

**DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, May 26, 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 May 26, 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. Paul Bruns; Mr. Steve Landwehr; Mr. Parker McCaleb; Mr. Greg Marcom; Mr. Neil Sherman; Ms. Robbie Ann Pahlow; Alderman Mike Palazzolo.

**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 April 28, 2009**

No changes or modifications were made to the minutes as written and a motion was made.

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

**ROLL CALL:** Mr. Landwehr – Yes; Mr. Marcom – Yes; Mr. Bruns – Yes; Alderman Palazzolo – 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. Panera Bread – 7850 Poplar Avenue – Request Approval for a Storefront Modification.  
Rachel Turner – Lauck w/Cubellis - Representative
- b. Glitter & Glam – 7615 West Farmington Boulevard, Suite 34 – Request Approval for a Wall-Mounted Tenant Identification Sign.  
Bruce Littman w/H.A. Balton Signs - Representative
- c. Shopping Center Group – 9309 Poplar Avenue – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.  
Bonnie Davis w/Crye-Leike – Applicant
- d. Germantown Fire Station 4 – 3031 Forest Hill-Irene Road – Request Preliminary and Final Plan Approval.  
Waylon Reed w/The Renaissance Group - Representative

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. Sherman moved to approve the Consent Agenda, seconded by Mr. McCaleb.

Mr. Marcom recused himself from item C of the consent agenda.

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

**THE MOTION PASSED**

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

**a. Panera Bread – 7850 Poplar Avenue – Request Approval for a Storefront Modification.**

**BACKGROUND:** Panera Bread is moving into the space formerly occupied by Atlanta Bread Company. The applicant was approved by the Design Review Commission (DRC) at last month’s meeting for signage and storefront modification as it related to relocating a door. The initial awnings presented to the commission were withdrawn after discussion about the concerns that the DRC had with the design of the awnings when compared to the rest of the center’s façade. The applicant has resubmitted for awning approval with two (2) alternative designs.

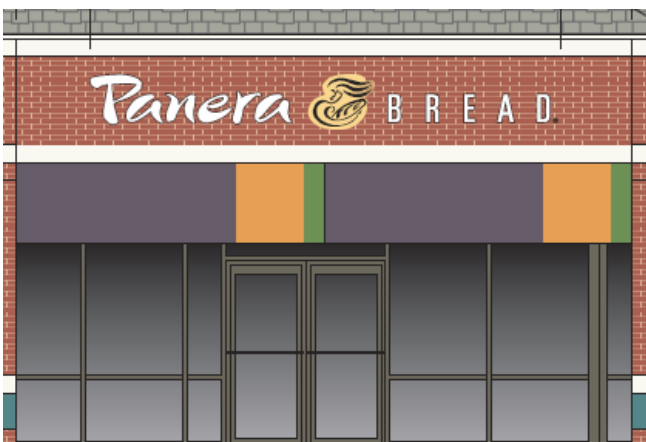
**DISCUSSION:** The applicant is requesting DRC approval for storefront modifications to 7850 Poplar Avenue at Germantown Collection.

*Lighting:* The storefront façade will feature nine (9) lighting fixtures (gooseneck lamps) with an aluminum finish. These “Angle RLM Shade” fixtures will have an opaque top and an open bottom to cast light onto the awning below. The height of these fixtures will be ten feet, six inches (10’-6”) above the surrounding grade. Please refer to the attached cut sheets for details.

*Exterior Color & Materials:* The existing brick wall and trim will remain on the façade of the building. The applicant will be adding decorative awnings. Two (2) awning designs have been submitted. Option #1 will feature the following colors in a stripe: #6-115-1 “Panera Bread Plum”, #3-140-1 “Panera Bread Yellow”, #4-250-1 “Panera Bread Green”. Option #2 will feature the solid “Panera Bread Plum” color. Samples have been submitted for the commission’s review.

Option #1 (Stripe):

Option #2 (Solid):



**STAFF COMMENTS:**

1. Any reference to signage shall be disregarded. The applicant has received separate signage approval from the DRC.
2. The applicant shall install the awnings in such a manner that it will not impede a walkway, driveway or other access (i.e. handicap, pedestrian, vehicular, etc.).

**PROPOSED MOTION:** To approve the request for a storefront modification for Panera Bread, located at 7850 Poplar Avenue, subject to staff comments.

**b. Glitter & Glam – 7615 West Farmington Boulevard, Suite 34 – Request Approval for a Wall-Mounted Tenant Identification Sign.**

**DISCUSSION:** The applicant is requesting approval of a wall-mounted tenant identification sign.

**SIGN**

**Location &**

**Height:** The sign will be mounted at a height of 15' above the surrounding grade, and setback 300 feet from the street.

**Message:**



**Letter Size:** 1' – “Glitter & Glam”  
5” – “Boutique”

**Letter Style:** Curls – “Glitter & Glam”  
Helvetica – “Boutique”

**Sign Area:** 8' x 1'7" (12.64 ft<sup>2</sup>)

**Colors & Materials:** Letters: white and black

**Mounting Structure:** Stud-mounted PVC

**Logo:** None

**Lighting:** None

**Landscaping:** N/A

**STAFF COMMENTS:**

1. Glitter & Glam will be located in the Saddle Creek shopping center. The sign policy does not allow for the font, curls. The sign is in compliance with the Code or Ordinances.


2. The applicant has provided a letter of approval from the management firm of the Shops of Saddle Creek.
3. The applicant shall repair any holes or damage to the building façade from the previous sign.
4. This is a “non-conforming use” and therefore is adhering to its previous zoning district, “SC-1”.
5. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

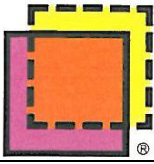
**PROPOSED MOTION:** To approve the request for a wall-mounted tenant identification sign approval for Glitter & Glam located at 7615 W. Farmington Blvd., #34.

**c. Shopping Center Group – 9309 Poplar Avenue – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.**

**BACKGROUND:** The applicant was issued a permit on April 15, 2008, for the display of a temporary leasing sign at the Village Commons of Johnson Road shopping center for a 90-day period through July 31, 2008. On July 15, 2008, the sign permit was renewed for an additional 90-day period through October 31, 2008. The applicant was notified in mid-March by the Code Compliance division that the sign would need to be removed. After discussions with staff, the applicant is requesting a 90-day renewal period based on §14-62(f)(2) of the Sign Ordinance which allows the Design Review Commission (DRC) to renew permits for temporary leasing signs if the building meets the qualifications outlined in the ordinance.

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

<b>SIGN:</b>	
<b>Location &amp; Height:</b>	The sign will be located 30’ from Poplar Avenue on the eastern end of the property, positioned perpendicular to the roadway. The height of the sign will be approximately 5’ above the surrounding grade.
<b>Message:</b>	 <p>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 logos or web addresses.</p>
<b>Letter Style:</b>	Arial
<b>Sign Area:</b>	16 sq.ft.

Colors & Materials:	Letters: Black and White Background: Yellow, Orange and White Materials: Wood & Vinyl
Mounting Structure:	Ground-mounted by wooden poles.
Logo:	
Logo Area:	2 sq.ft.
Lighting:	n/a
Landscaping:	n/a

**STAFF COMMENTS:**

6. §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.
7. 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 logos or web addresses.
8. If approved, the sign must be removed by August 27, 2009, at the end of the 90-day period. The sign may not be permitted again until the end of the applicant’s two-year period on April 15, 2010.
9. 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, located at 9309 Poplar Avenue, subject to staff comments.

**d. Germantown Fire Station 4 – 3031 Forest Hill-Irene Road – Request Preliminary and Final Plan Approval.**

**BACKGROUND:** Fire station 4 was originally built by Shelby County sometime in the 1960’s and was acquired by the City of Germantown in 1991. On March 10, 2009, the Board of Zoning Appeals approved a variance to allow the building to be 9.6 feet from the north property line. On May 5, 2009, the Planning Commission approved the preliminary and final site plan for the new building.

**DISCUSSION:** The City and its consultants are in the process of designing a new fire station building to replace the current out-dated and inadequate facility. The new building is planned to have 3 apparatus bays, a training room, a police dispatch office plus living and sleeping quarters for the firefighters.

SITE DATA	
Area	3.63 acres
Total Proposed Parking	38 total spaces, exclusive of the equipment bay
Handicap Parking	1 space
Regular Parking	37 spaces
Building Footprint Area	10,636 square feet
Pervious	50.25%
Impervious	49.75%
Building Height	35' (from ground to roof midpoint)

The project is submitted for DRC approval of all items on the checklist. Other specifics of the site and proposed plan are:

**DESIGN REVIEW COMMISSION CHECKLIST:**

1. *Site Layout:* The building will face Forest Hill-Irene Road, and be setback 60 feet from the street. Emergency vehicles will enter the site from the entrance drive south of the building and enter the equipment bay from the rear.
2. *Building Elevations:* The building is to be two stories in height, with the equipment bay, dispatch center, office and training room on the ground floor and the firefighters' dormitory on the second floor. The majority of the exterior is to be brick, with buff-colored rock cast used on the lower sections of the front elevation. Salmon-colored brick will be the dominant material on the front and side elevations, with red-colored brick composing a secondary material. The red brick will be the dominant material on the rear elevation. The roof will be standing seam metal, painted silver. All windows and overhead doors will be clear anodized aluminum. Gutters will be pac-clad silver and trim will be painted Kennett Square. Material samples have been provided.
3. *Street Improvements and Curb Cuts:* the fire station will have two drive-ways. A new entrance drive will be constructed on the south side of the building and the apparatus bay will have an exit drive directly in front of the bay.
4. *Parking Lots:* A total of 12 parking spaces will be marked for vehicles. Twenty-six additional unmarked spaces will be provided in the existing concrete maneuvering area to the rear of the building. The Germantown Community Theater will also have access to parking spaces in the maneuvering area.
5. *Exterior Lighting:* There are to be eight light fixtures (GlasWerks II, Prague model) mounted on the front and rear building walls in the vicinity of the overhead doors, five fixtures (Granville Premier) mounted on 15-foot poles along the entrance drive and within the rear parking area, and one wallpack fixture mounted on the east side of the metal storage building. Information sheets on the fixtures have been provided. However, the application does not indicate whether the fixtures are to be metal halide or high pressure sodium. The photometric analysis indicates a maximum of 6.7 foot-candles immediately underneath the fixtures on the front of the building and a maximum of 3.4 foot-candles at the north property line. No average fc.

6. *Garbage Collection Area:* garbage collection will be provided by roll carts stored within the fenced enclosure on the south side of the building.
7. *Screening of Vents, Utilities, Meters & Mechanical Equipment:* Mechanical units are to be located on the rear side of the building. no information provided on roof vents.
8. *Landscaping:* The landscape plan is designed to assist in the LEED certification of the fire station. Plants proposed include one Bald Cypress, 2 Bay Magnolia, and 29 Harbor Dwarf Nandina within the landscaped “front yard” area, 4 Savannah Holly along the north property line and one Deciduous Holly and 3 Savannah Hollies along the southern entrance drive.
9. *Mailboxes:* N/A
10. *Signs:* Detailed information not submitted with the application.

**STAFF COMMENTS:**

1. Prior to final lighting plan approval, the average illumination level (in foot-candles) shall be provided and a determination on the use of metal halide or high pressure sodium lights shall be made.
2. The location of roof vents shall be provided on the construction plans.

**PROPOSED MOTION:** To approve the Preliminary and Final Plan for Germantown Fire Station 4, at 3031 Forest Hill-Irene Road.


**END CONSENT AGENDA**

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**1. Crye-Leike Plaza – 3040 Forest Hill-Irene road – Request Approval for a 90-Day Renewal of a Temporary Leasing Sign.**

**BACKGROUND:** The applicant was issued a permit on September 21, 2007, for the display of a temporary leasing construction sign at Crye-Leike Plaza for a 180-day period through March 31, 2008 (in accordance with the temporary sign ordinance allowing a 6-month display for new construction projects). On September 3, 2008, the sign permit was renewed for an additional 90-day period through December 10, 2008. The applicant was notified in mid-March by the Code Compliance division that the sign would need to be removed. After discussions with staff, the applicant is requesting a 90-day renewal period based on §14-62(f)(2) of the Sign Ordinance which allows the Design Review Commission (DRC) to renew permits for temporary leasing signs if the building meets the qualifications outlined in the ordinance.

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

<b>SIGN:</b>	
<b>Location &amp; Height:</b>	The sign will be located 13' from Forest Hill-Irene Road on the northern end of the property, positioned perpendicular to the roadway. The height of the sign will be approximately 6' above the surrounding grade.
<b>Message:</b>	 <p>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 web addresses.</p> <p>The leasing sign will not have the additional house-shaped cut-out stating the price per square foot attached to it.</p>
<b>Letter Style:</b>	Arial
<b>Sign Area:</b>	16 sq.ft.
<b>Colors &amp; Materials:</b>	<p>Letters: Red and White                  Background: Contrast Red and White                  Materials: Wood &amp; Vinyl</p>
<b>Mounting Structure:</b>	Ground-mounted by wooden poles.
<b>Logo:</b>	n/a
<b>Logo Area:</b>	n/a
<b>Lighting:</b>	n/a
<b>Landscaping:</b>	n/a

**STAFF COMMENTS:**

10. §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.
11. 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 web addresses.



12. If approved, the sign must be removed by August 27, 2009, at the end of the 90-day period. At that date, the sign will be eligible for one (1) additional 90-day period lease renewal so long as the leasing space meets the requirements outlined in the ordinance stated above.
13. 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, located at 3040 Forest Hill-Irene Road, subject to staff comments.

Chairman Saunders explained that the reason this item was removed from the consent agenda was because a representative was not present to answer questions about criteria that was added to the sign by the commission during executive session. Since no representative was present to indicate whether they would meet the criteria, the board made a decision to vote on this motion as submitted.

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

Mr. Marcom moved to approve as submitted, seconded by Alderman Palazzolo.

**ROLLCALL:** Ms. Pahlow – No; Mr. Sherman – No; Alderman Palazzolo – No; Mr. Bruns – No; Mr. McCaleb – No; Mr. Marcom – 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 6:15 p.m.