 10 feet behind the curb (3 feet from the right-of-way). (See attached memo for justification).

Message:



Letter Size: 15" – "Carrefour"
Varies (Refer to Spec Sheet) – Tenants
3" – Address numerals

Letter Style: Corporate Fonts

Sign Area: 12' x 18' (216 ft²)

Colors &
Materials: Letters: white; vinyl / aluminum
Background: bronze; acrylic

Mounting
Structure: Stucco / Dryvit

Logo: None

Lighting: Backlighting "Carrefour" letters to be illuminated with neon. Tenant sign to be internally illuminated with florescent lamps. (See staff comment #5).

Landscaping: See attached landscape plan

SIGN 2 (Kirby Pkwy.)

Location &
Height: The sign will be 6 feet above the surrounding grade, and setback 10 feet behind the curb (immediately behind the right-of-way). (See attached memo and email for justification).

Message:



Letter Size: 10" – "Carrefour"
8" – other tenants

Letter Style: Corporate Font

Sign Area: 12' 10" x 6' (77 ft²)

Colors &
Materials: Letters: white; vinyl / aluminum
Background: bronze; acrylic

Mounting
Structure: Stucco / Dryvit

Logo: None

Lighting: Internally Illuminated, high output fluorescent, 120 volt, 2 ballast @ 312 watts apiece
(See staff comment #5)

Landscaping: See attached landscape plan

STAFF COMMENTS:

21. Staff is working on an amendment to the sign ordinance to address this sign. (See item #3 on the agenda).
22. The applicant requests a sign similar to the sign approved by the DRC on August 26, 2008, for the Shops of Forest Hill. The Restaurant Directory Sign for the Shops of Forest Hill Irene was intended to improve the visibility of tenants that did not have direct frontage on either Poplar Ave. or Forest Hill-Irene Rd. The sign is twelve feet, eight inches in height and ten feet, seven inches in width and is located twenty feet behind the curb of Poplar Ave. Content of the sign is limited to the names of tenants with a gross square footage of 3,500 square feet or greater that meet the following criteria:
 - a. Restaurants with table-side sit down service of 2,000 square feet or greater (take out services will be allowed),
 - b. Tenants located in excess of 400 feet from a major road right-of-way,
 - c. Tenants with no direct sight lines from major roadways due to the placement of an outparcel, existing vegetation (major trees), topographic conflicts, or storefronts that are situated in excess of 30° from parallel with the adjacent major roadway frontage.
 - d. Tenants in excess of 20,000 square feet will be excluded from the secondary tenants signs if the tenant is already included in a permanent tenant sign within the same major road right-of-way frontage.
 - e. Tenants in excess of 20,000 square feet are allowed on secondary tenant signs if the directory sign is located on a major roadway that does not contain a permanent tenant sign.
23. The applicant bases his request for the sign and associated variances on the fact that customer traffic in the shopping center is on the decline. The applicant further states the shopping center is at a disadvantage due to their proximity to the City of Memphis, which does not have as strict a sign regulation. (See attached letter and email from applicant).
24. The sign on Poplar is requested to be 10 feet from the street curb or edge of pavement and the sign on Kirby is to be 10 feet from the street curb or edge of pavement. Medium Retail Center Project Directory Signs are required to be set back 20 feet from the curb. The applicant is therefore requesting a variance of the proposed ordinance amendment of 10 feet for the sign to be located on Poplar Ave and a 10 foot variance for the sign to be located on Kirby Pkwy.
25. The proposed sign is internally illuminated with 312 watt fluorescent bulbs. The sign is to be constructed in the same manner and by the same company as the Restaurant Directory sign for the Shops of Forest Hill. The sign will have removable panels with cut-out lettering on an opaque blackened finish.
26. The applicant is requesting a height variance of either 5 feet (the sign would be 15 feet in height) or 8 feet (the sign would be 18 feet in height).
27. Members of the DRC, and others, indicated that the tenant names should be at least 6 inches or 8 inches, in order for them to be readable.
28. The applicant has provided material samples of the sign.

29. 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 August 13, 2009, and requested the applicant provide sketches to show the sign at 15 feet and 18 feet. The DRC also requested the mock sign be redone to look like the sign they are requesting.

PROPOSED MOTION: To approve the request for two permanent project directory signs for Carrefour located at 6685 Poplar Avenue, subject to staff comments.

Mr. Chris Haskins w/Frank Balton explained that they had made the changes that the board previously requested and apologize for not including the location of the secondary Kirby sign in the information that was turned in. He also explained that they were still in the decision making process, but so far there are approximately three tenants that have already stated that they want their names on this sign. The others listed on the sign are just fill-ins but can speed up the process if they boards so wishes to know who was going to be on the sign.

After much discussion the board explained to Mr. Haskins that they didn't have a problem with the 15 ft sign. Their biggest concern was in granting a variance. They wanted to make sure that they know what the font and size of the letters on each would be. The board is requiring that each person listed on this sign be brought before them for approval because this package did not offer enough exact information. Therefore the only items being approved at this meeting are the height, size and the variance of the placenary signs, but the final copy, lettering and size of the fonts is something that the board wants to see when he comes back to them. The board also expressed their issue with the Kirby sign being too large and felt that this would be a safety hazard.

Mr. Haskins explained to the board that he would go back and work on the Kirby sign plans and will present a more acceptable copy for the board to see. He is going to thin the sign up on the columns and shave off a little bit so that it is not so wide. He will give it a similar look as the Poplar sign and will not put the lower bars in so it will not be so large in that median.

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

Mr. Smith moved to approve subject to the boards comments, seconded by Mr. McCaleb.

ROLLCALL: Mr. Smith – Yes; Mr. McCaleb – Yes; Mr. Landwehr – Yes; Mr. Bruns – Yes; Ms. Pahlow – Yes; Chairman Saunders – Yes.

MOTION PASSED

3. Germantown United Methodist Church – 2320, 2330 and 2338 S. Germantown Rd. – 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	124 spaces
Handicap Parking	4 spaces
Regular Parking	120 spaces
Building Footprint Area	10,908 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 to gain 124 parking spaces.
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 124 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.

The applicant shall provide the current impervious/pervious ratio prior to the demolition of the Cottage Antiques building.

2. The project is to be developed in two (2) phases. Phase 1 is to consist of parking lot construction and landscaping of the majority of the site. Phase 2 is to consist of the installation of lighting and the planting of shrubs within the parking lot islands and along the eastern property line. The applicant shall provide a tentative date for the commencement and completion of Phase 2.
3. Construct a sidewalk on the south side of the northern access drive, from Germantown Road to the eastern building (formerly Sullivan Home Plans) that is ADA compliant.

The applicant does not desire to construct an ADA compliant path from the road to the eastern building, as that would result in the loss of mature tree currently be preserved. The eastern building has adequate handicap access from the provided handicap parking space.

4. Curb, gutter and sidewalk shall be installed along South Germantown Road. Provide construction plans on these improvements.

Road improvements have not been required of the adjacent properties as they have upgraded/renovated the properties. Improving this small section without improvements to the north or south would not be beneficial, nor improve traffic flow along Germantown Road. The applicant request that this requirement be removed.

5. The lighting shall be installed in Phase 1.

The applicant was informed by a DRC member in preliminary discussions that lighting would not be required until a later phase. The applicant is still requesting that be the case.

The existing site lighting is shown on the attached sheet. Staff prefers that the lighting be part of Phase 1 but, if it is made part of Phase 2, staff recommends that all existing lights be repaired so as to be functional until the Phase 2 lighting is completed.

6. Downstream drainage capacity needs to be provided. If post-development flows exceed pre-development flows, then onsite detention or a rain garden is required.

The pre- and post- peak flows exiting the proposed site, and draining to and under the railroad tracks are labeled on the Grading & Drainage Plan. The increased runoff from the proposed site during the 25-year storm event is 2.3 cfs, from a pre-development peak of 3.7 cfs to 6.0 cfs. However, the drainage exiting the proposed site drains along natural topography within the railroad R.O.W., contributing to an overall drainage basin of 13.25 acres, which drain under the tracks via an existing culvert. The post-development peak flow exiting the culvert on the opposite side of the tracks is only 2.9 cfs greater than the pre-development peak flow, increasing

from 47.1 cfs to 50.0 cfs. That is an increase of only 6%. Furthermore, as now shown on the Grading & Drainage Plan, the normal flow capacity of the culvert under the railroad is 260.8 cfs.

The above response does not address Staff's request for the downstream drainage capacity. The applicant shall provide the downstream drainage capacity.

7. A City standard driveway apron shall be required on both entrances.

Since we are requesting that Germantown Road improvements be waived, and there is not existing curb & gutter along the Germantown Road frontage, a driveway apron is not applicable.

B. PRIOR TO CONSTRUCTION PLAN APPROVAL:

1. A traffic control plan is needed.

At this time we are not proposing to perform any work within Germantown Road; we will be saw-cutting the existing pavement where drives to be demolished tie into the existing road, but this work can be accomplished along the edge of the road without obstructing traffic flow.

2. Top set curb should only be utilized where drainage is breaking away from the curb.

All curb within the proposed site is private in nature. In the areas where drainage flows against the curb, the drainage area is not very large and the length of flow against curb is minimal.

In lieu of top set curb, the City requests that the applicant have curb openings no less than four (4') feet in width to replace the proposed two (2') foot-wide curb openings.

3. This site will require an NOC approval from TDEC and a SWPP.

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

4. The applicant will be provided a copy of the City's intended streetscape design for that area of the OG district. The City is requesting that the applicant amend his landscape design to align with the streetscape design.

The plans provided by the City illustrate a streetscape along both sides of South Germantown Road, including brick pavement and street trees. The intended effect would be more effective if installation of the suggested improvements occurred as one overall project. This approach would offer consistency, with matching plant specimens and consistent color and patterns in the brick pavement. At this time the applicant is requesting waiver of street improvements.

5. 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 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.

WITHDRAWN BY APPLICANT

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:45 p.m.