

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, February 24, 2015
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, 2015. 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. Neil Sherman, Secretary; Alderman Dave Klevan; Mr. Ralph Smith; Mr. Steve Landweir; Mr. Christopher Schmidt; Mr. James Simpson; and Mr. Henry Porter

DEVELOPMENT STAFF PRESENT:

Mr. Cameron Ross, Economic & 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 January 27, 2015

Mr. Smith moved to approve the Design Review Commission minutes of January 27, 2015, seconded by Mr. Sherman, with no further comments or discussions.

ROLL CALL: Mr. Smith – Yes; Mr. Porter – Yes; Alderman Klevan – Abstain; Mr. Simpson – Yes; Mr. Sherman – Yes; Mr. Schmidt – Yes; Mr. Landweir – Yes; Chairman Saunders – Yes.

MOTION PASSED

2. CONSENT AGENDA

- a. Sprouts Market – 3150 Village Shops Drive – Shops of Forest Hill Center – Request Approval of Wall-Mounted Tenant Identification and Tenant Directory Signs.
Memphis Sign Erectors - 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. Landweir made a motion to approve the Consent Agenda as discussed, seconded by Mr. Smith.

ROLL CALL: Mr. Porter – Yes; Alderman Klevan – Yes; Mr. Landweir – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Schmidt – Yes; Mr. Simpson – Yes; Chairman Saunders - Yes

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. **Sprouts market – 3150 Village Shops Drive – Shops of Forest Hill Center – Request Approval of Wall-Mounted Tenant Identification and Tenant Directory Signs.**

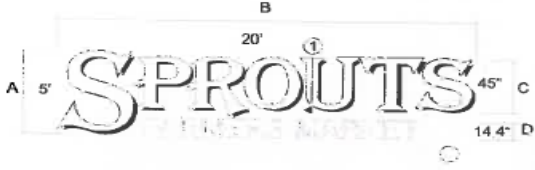
BACKGROUND: The DRC approved the previous tenant's, Schnucks, wall-mounted tenant identification sign on May 28, 2002. The square footage of the sign was 48.32 square feet. A variance for

an additional 13.125 sign area with the message of “PHARMACY” was approved in August, 2004 for a total wall-mounted sign area of 61.445 square feet.


DISCUSSION: The request to approve a wall-mounted tenant identification and a tenant directory sign is to provide location identification and recognition of a new tenant, Sprout Market, to the Village Shops of Forest Hill. Sprout Market will be locating in the space that was previously Schnucks and initially Seessel’s.

The two proposed signs are either below or equal to the maximum sign area permitted by the “SC-1” District. The existing sign policy for Village Shops of Forest Hill permits this site, initially approved as a Kroger, as well as the Target to be governed by individual criteria as approved by the City of Germantown’s Design Review Commission.

WALL SIGN

Location & Height:	One sign to be mounted on the wall of the building above the public entrance facing Village Shops Drive. Building setback is 588’ from Village Shops Drive
Sign Area	100 square feet (20’x 5’)
Content: Logo	
Color & Materials:	Letters to be white with black returns. Material is aluminum.
Font:	Corporate Font
Letter Size	Varies from 5’ to 14.4”
Mounting Structure:	The proposed sign is to be mounted to the building wall with stud fasteners.
Lighting:	Sloan LED white with remote power packs
Landscaping	N/A

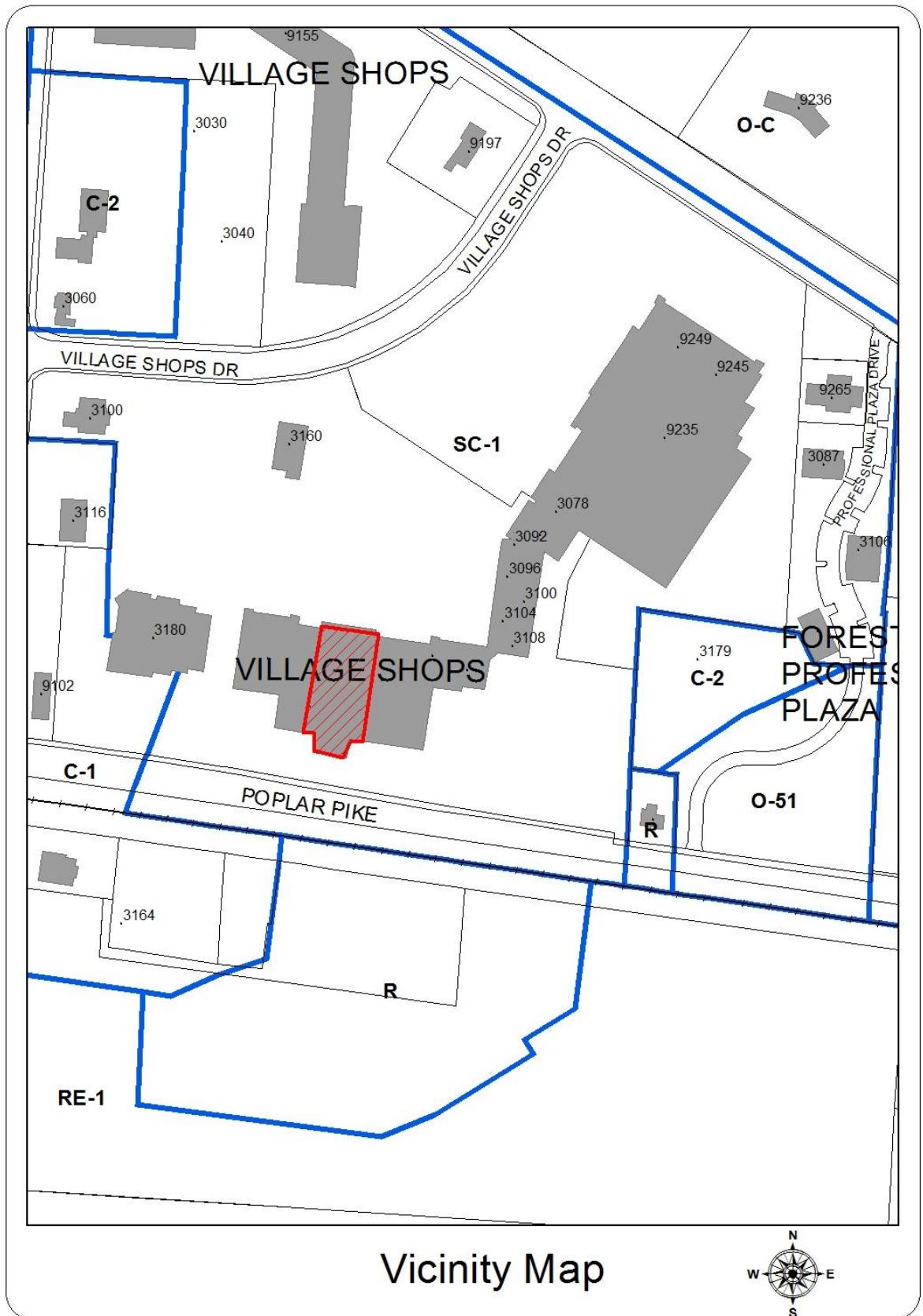
TENANT IDENTIFICATION SIGN ON EXISTING EXTERIOR DIRECTORY

Location & Height:	The two sign faces to be located on existing shopping center directory perpendicular to Poplar Avenue. Total sign height is 13 inches
Sign Area:	10.84 sq. ft. per face
Content:	
Color & Materials:	Letters to be white on an existing brick background. Material is aluminum.
Font:	Corporate Font
Letter Size	13”
Mounting Structure:	Aluminum letters mounted with aluminum stub to the existing brick background
Lighting:	LED with remote power packs
Landscaping:	N/A

STAFF COMMENTS:

1. The proposed signs conform to the sign requirements for the “SC-1” District.
2. The adopted sign policy for the Village Shops of Forest Hill notes that “Signage for “Kroger” (newly proposed Sprout Market) and “Target” shall be governed by the tenant’s individual criteria as approved by the City of Germantown”.
3. The applicant proposes a green background to be placed on the existing ground-mounted Project Directory sign. The existing tenant signs currently located on the directory sign consist of letters mounted directly to the brick background. This sign would be the only one that differs by placing the letters on a colored background frame that is mounted to the brick.
4. The letters of the proposed sign are to be white. In accordance with the adopted sign policy, the name of the shopping center on the existing ground-mounted Project Directory sign is an off-white shade known as vanilla bean, which is not quite as bright as a pure white color. The allowance of pure white lettering would impact the aesthetic of the monument sign.
5. Prior to DRC approval, the applicant provided a letter of support from the management company of the shopping center indicating their approval of the proposed signage.
6. 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 Sprouts Market consisting of a wall-mounted tenant identification sign and a sign on the Project directory sign, subject to staff comments and the documents submitted with the application.

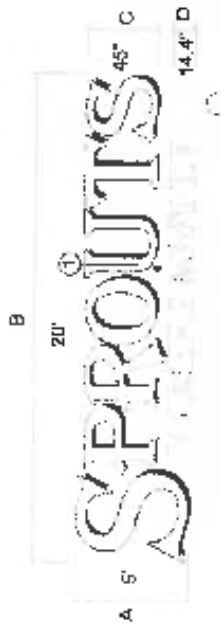




Sprouts 5'x20'

All copy White face halo lit
Color to be vanilla bean

	<p>NOTE: This is an original unpublished piece of art work created by "NOBLE SIGN CO. INC.". It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied or exhibited in any fashion without written authorization from NOBLE SIGN.</p>	CLIENT	Sprouts	REVISIONS	DATE 1-25-15
		ADDRESS	3150 Village Shops Dr.		SCALE 1/8"=1'
		CITY/STATE	German Town TN		SHEET NO. 1V
		CUSTOMER APPROVAL	LANDLORD APPROVAL		DRAWING NO.



LARGE LETTERS 5 3/16" X 4 1/2" SCREWS PER LETTER
 SMALL LETTERS 3 3/16" X 4 1/2" SCREWS PER LETTER

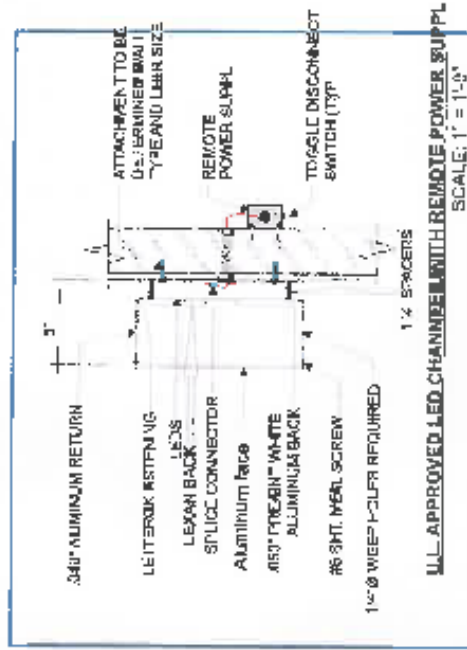
MANUFACTURE AND MEET ONE (1) NEW SET DIMENSIONED PLUMBING CHANNEL WITH

- ORGANIZATIONAL LEXAN.
- RETURNING: DEEP X. (40) 3/8" PRE-DRILL COIL TRUCKS SEA. BACK.
- TRUCKS: 1/2" X 1/2" TRUCKS
- FRAMES: 1/2" X 1/2" WHITE ALUMINUM

ILLUMINATION: DOWN WHITE LEDS WITH REMOTE POWER SUPPLIES

- BACKDROP SHADOWS: NEW PAINTED INDICATING SEA. BACK.
- BACKS: WHITE LEXAN.
- TRUCKS: DEEP X. (40) 3/8" PRE-DRILL COIL TRUCKS SEA. BACK.
- TRUCKS: BLACK TRUCKS
- FRAMES: 1/2" X 1/2" WHITE ALUMINUM

ILLUMINATION: DOWN WHITE LEDS WITH REMOTE POWER SUPPLIES
 REMOUNTED FOR DIMENSION: WHITE PLEX WITH 3/8" ROUND TRUCKS GREEN VINYL
 OVERLAY FOR TRUCKS: SEA. BACK MOUNT TO EXISTING WALL



WHERE NEEDED, SELF-CONTAINED CHANNEL
 LETTERS TO BE FABRICATED AT 6"-8" DEEP.

BACKLIT LETTERS

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CLIENT Sprouts	REVISIONS DATE 10-15-15
ADDRESS CITY/SITE	SCALE SHEET NO/01
CUSTOMER APPROVAL	DRAWING NO

Face size 17 3/4"x10'
 Halo lit copy 13"
 Color Vanilla bean



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CLIENT	Sprouts	REVISIONS	DATE 1-25-15
ADDRESS	3150 Village Shops Dr.		SCALE 1/8"=1'
CITY/STATE	German Town TN		SHEET NO.2A
CUSTOMER APPROVAL	LANDLORD APPROVAL		DRAWING NO.

3. Germantown Village Square – 7730 Poplar Avenue – Request Approval of Building Paint Color Selection.

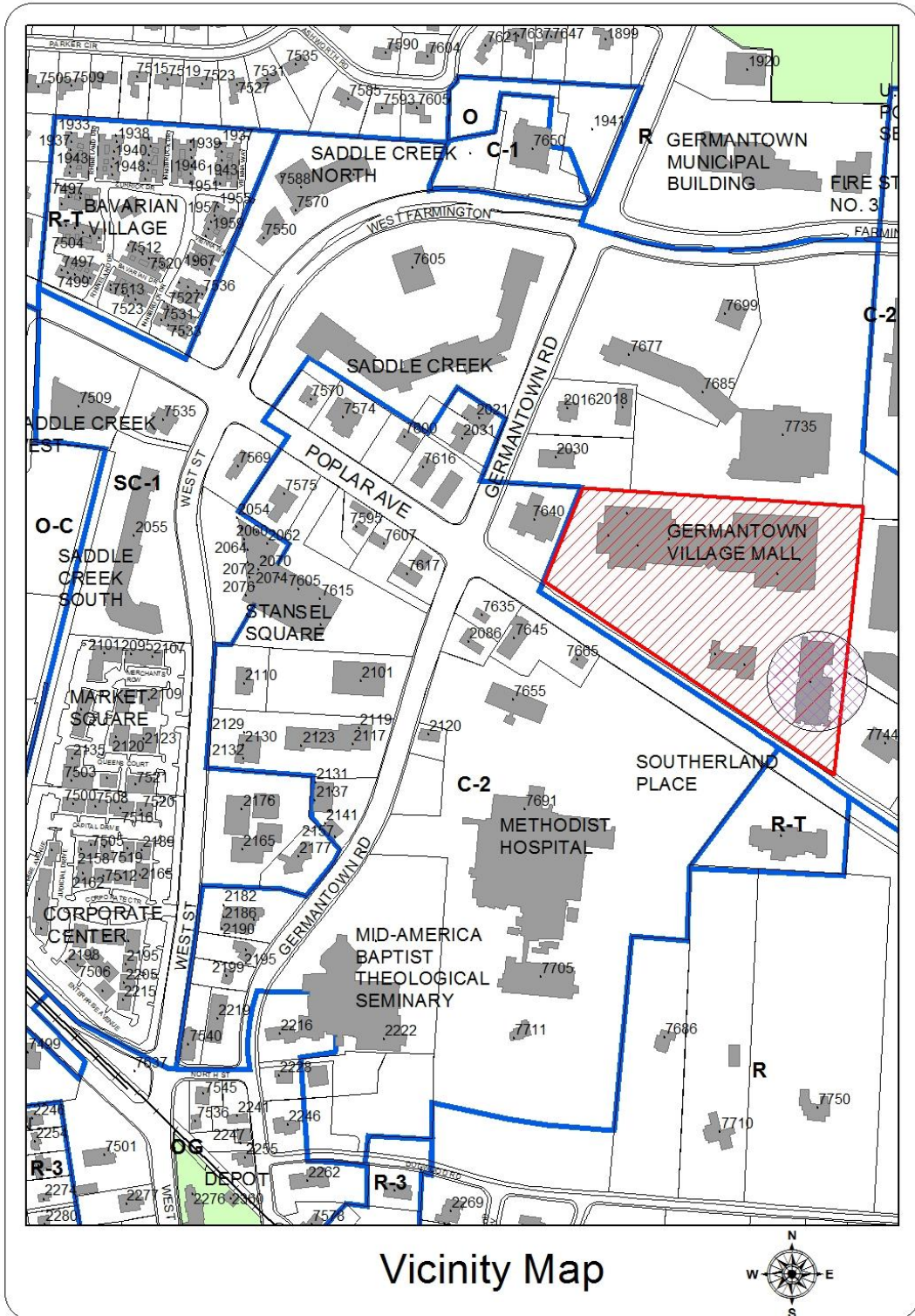
BACKGROUND: At its meeting on July 22, 2014, the DRC approved the paint colors for the repainting of the building containing McAlister Deli and the Bank of Bartlett. The replacement of awnings for that building was approved by the DRC on Sept. 23, 2014.

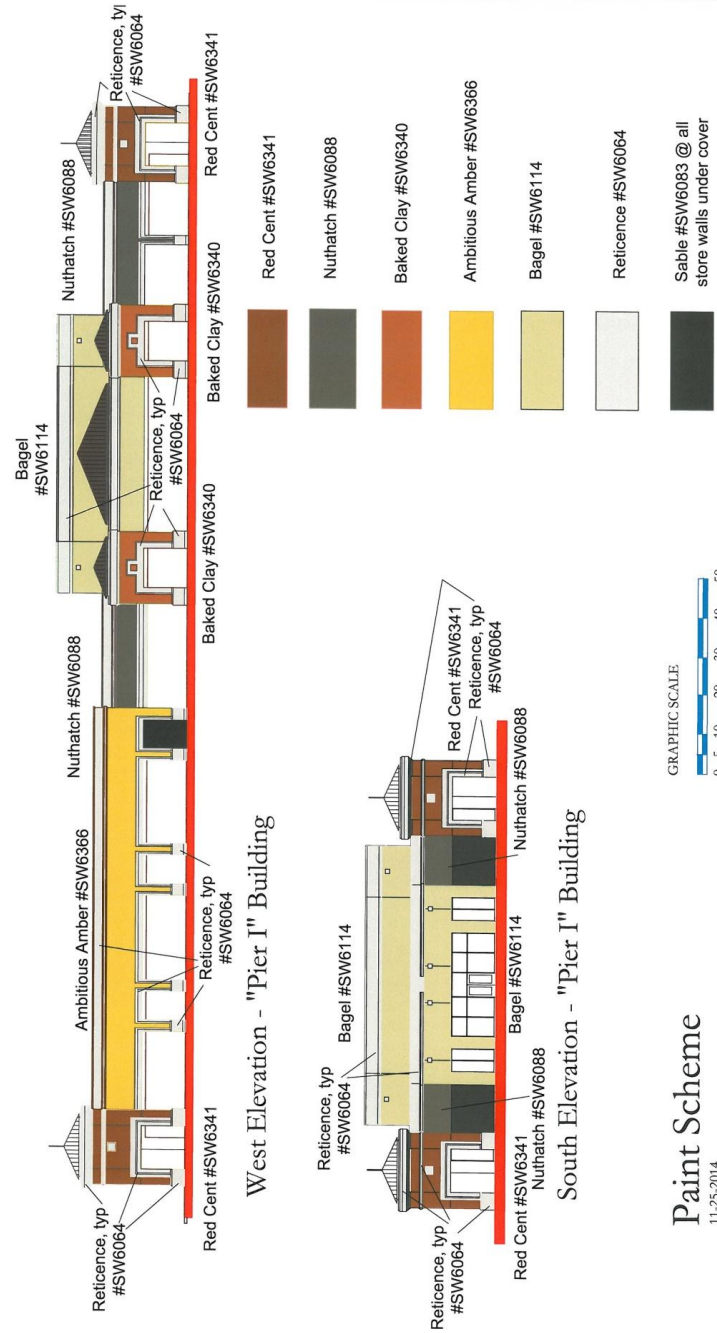
DISCUSSION: The plan proposes a varied paint scheme for the south and west elevations of the building. A color rendering of all sides of the building and paint samples have been provided. Boyle has also provided a conceptual illustration of the paint scheme for the remaining, larger building at Germantown Village Square.

COMMENTS:

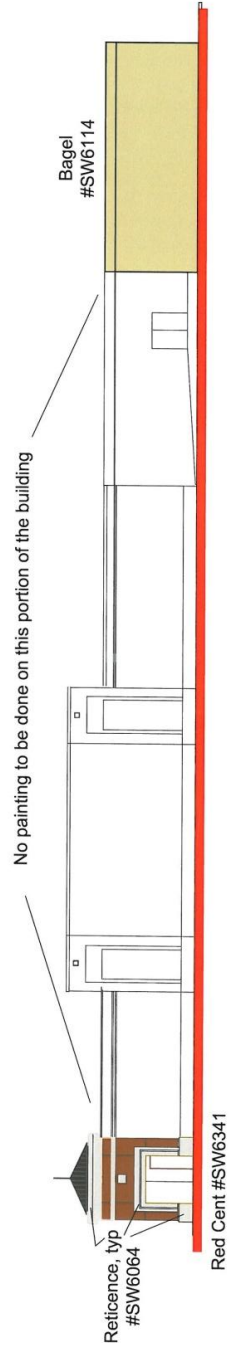
1. The illustration of the paint scheme for 7652-7720 Poplar (the building housing T J Maxx – Office Max) is preliminary. Final plans will be presented for approval at a future DRC meeting.
2. Photos of the previously approved paint scheme for 7708 and 7710 Poplar are attached.

PROPOSED MOTION: To approve the paint scheme for 7730 Poplar Avenue, within the Germantown Village Square shopping center, subject to the plans filed with the application and staff comments.

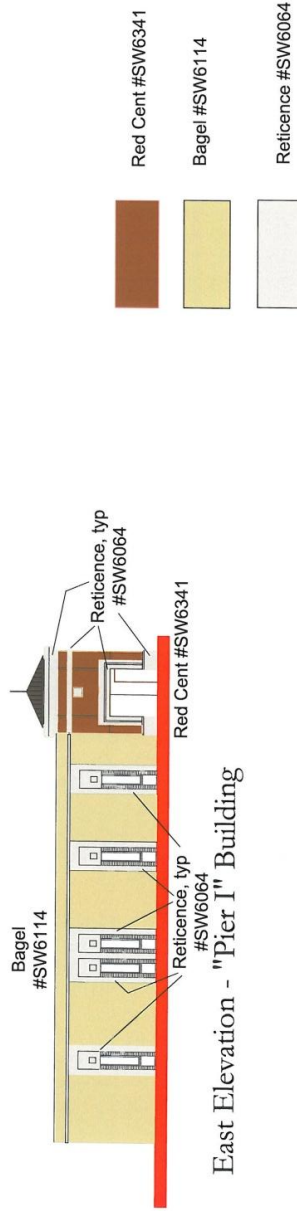




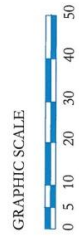
Paint Scheme
 11-25-2014



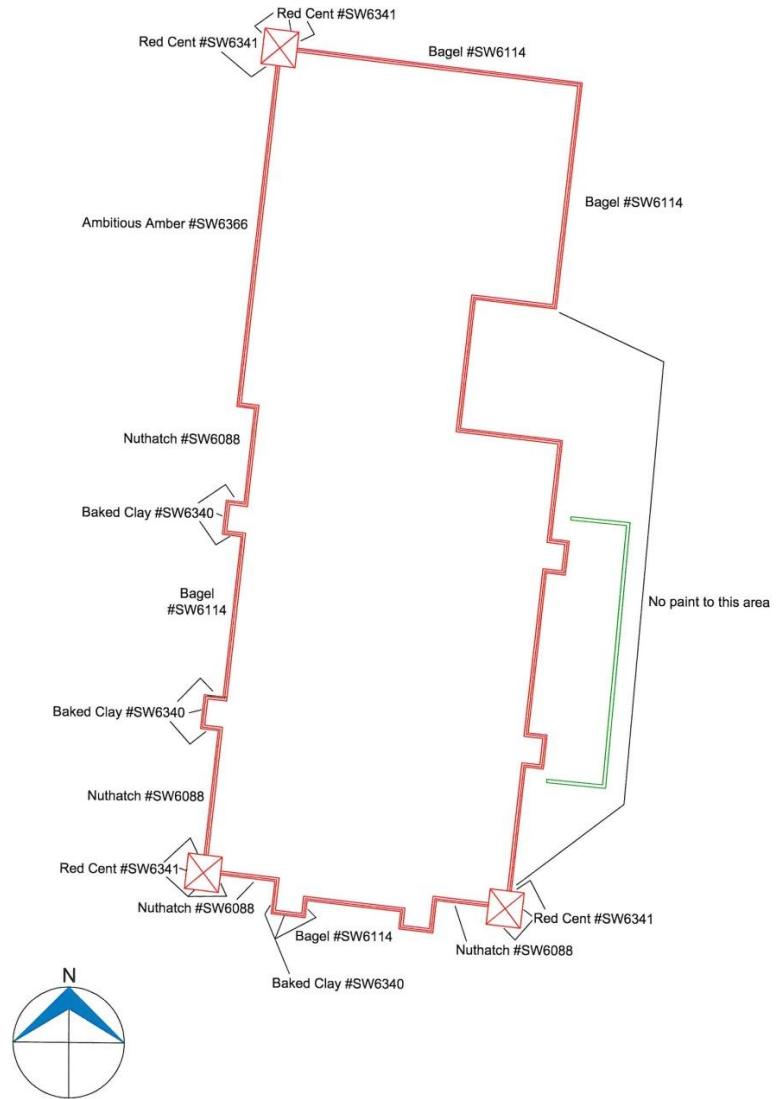
East Elevation - "Pier I" Building



East Elevation - "Pier I" Building



Paint Scheme
 02-10-2015



PAINT SCHEME - PIER I BUILDING

FEBRUARY 11, 2015



PREVIOUSLY APPROVED



PROPOSED



PROPOSED

Mr. John Burgess and Shellie Moses with Boyle Investments confirmed that the color scheme they have on the newly painted buildings (McAlister's, 7710 Poplar Avenue, and Bank of Bartlett, 7708 Poplar Avenue) would stay and are not within the colors that they were requesting the commission to approve tonight.

The commission members explained their concern with the use of the sable color for the store front wall area because it would make it too dark and asked them to try and come up with an alternate color scheme.

Mr. Sherman made a motion to approve the Pier One building at 7730 Poplar Avenue based upon the color scheme presented to us tonight with the understanding that the building that is located to the north which consists of TJ Max all the way down to Office Max will use the same color scheme and colors as presented tonight and will be brought back before us for approval at that time. The sable color is being withheld tonight until they have a chance to review an alternate color scheme for the store front wall area, seconded by Mr. Landweir.

ROLL CALL: Mr. Simpson – Yes; Mr. Sherman – Yes; Mr. Schmidt – Yes; Alderman Klevan – Yes; Mr. Porter – Yes; Mr. Smith – Yes; Mr. Landweir – Yes; Chairman Saunders - Yes

MOTION PASSED

NEW BUSINESS: Amendment to the Ordinance for Accessory Structures.

Mr. Wade Morgan explained that Mr. Joe Nunes, Neighborhood Services has been asked to work on the accessory structure ordinance that would require the applicants to meet the city with certain design elements for accessory structures and size requirements. This is a result of multiple complaints that the Neighborhood Preservation Commission had received concerning the appearance of some existing accessory structures.

The commission requested staff to email them this report so they could read it so as to understand it better and they would contact him with any thoughts they might have.

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:34 p.m.