

DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS

Tuesday, July 28, 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 July 28, 2015. 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, Vice Chairman; Mr. Neil Sherman – Secretary; Mr. James Simpson; Mr. Ralph Smith; Alderman Dave Klevan; Mr. Steve Landwehr; Mr. Christopher Schmidt; and Mr. Henry Porter

DEVELOPMENT STAFF PRESENT:

Mr. Cameron Ross, Economic and Community Development Director; Mr. Wade Morgan, Chief Planner; Ms. Sheila Pounder, Planner; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney

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1. Approval of Minutes for June 23, 2015

Mr. Smith moved to approve the Design Review Commission minutes of June 23, 2015, seconded by Mr. Sherman, with no further comments or discussions.

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

MOTION PASSED

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2. CONSENT AGENDA

- a. Eye Level (Germantown Plaza Shopping Center) – 7781 Farmington Blvd., #104A – Request Wall Sign Logo Approval (Case #15-533)  
Chris Haskins w/Frank Balton Signs – Agent/Representative
- b. Regions Bank – 7744 Poplar Avenue – Request Wall Sign Logo Approval (Case #15-537)  
Jimmy Williams w/Williams Sign Company – Agent/Representative
- c. The Village at Germantown Independent Living Addition – 7820 Walking Horse Circle – Request Preliminary and Final Site Plan Approval (Case #14-490)  
Rebecca Conrad w/ANF Architects – Agent/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. Steve Landwehr made a motion to approve the Consent Agenda as discussed and seconded by Mr. Simpson.

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

MOTION PASSED

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STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Eye Level (Germantown Plaza Shopping Center) – 7781 Farmington Blvd., #104A – Request Wall Sign Logo Approval (Case #15-533)

DISCUSSION: The applicant is requesting approval to add the Region's Bank logo to the existing wall sign on the Poplar Ave. elevation of the building.

Wall-Mounted Sign)

Location &

Height: The proposed logo will be mounted on the storefront façade beside the existing wall sign. The sign will be sixteen (16) feet in height at its highest point above the surrounding grade.

Message:

Letter Size: 22"

Sign Area: 1'10" x 1'1¼" (22 ft<sup>2</sup> text)  
3 ft. x 4 ft. 5.75 in. = 13.5 sq. ft. – logo  
Total sign area of 35.5 sq. ft.

Colors &

Materials: Background: Brick, Aluminum  
Graphic: Aluminum face; color - Matthews Bright Green

Mounting

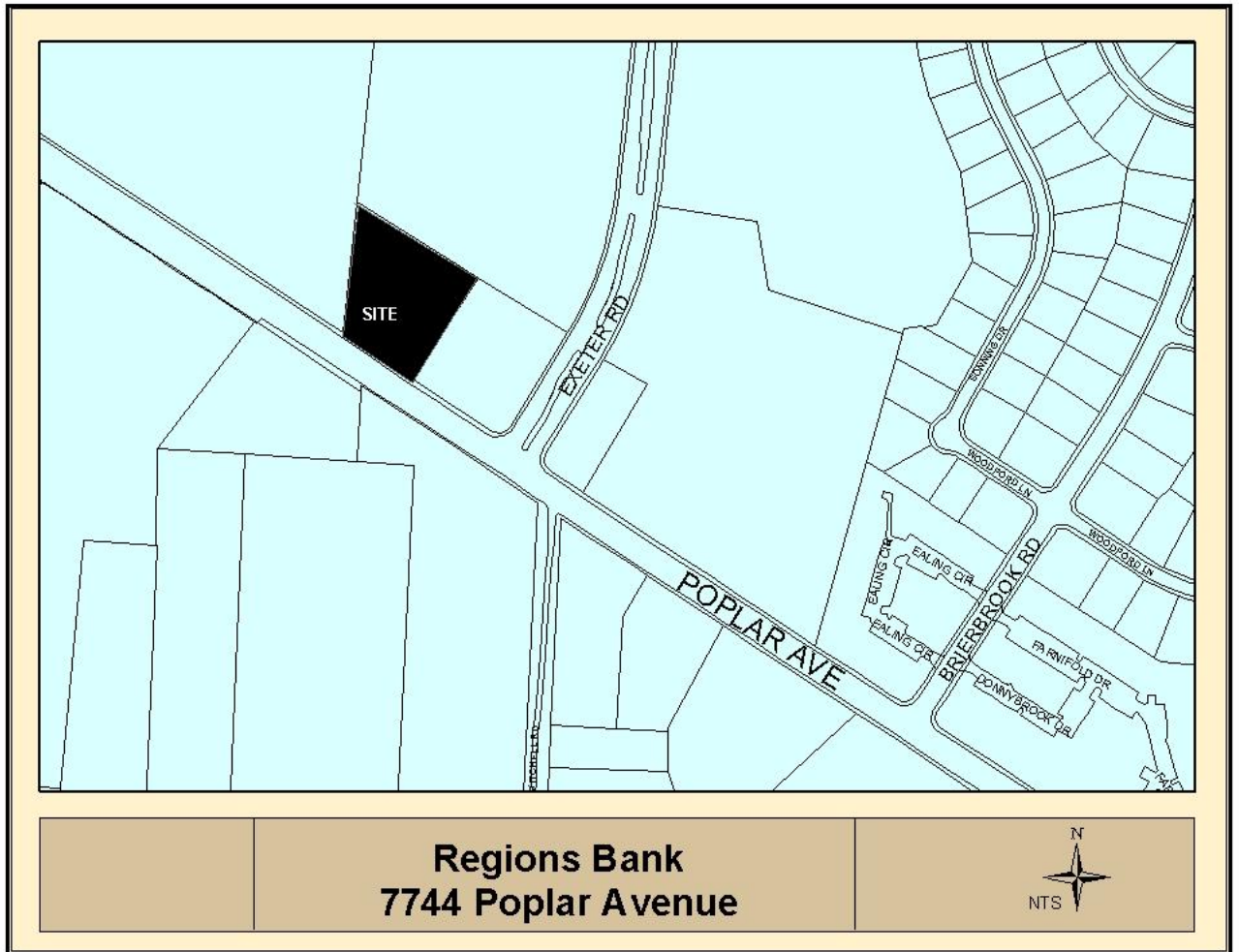
Structure: Aluminum studs;

Logo:

Lighting: LED backlighting

STAFF COMMENTS:

1. The logo must be reduced in size to conform with Germantown's sign requirements. A logo on this wall can be a maximum of 7.5 sq ft in area (10% of the maximum allowed sign area of 75 sq. ft.). The proposed logo is 13.5 sq. ft. in area.
2. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.



CITY OF GERMANTOWN  
DESIGN REVIEW COMMISSION APPLICATION FOR PERMANENT SIGN  
(COMPLETE INSTRUCTIONS ON REVERSE SIDE)

Date: 6/25/15

- 1. Sign Owner: Fred Braker Phone No: 901-734-4667 Fax No: 003
- 2. Sign Owner's Address: Signe Email Address: \_\_\_\_\_
- 3. Sign Location Address and Name of Shopping Center: 7744 Poplar Ave. Germantown, TN 38138

- 4. Zoning District: Commercial ; Residential \_\_\_\_\_; Old Germantown \_\_\_\_\_; Office \_\_\_\_\_
- 5. Sign will be mounted on: Wall ; Ground \_\_\_\_\_

- 6. Type Sign: \_\_\_\_\_ Tenant Identification \_\_\_\_\_ Project Identification \_\_\_\_\_  
 Building Identification \_\_\_\_\_ Traffic Directional \_\_\_\_\_  
 \_\_\_\_\_ Exterior Directory \_\_\_\_\_ Subdivision Identification \_\_\_\_\_  
 Service Station Sign \_\_\_\_\_ Other (if other, explain on separate page) \_\_\_\_\_

- 7. Number of Sign Faces: One ; Two \_\_\_\_\_
- 8. Linear feet of building frontage occupied by business where sign will be located: 336 feet.

9. Size of Sign: Width: 4' 4 1/2" feet 6" inches; Height: 3' feet 0" inches  
TOTAL AREA OF SIGN IN SQUARE FEET: 13.5 S.F.

- 10. Height of sign at its highest point above the surrounding grade: 20' feet 0" inches

- 11. Size of Letters: 1) Height 22" Width 12.2" Font: Times Roman  
 2) Height 14" Width 10.5" Font: \_\_\_\_\_  
 3) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_

- 12. Colors: Letters: White on a Jet Green SUBMIT COLOR SAMPLES  
 Background: Sign # 7744 SV SUBMIT COLOR SAMPLES

- 13. Orientation of Sign to the Street: Parallel ; Perpendicular \_\_\_\_\_; Angled \_\_\_\_\_

- 14. Distance sign is set back from the street curb or edge of pavement (for corner lots, provide distance from both streets).  
3.5' Feet 0" inches Name of Street: Poplar (Corner Sign)  
0' Feet 0" inches Name of Street: Poplar (with sign)

- 15. Distance building is set back from the street curb or edge of pavement (for corner lots, provide distance from both streets).  
10' Feet 0" inches Name of Street: Poplar  
 \_\_\_\_\_ Feet \_\_\_\_\_ inches Name of Street: \_\_\_\_\_

- 16. Sign Content (words, letters, logos): Logo, Copy & A

- 17. Size of logo: Horizontal: 4' feet 10" inches; Vertical: 3' feet 0" inches.

- 18. Sign Materials: Letters: Letter 1605; Sign Face: Alu

- Mounting Structure (type and materials): Alu S Rods
- 19. Sign Illumination, if applicable (type, location and wattage): LED, 10 amp, 120v

- 20. Sign Landscaping, if applicable landscape plan shall be submitted

- 21. Additional Comments: HALO LIT LOGO

- 22. The following materials shall be submitted:
  - A. TWENTY (20) SETS OF ALL REQUIRED MATERIALS SHOULD BE SUBMITTED PRIOR TO THE DEADLINE, INCLUDING THE APPLICATION FORM AND THE FOLLOWING:
    - Sketch of the sign (DRAWN TO SCALE).
    - Site plan, showing the sign location (DRAWN TO SCALE).
    - Details of lighting (if applicable). Provide a plan showing the location of the lights and landscaping.
    - If applying for a wall sign, supply a drawing of the building façade with the sign in place.
  - B. One floppy disc or CD or all plans in jpg format (or other format, as approved by the City)
  - C. One set of color samples (provide manufacturer and name and number of colors)
  - D. Completed disclosure form, which makes up the next two pages of this application.

Name of Applicant / Agent (please print) Jessy W. Williams  
 Address: 1311 Thomas St Memphis TN 38107 Email Address: jr@jwll.com  
 Phone No: 901-323-1373 Fax No: 901-327-7372

**DISCLOSURE OF OWNERSHIP INTERESTS**

In order to assist staff and appointed and elected officials of the City of Germantown in complying with Ordinances of the City relating to conflicts of interests, the following information is required to be furnished:

\* **1. For Profit Entities.** If the owner of the land which is the subject of this Application ("Owner") is a for-profit entity, i.e. general partnership, limited partnership, corporation, limited liability company, R.E.I.T., a trust, or any other form of for-profit business entity, the authorized representative of the Owner must list below the respective names and business or home addresses of all persons or entities which own 10% or more of the ownership interests in the Owner. (If another business entity owns 10% or more of the ownership interests in the Owner, all persons owning a 10% or more interest in such last mentioned entity must be identified by name and business or home address.) (If a trust owns a 10% or more interest in the Owner, all beneficiaries of 10% or more of the trust assets must be identified by name and business or home address.) The amount of ownership interest does not have to be disclosed.

Owner: Regions Bank, Germantown  
 250 Riverside Parkway East  
 Persons or Entities\* Owning 10% or More of the Ownership Interests of the Owner:

Name	Business or Home Address

\*See language in parenthesis above.

**PROPOSED MOTION:** To approve the addition of a logo to the wall sign for Regions Bank, located at 7744 Poplar Avenue.

**b. Regions Bank – 7744 Poplar Avenue – Request Wall Sign Logo Approval (Case #15-534)**

**DISCUSSION:** The applicant is requesting approval to add the Region’s Bank logo to the existing wall sign on the Poplar Ave. elevation of the building.

Wall-Mounted Sign)  
 Location &

Height: The proposed logo will be mounted on the storefront façade beside the existing wall sign. The sign will be sixteen (16) feet in height at its highest point above the surrounding grade.

Message:

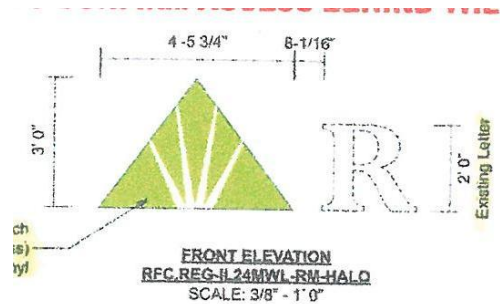


Letter Size: 22"  
Sign Area: 1'10" x 1'1¼" (22 ft<sup>2</sup> text)  
3 ft. x 4 ft. 5.75 in. = 13.5 sq. ft. – logo)  
Total sign area of 35.5 sq. ft.

Colors & Materials: Background: Brick, Aluminum  
Graphic: Aluminum face; color - Matthews Bright Green

Mounting Structure: Aluminum studs;

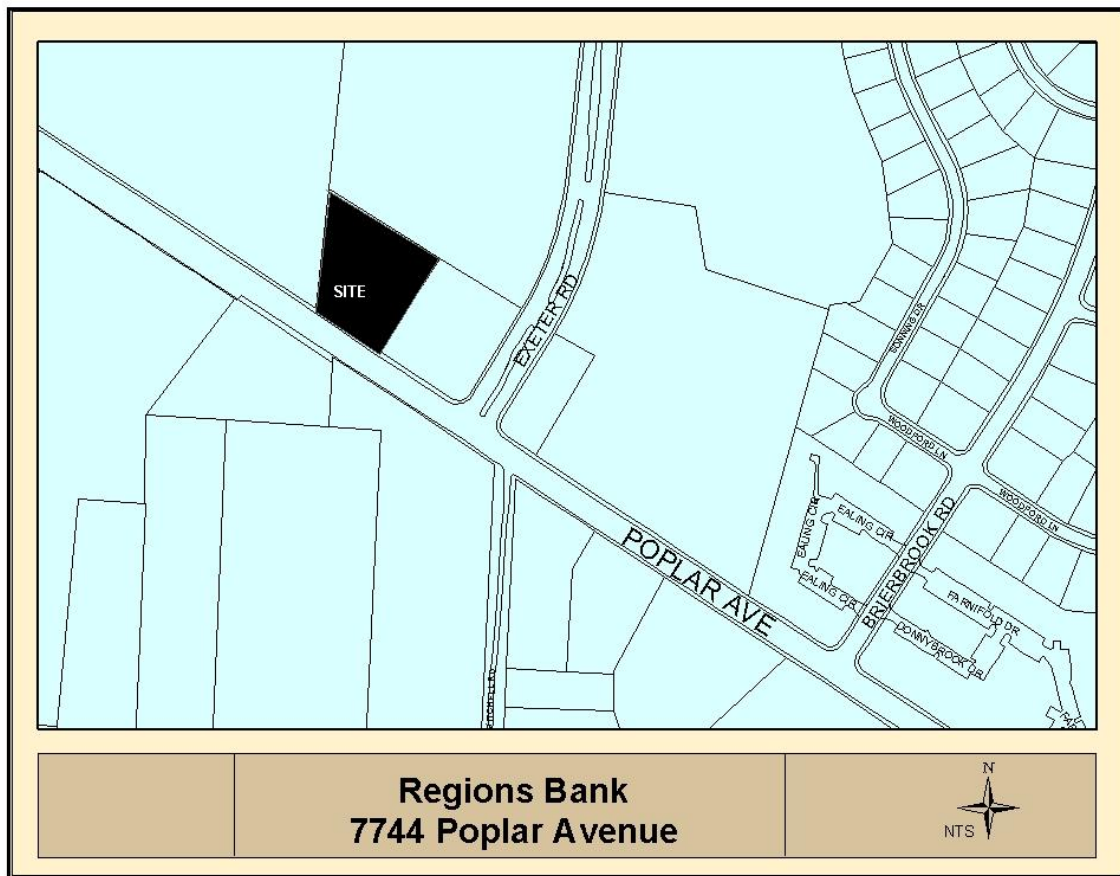
Logo:



Lighting: LED backlighting

**STAFF COMMENTS:**

3. The logo must be reduced in size to conform with Germantown's sign requirements. A logo on this wall can be a maximum of 7.5 sq ft in area (10% of the maximum allowed sign area of 75 sq. ft.). The proposed logo is 13.5 sq. ft. in area.
4. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.



**CITY OF GERMANTOWN**  
**DESIGN REVIEW COMMISSION APPLICATION FOR PERMANENT SIGN**  
 (COMPLETE INSTRUCTIONS ON REVERSE SIDE)

Date: 6/25/15

1. Sign Owner: Fred Braker Phone No: 901-734-4667 Fax No: 013
2. Sign Owner's Address: Signe Email Address: \_\_\_\_\_
3. Sign Location Address and Name of Shopping Center: 7744 Poplar Ave. Germantown, TN 38138
4. Zoning District: Commercial ; Residential \_\_\_\_\_; Old Germantown \_\_\_\_\_; Office \_\_\_\_\_
5. Sign will be mounted on: Wall ; Ground \_\_\_\_\_
6. Type Sign: \_\_\_\_\_ Tenant Identification \_\_\_\_\_ Project Identification \_\_\_\_\_  
 Building Identification \_\_\_\_\_ Traffic Directional \_\_\_\_\_  
 \_\_\_\_\_ Exterior Directory \_\_\_\_\_ Subdivision Identification \_\_\_\_\_  
 (Logo) \_\_\_\_\_ Service Station Sign \_\_\_\_\_ Other (if other, explain on separate page) \_\_\_\_\_
7. Number of Sign Faces: One ; Two \_\_\_\_\_
8. Linear feet of building frontage occupied by business where sign will be located: 336 feet.
9. Size of Sign: Width: 4' 4 1/2" feet 6" inches; Height: 3' feet 0" inches  
 TOTAL AREA OF SIGN IN SQUARE FEET: 13.5 S.F.
10. Height of sign at its highest point above the surrounding grade: 20' feet 0" inches
11. Size of Letters: 1) Height 22" Width 12.2" Font: Times Roman  
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 3) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_
12. Colors: Letters: White on a Jet Green SUBMIT COLOR SAMPLES  
 Background: Sign # 7744 SV SUBMIT COLOR SAMPLES
13. Orientation of Sign to the Street: Parallel ; Perpendicular \_\_\_\_\_; Angled \_\_\_\_\_
14. Distance sign is set back from the street curb or edge of pavement (for corner lots, provide distance from both streets).  
3.5' Feet 0" Inches Name of Street: Poplar (Corner Sign)  
0' Feet 0" Inches Name of Street: Poplar (with street)
15. Distance building is set back from the street curb or edge of pavement (for corner lots, provide distance from both streets).  
100' Feet 0" Inches Name of Street: Poplar  
 \_\_\_\_\_ Feet \_\_\_\_\_ Inches Name of Street: \_\_\_\_\_
16. Sign Content (words, letters, logos): Logo Only "A"
17. Size of logo: Horizontal: 4' feet 10" inches; Vertical: 3' feet 0" inches.
18. Sign Materials: Letters: Letter 1000 1/2 1805; Sign Face: Alu  
 Mounting Structure (type and materials): Alu S Rods
19. Sign Illumination, if applicable (type, location and wattage): LED, 10 amp, 120v
20. Sign Landscaping, if applicable landscape plan shall be submitted
21. Additional Comments: HALO LIT LOGO
22. The following materials shall be submitted:
  - A. TWENTY (20) SETS OF ALL REQUIRED MATERIALS SHOULD BE SUBMITTED PRIOR TO THE DEADLINE, INCLUDING THE APPLICATION FORM AND THE FOLLOWING:
    - Sketch of the sign (DRAWN TO SCALE).
    - Site plan, showing the sign location (DRAWN TO SCALE).
    - Details of lighting (if applicable). Provide a plan showing the location of the lights and landscaping.
    - If applying for a wall sign, supply a drawing of the building façade with the sign in place.
  - B. One Floppy Disc or CD or all plans in jpg format (or other format, as approved by the City)
  - C. One set of color samples (provide manufacturer and name and number of colors)
  - D. Completed disclosure form, which makes up the next two pages of this application.

Name of Applicant / Agent (please print) Jessy W. Williams  
 Address: 1311 Thomas St Memphis TN 38177 Email Address: jr@jwilliams.com  
 Phone No: 901-323-1373 Fax No: 901-327-7372



DISCLOSURE OF OWNERSHIP INTERESTS

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Owner: Regions Bank, Germantown, TN  
Persons or Entities\* Owning 10% or More of the Ownership Interests of the Owner: 250 Riverside Parkway East  
Germantown, TN 38103

Name	Business or Home Address

\*See language in parenthesis above.

**PROPOSED MOTION:** To approve the addition of a logo to the wall sign for Regions Bank, located at 7744 Poplar Avenue.

**c. The Village at Germantown Independent Living Addition – 7820 Walking Horse Circle – Request Preliminary and Final Site Plan Approval (Case #14-490)**

**BACKGROUND:** The Village at Germantown was initially approved as Project Development Contract #1098 by the Board of Mayor and Aldermen on June 23, 2003. It is currently a 247-unit continuing care retirement community for seniors and contains varying levels of housing and care, including single-family cottages, independent living apartments, assisted living, skilled care and special care units, and a rehabilitation facility.

On March 25, 2014, the Design Review Commission approved an expansion plan that included the following:

New Memory Care and Assisted Living Facility – a new 3-story building containing 49,705 sq. ft. of floor area, which contains 30 assisted living dwelling units, 16 memory care dwelling units and 2 skilled care units;

Rehabilitation Facility – a 1,760 sq. ft. building located in the existing northern courtyard;

Kitchen Facility Expansion – the existing building footprint was expanded by approx. 2,968 sq. ft; and

Parking Area Expansion – an additional 17 parking spaces to be constructed along the southern portion of Walking Horse Circle; these spaces were approved with the original site plan but were not constructed.

This latest request is for a 31 unit apartment building, which received preliminary and final plan approval from the Planning Commission on July 7, 2015.

TOTAL PROJECT SITE AREA	1.16 ac.
BUILDING SIZES	20,380 S.F.
Apartment Structure	19,770 S.F.
Enclosed Walkway Building Connector	610 S.F.
Number of Apartment Units	31
BUILDING HEIGHT (above grade)	35 Feet
NUMBER OF PARKING SPACES	38 Provided 31 Required

*The following checklist describes the characteristics of each part of the property.*

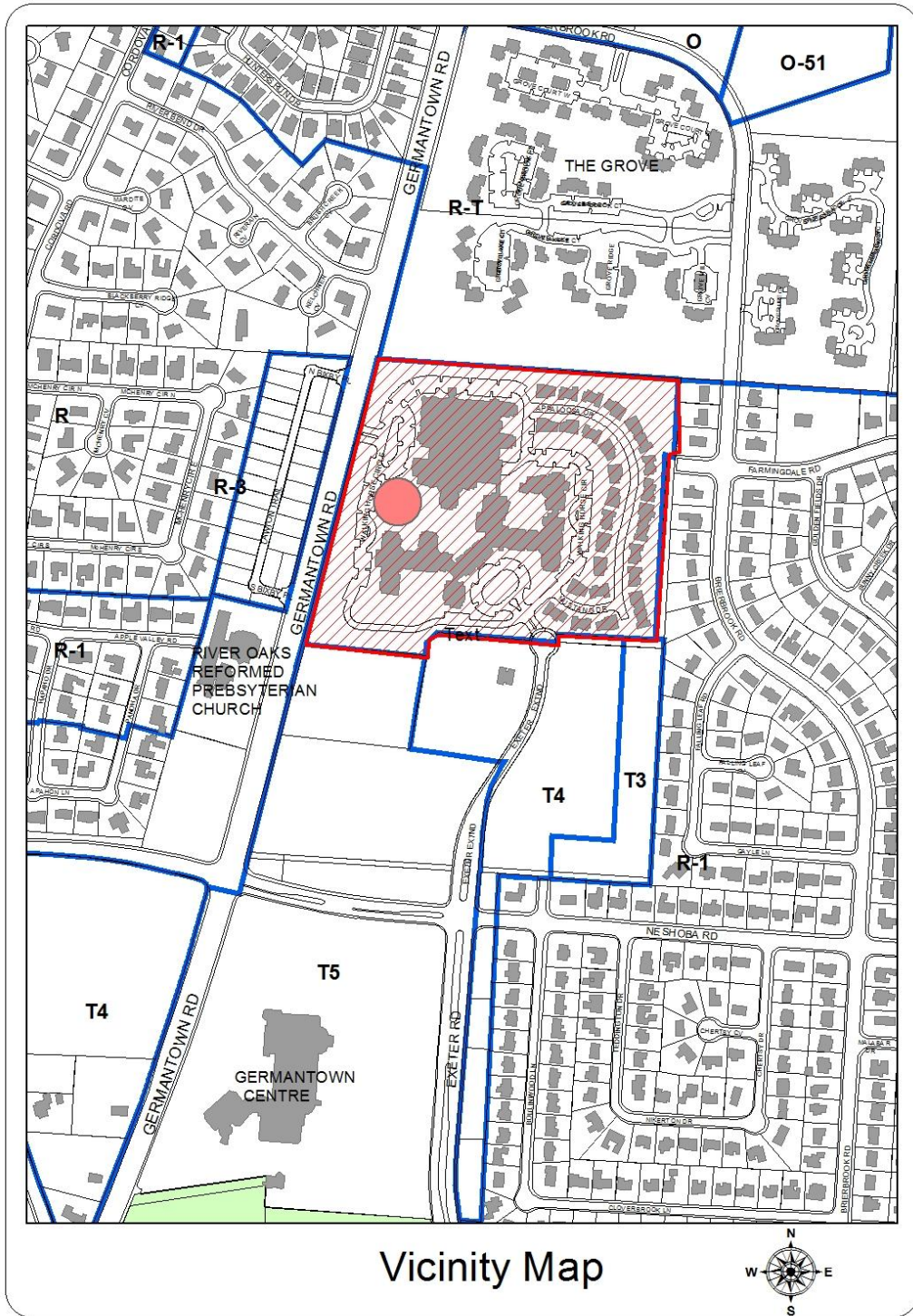
**DESIGN REVIEW COMMISSION CHECKLIST:**

1. *Site Layout:* Four storey building set a minimum of 20 feet from Walking Horse Circle.
2. *Building Elevations:* All materials will match the existing building in color and texture. Brick veneer, stucco, EIFS banding and window trim, vinyl windows, asphalt shingles mansard roof, glass or painted metal doors, PVC column covers, painted metal rails, and wood screen walls, cobblestone retaining wall and metal landscape fencing. (Photographs of these materials on the existing building are included within this application.)
3. *Street Improvements and Curb Cuts:* Underground garage access will be via two, one-way “S” shaped drives to the existing internal street, Walking Horse Circle located on the south face of the new building.
4. *Parking Lots:* 38 parking spaces are provided within the underground parking garage, where 31 are required.
5. *Exterior Lighting:* LED floodlights recessed within the retaining walls to light the ramps down to the underground garage. Fixture finish will be dark bronze
6. *Garbage Collection Area:* The site plan does not provide for a trash dumpster area because the residents will utilize the existing dumpster site located in the northern area of the site.
7. *Vents:* Located on outside of three sides of the building façade; north, east, & south.

8. *Gas, Electric and Water:* No gas on site. Water meters to be located underground. A new transformer and electric meter will be located on across Walking Horse Circle from the west end of the building and will be screened by wood fencing.
9. *Mechanical Units:* Located on the building's roof and screen by a perimeter asphalt shingles mansard.
10. *Emergency Generators:* Will tie into existing facility generator.
11. *Landscaping:* A landscaping plan for the site has been provided.
12. *Mailboxes:* N/A (using existing facility at main office)
13. *Signs:* Signs will have to be approved by the DRC by a separate application.

STAFF COMMENTS:

1. The applicant has provided information concerning the location of all vents, meters, and mechanical units in his written project description which is attached to this report; however, this information should be illustrated on the construction plans.
2. A note should be placed on the plans concerning the services or facilities that this building addition will tie into from existing development. i.e. trash dumpsters/collection and mailbox location.
3. If approved, the project shall proceed to the Board of Mayor and Aldermen for development contract approval with the City of Germantown.
4. The applicant must receive Final Construction Plan approval from the Department of Community Development before the Memphis/Shelby County Office of Construction Code Enforcement may issue a building permit for the project.





# CITY OF GERMANTOWN

## TENNESSEE

1930 South Germantown Road, Germantown, Tennessee 38138-2815  
Phone (901) 757-7200 Fax (901) 757-7292 www.ci.germantown.tn.us

### DESIGN REVIEW COMMISSION PROJECT REVIEW APPLICATION

Date: 6/26/2015

Project Name: The Village at Germantown Independent Living Addition

Project Address: 7820 Walking Horse Circle

Previous Tenant: N/A

Applicant's Name: The Village at Germantown

Mailing Address: 7820 Walking Horse Circle

Email Address: dselheimer@village-germantown.com

Telephone: (901)-752-2508 Fax Number: (901)-752-2595

Zoning District where project (sign or item) is to be located: R-H

**Specific Approval requested:**

Preliminary Plan  Final Plan  Change in Use  
*(Site plan, building elevations, landscaping, lighting, etc.)* *(Complete "OG" Checklist)*

Wireless Transmission Facility  Landscaping (only)  Lighting (only)

Other

**Describe project item(s) to be reviewed:** *(please provide additional sheet / letter if needed)*

See attached sheet for project description.

Rebecca Conrad, ANF Architects

Print Name of Applicant (Agent)

  
Signature of Applicant (Agent)

*By my signature, I attest that all of the required information associated with this application has been submitted to the Department of Community Development by the scheduled deadline date. Any failure on my part not to submit any of the required information may result in the removal of the application from the agenda.*



**The Village at Germantown  
Board of Directors**

**William Kenley, FACHE Chairman**

Sr. Vice President/CEO  
Methodist Germantown Hospital  
7691 Poplar Avenue  
Germantown, TN 38138

**Donna Abney**

Executive Vice President  
Methodist Le Bonheur Healthcare  
1211 Union Avenue, Suite 700  
Memphis, TN 38104

**Chris McLean**

CFO Methodist Healthcare  
1211 Union Avenue, Suite 700  
Memphis, TN 38104

**Dr. James W. Harkess, M.D.**

Campbell Clinic  
1458 West Poplar Suite # 100  
Collierville, TN 38017

**Mark Halperin**

Executive Vice President & Chief Operating Officer  
Boyle Investment Company  
5900 Poplar Avenue  
Memphis, Tennessee 38119

**Germantown Design Review Committee Application**  
**The Village at Germantown Independent Living Addition**

*Project Description*

This project adds a three (3) story brick and frame independent living building to the existing Village at Germantown senior living facility. The new addition will be identical in appearance and height to the existing three (3) story Independent Living facilities on this property. The proposed facility will contain 31 independent living apartments and support spaces such as circulation, mechanical/electrical rooms, janitorial/housekeeping spaces, and storage. Out of the total 27.49 acre site area, this project will encompass 1.16 acres. The building will also include an underground parking garage and a one (1) story enclosed walkway connecting it to an existing building located immediately east of the new building. The footprint of the proposed building, including the enclosed walkway, covers approximately 20,747 square feet. Vehicular ingress-egress to the underground parking garage will be provided via two, one-way "S" shaped drives located between the south face of the new building and Walking Horse Circle, the existing perimeter drive. The grade difference between the finished floor of the garage and the edge of pavement for the existing perimeter drive, combined with the separation distance between the building face and the existing drive will necessitate the use of Redi-Rock gravity retaining walls along both faces of both access drives. The gravity retaining walls will have a textured cobblestone appearance. A 42" high metal landscaping fence will be provided along the length of all retaining walls for safety.

All materials will match the existing building in color and texture. These materials include brick veneer, stucco, EIFS banding and window trim, vinyl windows, asphalt shingle mansard roofs, glass or painted metal doors, PVC column covers, painted metal rails, and wood screen walls, in addition to the aforementioned cobblestone retaining wall and metal landscape fencing. Photographs of these materials on the existing building are included within this application.

This project requires no additional curb cuts, garbage collection areas, mailboxes, signs, or satellite dishes. No additional surface parking or associated lighting will be added as a result of this project. The only site lighting to be added is a series of low level LED floodlights recessed within the retaining walls to light the ramps down to the underground garage. A cut sheet for the light fixture is attached. There is no gas on site, and a water meter will be located underground. A new transformer and electric meter will be located on a 6' x 6' concrete pad across Walking Horse Circle from the west end of the building and will be screened by wood fencing to match existing screen walls on site. All mechanical units will be located on the building's flat roof, which is screened by a perimeter asphalt shingle mansard.

**PROPOSED MOTION:** To approval the preliminary and final site plan for an additional senior living congregate housing building for The Village at Germantown located at 7820 Walking Horse Circle.



**BACKGROUND:** The Planning Commission approved the site plan for the redevelopment of Saddle Creek South and Saddle Creek West on December 3, 2013. The DRC approved the preliminary and final building elevation, materials, lighting and landscape plans on December 17, 2013.

**DISCUSSION:** The applicant is requesting approval of an awning for the Kendra Scott store that consists of a design incorporating the store's logo.

**Location &**

**Height:** The proposed awnings will be mounted on the storefront façade below the proposed tenant identification wall sign. There will be 2 sections of awning, separated by a column.

**Awning/Sign Area:** 9 ft.(wide) x 5 ft. 4.5 in. (high, including a 10 in. skirt) for each awning section (81.75 sq. ft. total area for the design, plus 15 sq. ft. for the skirt)

**Colors &**

**Materials:** Steel frame, with an aluminum back panel and an aluminum, routed screen painted Victorian gold. (see attachments for cross-section and paint colors.)

**Mounting**

**Structure:** mounted to building wall with lag bolts

**Lighting:** LED backlighting

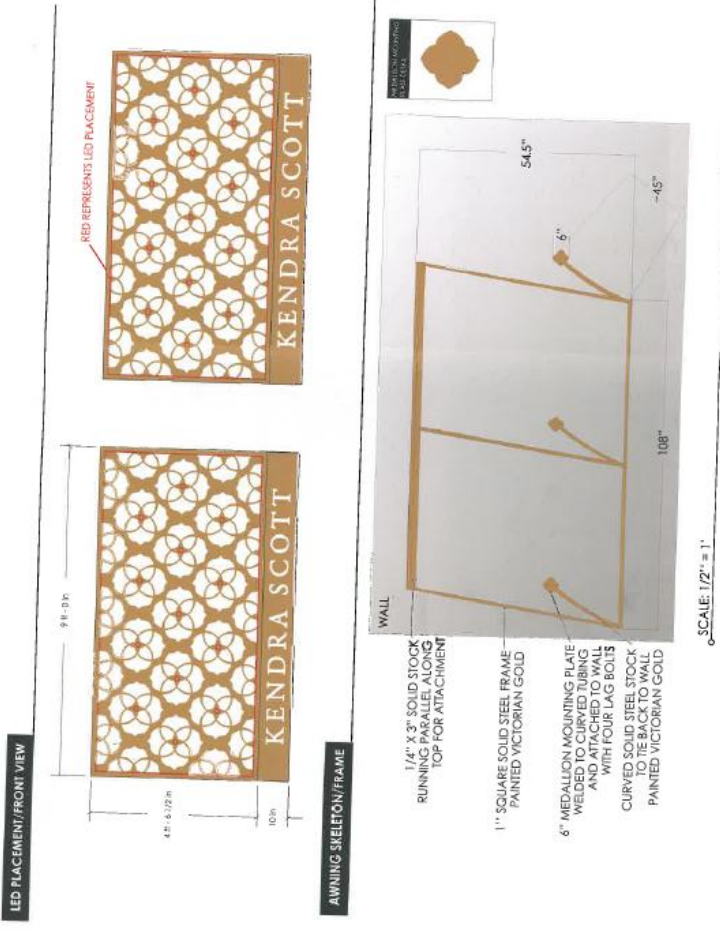
**STAFF COMMENTS:**

1. The sign regulations define a sign as “any identification, description, illustration or device, illuminated or non-illuminated, which is exposed to the view of potential clients or customers and/or the general public; is located on public or private property, inside or outside of buildings; and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise; or any emblem, painting, banner, pennant or placard designed to advertise, identify or convey information, except the following:
  - (1) Merchandise temporarily displayed in show windows that is available for sale on the premises and that does not include flashing, neon, or colored lights;
  - (2) National flags; and
  - (3) Decorative devices or emblems as may be displayed on a residential mailbox.
2. Logos are categorized as “All other content of a sign shall, for the purposes of this subsection (e), be considered a logo and the area on the face of the sign that may be covered by a logo shall not exceed ten percent of the allowable sign area;”
3. The awning is contrary to the Saddle Creek sign policy, which prohibits illuminated awnings (page 4 – Prohibited Sign Types). However, Trademark Properties has reviewed and approved this design.
4. Since the awning incorporates the Kendra Scott logo, it is a sign under Germantown's regulations and exceeds the 10% max. area for a logo.
5. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.





**KS SADDLE CREEK JOB #2694 | AWNING BRACKET/LED PLACEMENT**



**IGNARY**  
 407 PROSPECT DRIVE  
 SUITE A, 100  
 AUSTIN, TX 78746  
 E: 512.328.7333  
 P: 512.328.7333  
 WWW.IGNARY.COM

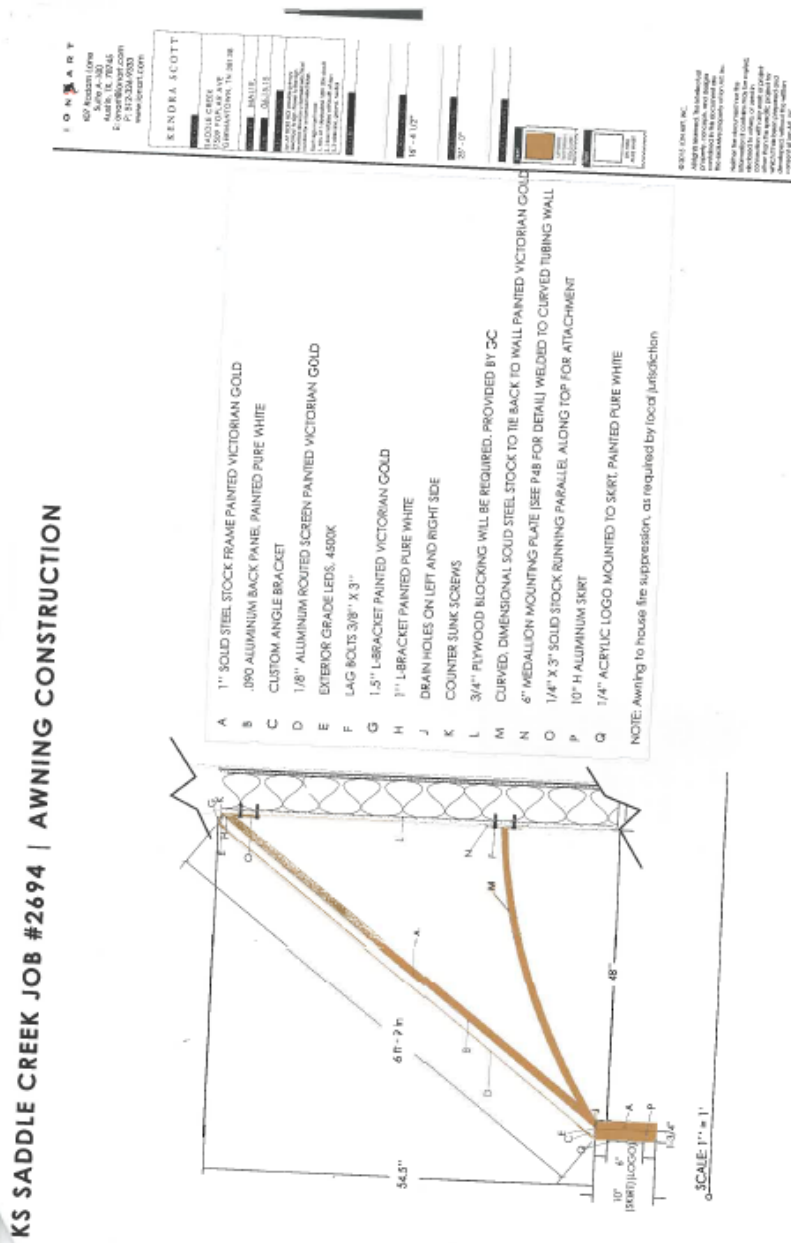
**KENDRA SCOTT**  
 JACQUELINE  
 10000 W. BRIDLE TRAIL  
 DENTON, TX 76205

**JOSEPH**  
 10000 W. BRIDLE TRAIL  
 DENTON, TX 76205

**18" - 4 1/2"**

**22" - 8"**

**8215 GUYTON, INC.**  
 10000 W. BRIDLE TRAIL  
 DENTON, TX 76205  
 P: 817.321.1111  
 WWW.8215GUYTON.COM



**PROPOSED MOTION:** To approve a storefront awning for the Kendra Scot store in the Saddle Creek South Shopping Center.

WITHDRAWN BY APPLICANT

**ADJOURNMENT**

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:38 p.m.