

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, February 24, 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 February 24, 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; Ms. Robbie Ann Pahlow; Mr. Ralph Smith; Alderman Mike Palazzolo.

COMMISSIONERS ABSENT:

Mr. Neil Sherman

DEVELOPMENT STAFF PRESENT:

Mr. Jerry Cook, Director of Economic & Community Development; 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 January 27, 2009

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

Mr. Smith moved to approve the Design Review Commission minutes of January 27, 2009 seconded by Mr. McCaleb, with no further comments or discussions.

ROLL CALL: Mr. Landwehr – Yes; Mr. Marcom – Yes; Mr. Bruns – Yes; Alderman Palazzolo – 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. Bregenzer Properties LLC – 7660 Poplar Pike – Request Approval for a Ground-Mounted Building Identification Sign.
Lisa Parker w/Joyce Signs - Representative
- b. Spoiled Sweet – 2015 Exeter Road, Suite 102 – Request Approval for a Wall-Mounted Tenant Identification Sign.
Jamie Vickery - 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. Smith moved to approve the Consent Agenda, seconded by Mr. Bruns.

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

THE MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

a. Bregenzer Properties LLC – 7660 Poplar Pike – Request Approval for a Ground-Mounted Building Identification Sign.

DISCUSSION: The applicant is requesting approval of a ground-mounted tenant identification sign. This is one of three buildings in the Poplar Pike Office development.

SIGN

Location &

Height: The sign will be mounted at a height of 4' above the surrounding grade, and setback 30 feet from the street.

Message:



Letter Size: 4.5" – "7660"
4" – "Bregenzer Properties, LLC"

Letter Style: Book Antiqua

Sign Area: 4' x 3' (12 ft²)

Colors & Materials: Letters: copper vinyl
Background: Duranodic bronze, aluminum

Mounting Structure: Limestone base, wooden columns and cap

Logo: None

Lighting: Ground-mounted 100-watt halogen light on either side of sign

Landscaping: Three Hellers Holly on either side of sign.

STAFF COMMENTS:

1. The sign is in compliance with the Code or Ordinances and has the same materials, colors and fonts as the sign approved for Advanced Dermatology.

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



Base for Bregenzer sign


SIGN SUBCOMMITTEE REPORT: The sign subcommittee met on February 12, 2009, and requested the applicant submit a landscape plan. The applicant has stated that the existing large trees near the sign would be killed if there were additional landscaping around the sign. The sign subcommittee placed this request on the consent agenda.

PROPOSED MOTION: To approve the request for a ground-mounted tenant identification sign approval for Bregenzer Properties, LLC, located at 7660 Poplar Pike in the “OG” Old Germantown zoning district.

b. Spoiled Sweet – 2015 Exeter Road, Suite 102 – Request Approval for a Wall-Mounted Tenant Identification Sign.

BACKGROUND: The previous tenant was Athletic Shoes.

DISCUSSION: The applicant is requesting approval of a wall-mounted tenant identification sign. The specifics of the request are as follows:

<u>SIGN:</u>	
Location & Height:	The height of the sign is approximately 9’ from the surrounding grade, oriented parallel to the building façade.
Message:	

Letter Size:	<p>s 13.6 x 10.6 = 1.01 p 13.5 x 9.3 = .88 o 12.3 x 9.8 = .84 l 13.0 x 2.5 = .23 l 12.9 x 2.5 = .23 e 10.1 x 9.1 = .64 d 13.2 x 9.3 = .86</p> <p>s 18.8 x 17.6 = 2.3 w 8.0 x 11.5 = .64 e 8.4 x 8.8 = .52 e 9.8 x 8.2 = .56 t 14.9 x 8.2 = .85</p>	<p>The diagram shows a sign with the text "Spoiled Sweet". The word "Spoiled" is in a blue, bold, sans-serif font, and "Sweet" is in a blue, cursive font. A dimension line above the sign indicates a width of 118.41 inches. Below the sign, the text "9.56 Square Feet" is written in pink.</p>
Letter Style:	Spoiled: Arial Bold Sweet: Challenge Extra Bold	
Sign Area:	9.56 sq. ft.	
Colors & Materials:	Letters: Blue #660 Background: Existing Materials: Aluminum	
Mounting Structure:	Stud mount	
Logo:	n/a	
Logo Area:	n/a	
Lighting:	Reverse Channel Letters with Halo Illumination 45 Watts	
Landscaping:	n/a	

Sign Subcommittee Report: The Sign Subcommittee met on February 12, 2009, and recommended this item for the consent agenda.

STAFF COMMENTS:

3. The proposed sign meets all the requirements of the City of Germantown Code of Ordinance concerning signs in the "C-2" General Commercial zoning district.
4. The applicant shall repair any holes or damage to the building façade from the previous sign.
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 the wall-mounted tenant identification sign for Spoiled Sweet, located at 2015 Exeter Road, Suite 102, subject to staff comments.

END CONSENT AGENDA

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:05 p.m.