

DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS

Tuesday, August 25, 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 August 25, 2015. Chairman Saunders called the meeting to order at 6:02 p.m. requesting the roll call. Ms. Regina Gibson called the roll of the Commission and established a quorum:

COMMISSIONERS PRESENT:

Mr. Keith Saunders, Chairman; Mr. Paul Bruns, Vice Chairman; Mr. Neil Sherman – Secretary; 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

1. Approval of Minutes for July 28, 2015

Mr. Sherman moved to approve the Design Review Commission minutes of July 28, 2015, seconded by Mr. Bruns, with no further comments or discussions.

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

MOTION PASSED

2. CONSENT AGENDA

- a. Madonna Learning Center – 7007 Poplar Avenue – Request Approval of a Building Identification Wall Sign (Case #: 15-512)
Tamara Redburn w/Fleming Architects
- b. Quality Inn & Suites – 7787 Wolf River Blvd – Request Approval of a Building Identification Wall Sign (Case #: 15-540)
Jimmy Williams w/Williams Sign Company – Representative
- c. Perkins Restaurant and Bakery – 1340 S. Germantown road – Request Approval of a Building Identification Wall Sign (Case #: 15-541)
Michael McGee w/Design Team Sign Company – Representative
- d. Pinnacle Financial – 9057 Poplar Avenue – Request approval of Sign Package that includes a Tenant/Building Identification Ground Sign and Wall Sign (Case #: 15-543)
Harold Jackson w/Visual Dynamics – Representative
- e. Pinnacle Financial Partners – 1264 S. Germantown road – Request Approval of a sign Package that includes Tenant/Building Identification Ground, Wall, and Directional/Way finding Signs (Case #: 15-544)
Scott Fleming w/Fleming Associates Architects – Agent/Representative
- f. Kendra Scott Store – Saddle Creek South Shopping Center – Request Approval of Store Front Awning Design (Case #: 15-535) Previously Item No. 5 on the Agenda
Breanna White, w/Embree Group Construction – Representative

- g. Germantown Collection Shopping Center – 7850 Poplar Avenue – request approval of Building Paint Color and Exterior Modification (Case #: 15-542) Previously Item No. 9 on the Agenda
 Marcus S. Denton w/Denton Architecture - 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. Burns made a motion to approve the Consent Agenda as discussed and seconded by Mr. Smith.

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

MOTION PASSED

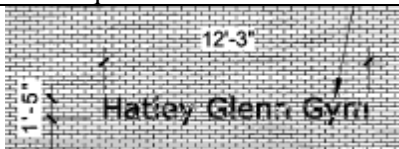
STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Madonna Learning Center – 7007 Poplar Avenue – Request Approval of a Building Identification Wall Sign (Case #: 15-512)

BACKGROUND: The school is nearing completion of construction of a 1) 3,770 sq. ft. building on the southwest side of the site for the school’s Adult Training Program; and 2) the demolition of the existing chapel in order to construct a 25,580 sq. ft. single-story addition to the existing 2-story classroom building. The Board of Zoning Appeals approved a use on appeal to enable the expansion of the school on November 12, 2013. The Planning Commission approved the preliminary and final site plan for the expansion on February 4, 2014, and the DRC approved building elevations, landscape plans and lighting on February 25, 2014. On March 24, 2015 the DRC approved a wall sign to identify the project.

DISCUSSION: The applicant is requesting approval of a wall sign to identify the Hatley Glenn Gym building.

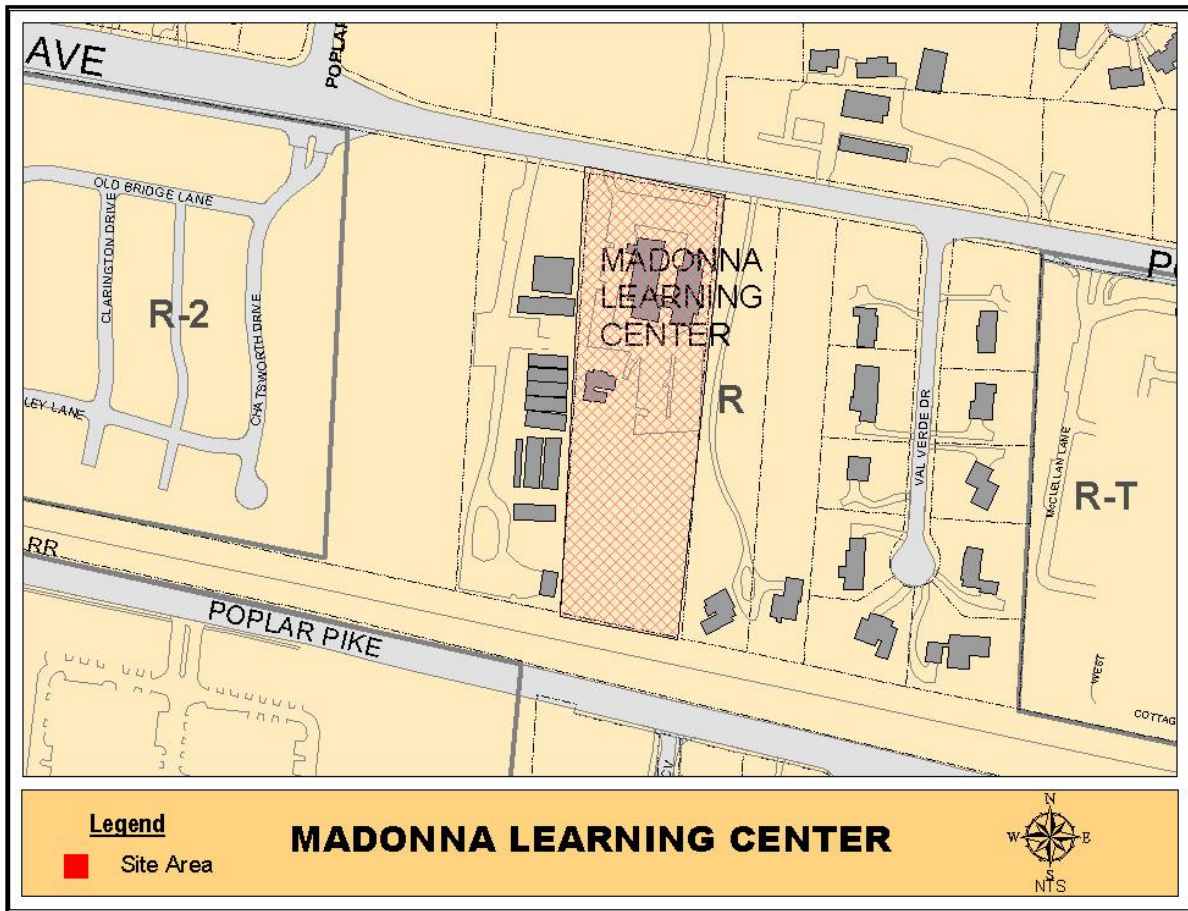
WALL SIGN

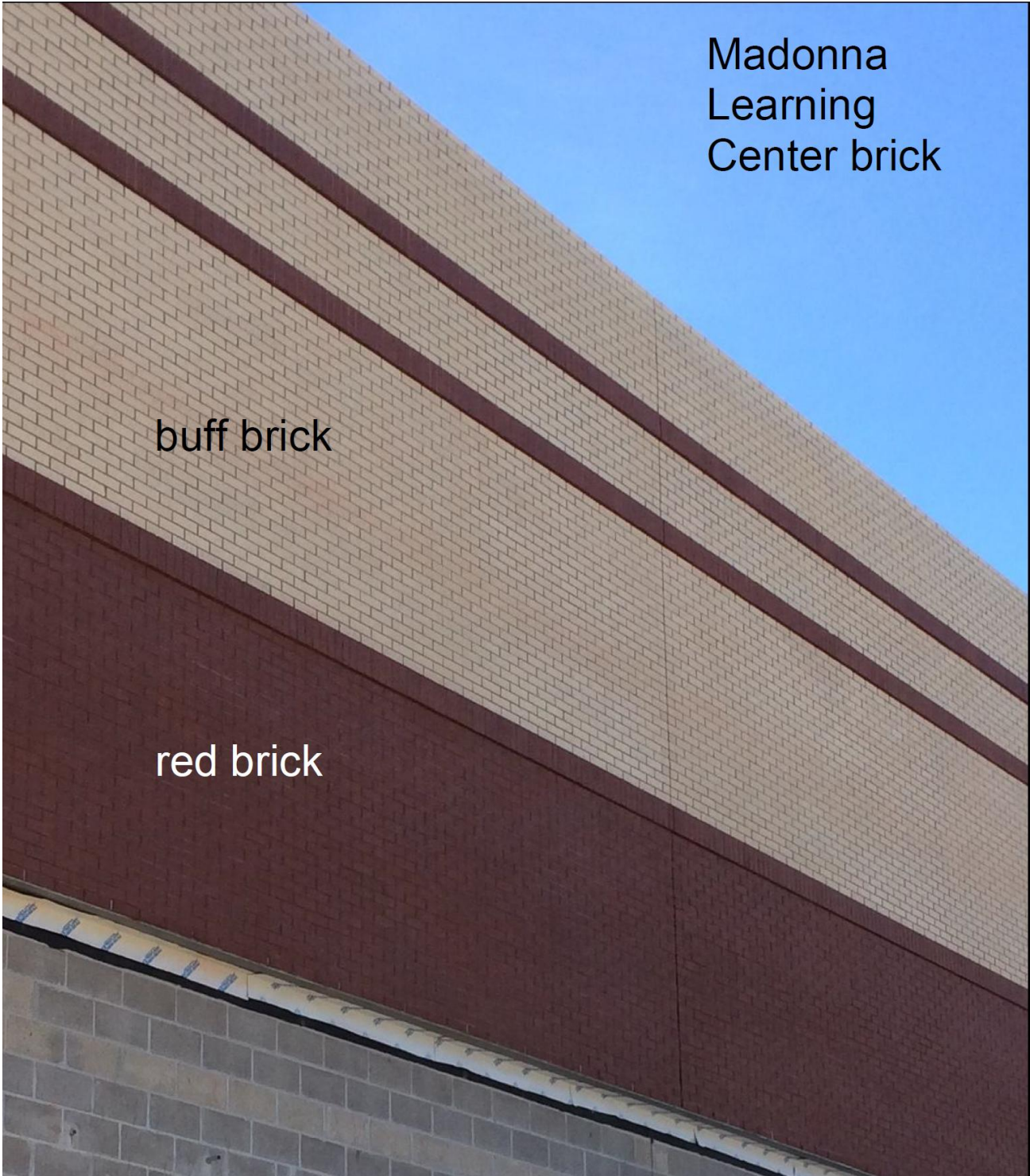
Location & Height:	One sign to be mounted on the western wall of the gym building above the entrance to the gym.
Sign Area	17.37 square feet
Content:	
Color & Materials:	Letters to be aluminum with a dark bronze finish
Font:	Arial Font
Letter Size	1 ft. 5 in. in ht.
Mounting Structure:	Individual letters to be mounted to the building wall with stud fasteners.
Lighting:	LED white
Landscaping	N/A

STAFF COMMENTS:

1. The proposed sign conform to the requirements for private school building identification signs. (section 14-33(b)).
2. 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, 2015, and recommended approval on the consent agenda.

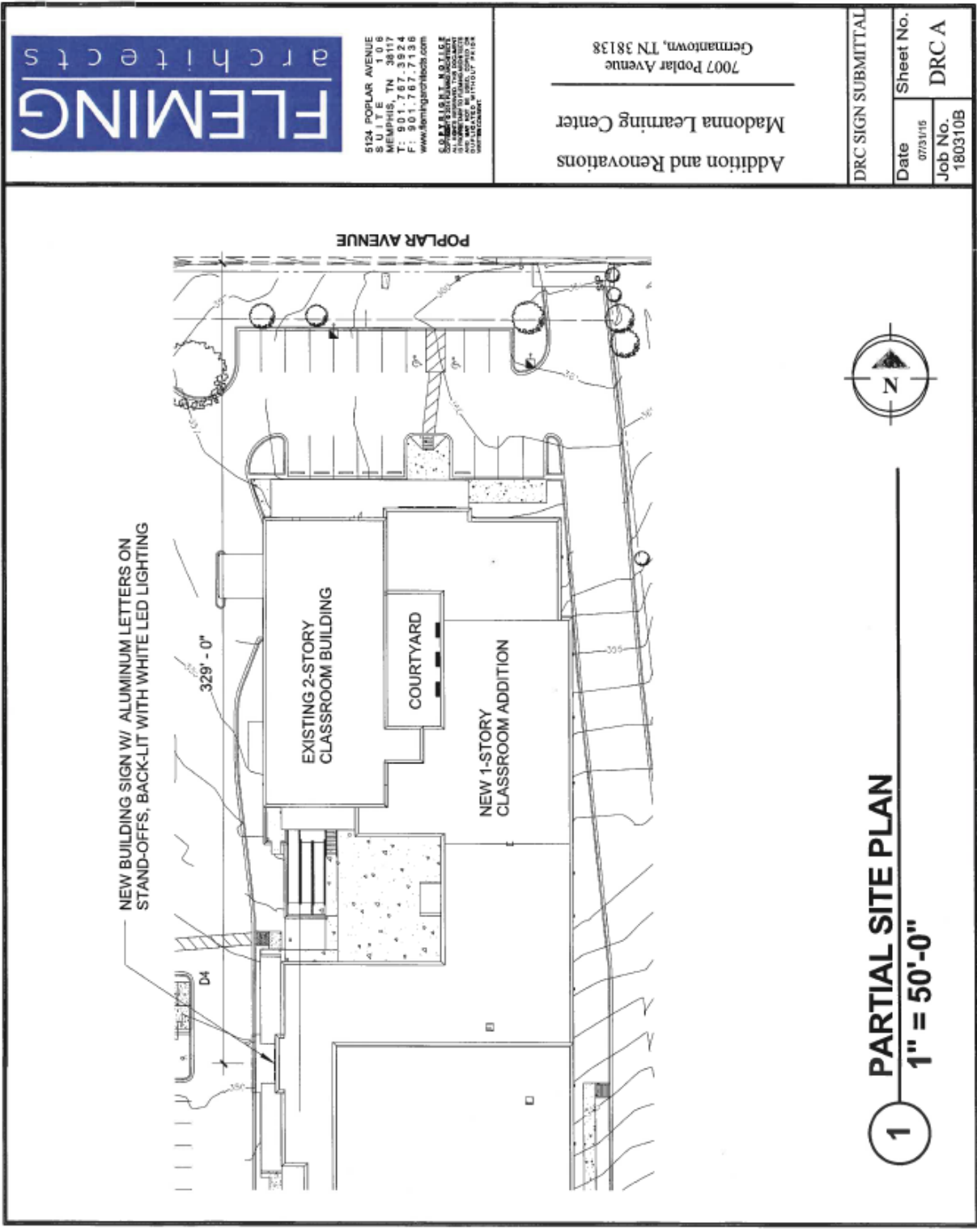




Madonna
Learning
Center brick

buff brick

red brick



5124 POPLAR AVENUE
 SUITE 200
 MEMPHIS, TN 38117
 T: 901.767.3924
 F: 901.767.7138
 www.flemingarchitects.com

SOBARRALHE, MOJIB
 ARCHITECT
 10000 WILLOW CREEK ROAD
 SUITE 100
 MEMPHIS, TN 38117
 T: 901.767.7138
 www.flemingarchitects.com

Addition and Renovations
 Madonna Learning Center
 7007 Poplar Avenue
 Germantown, TN 38138

DRC SIGN SUBMITTAL	
Date	07/31/15
Job No.	180310B
Sheet No.	DRC A

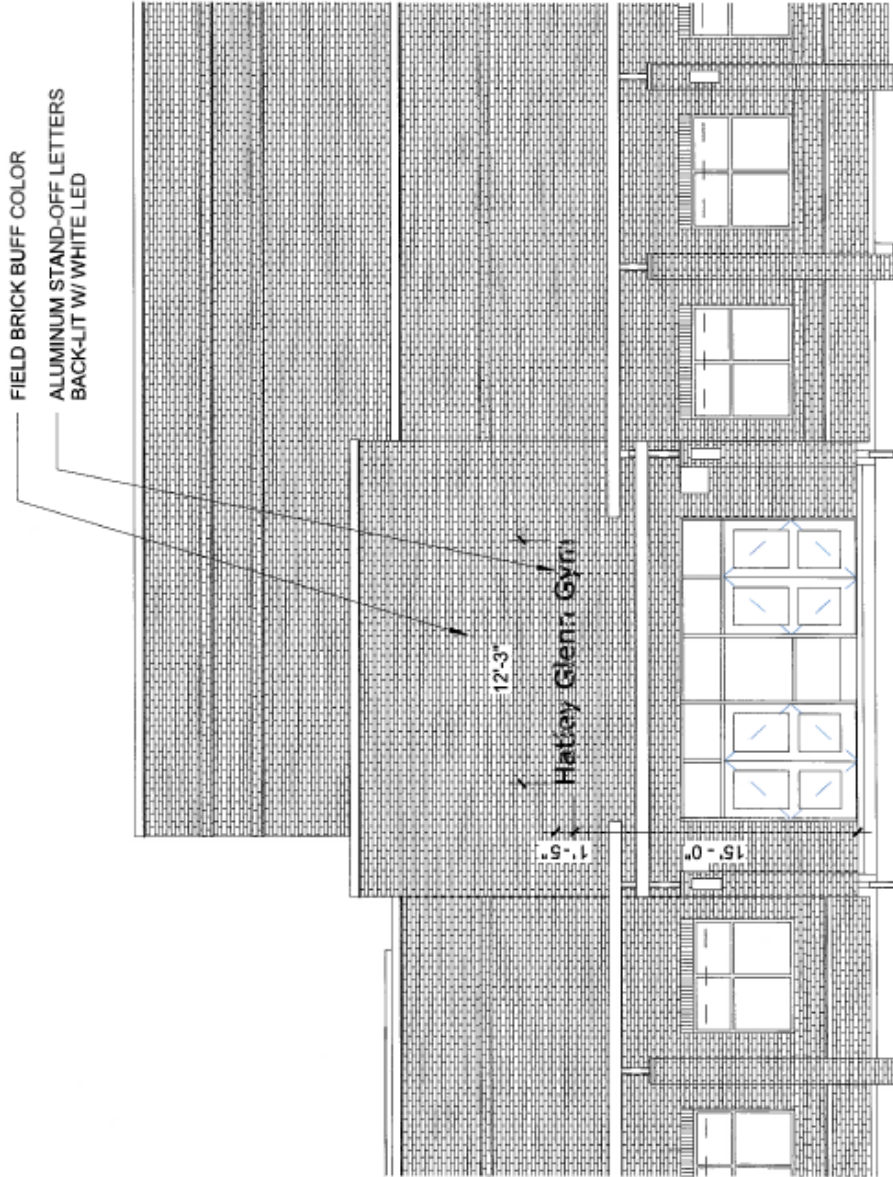


5124 POPLAR AVENUE
 SUITE 108
 MEMPHIS, TN 38117
 P: 901.577.7336
 F: 901.577.7336
 www.flemingarchitects.com

5034 RILEY AVENUE, SUITE 100
 MEMPHIS, TN 38117
 ARCHITECTS
 REGISTERED PROFESSIONAL ARCHITECTS
 STATE OF TENNESSEE
 LICENSE NO. 17154
 REGISTERED PROFESSIONAL ARCHITECTS
 STATE OF MISSISSIPPI
 LICENSE NO. 17154

Addition and Renovations
 Madonna Learning Center
 7007 Poplar Avenue
 Germantown, TN 38138

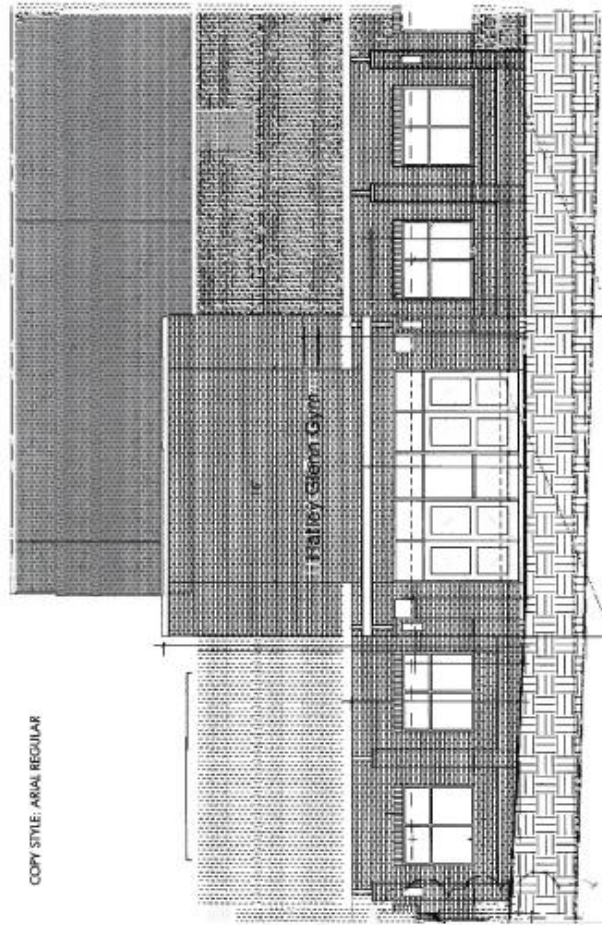
DRC SIGN SUBMITTAL	
Date	07/31/15
Job No.	180310B
Sheet No.	DRC B



1 WEST ELEVATION WITH SIGN
 1/8" = 1'-0"

Description: W7156 Building Backlit sign
 Qty: 1

APPROX. 17.37' SOFT
 APPROX. 1.47'
 H Ratley Glenn Gym APPROX. 17'

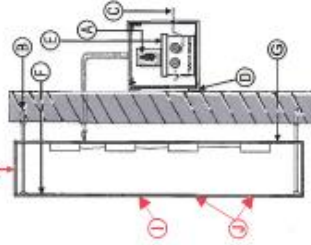


COPY STYLE: ARIAL REGULAR

BACK LIT WITH LEXAN BACKS

MANUFACTURE AND INSTALL ONE SET OF INDIVIDUALLY MOUNTED BACK LIT (L-LED) CHANNEL LETTERS. THESE LETTERS WILL HAVE CLEAR LEXAN BACKS FOR ADDED PROTECTION.

1.5" LETTER STROKE
 LETTER THRU SECTION



A	LETT (CONNECT SHEET)
B	MOUNTING NUBS
C	PRIME LIT TRAIL SOURCE
D	MOUNTING PLATE
E	TRANSFORMER BOX
F	BACKLIT (L-LED) PART NUMBER
G	CLEAR LEXAN BACK
H	LED L-LED LETTERS
I	BRONZE ALUMINUM BACKS
J	WEATHERED
	WALL TYPE: BRICK

PLEASE VERIFY ALL DIMENSIONS AND MATERIALS WITH THE MANUFACTURER.

SUBMITTED: 07/29/2015 N. O. #: 7153 CLIENT: Madonna Learning Center LOCATION: Germantown TN	DRAWING * Copyright 2015 SIGNMATTERS INC	PROOFS () OK as is () PROOF with correction Approved Date: Signature:
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CITY OF GERMANTOWN

DESIGN REVIEW COMMISSION APPLICATION FOR PERMANENT SIGN

(COMPLETE INSTRUCTIONS ON REVERSE SIDE)

MADONNA LEARNING CENTER

Date: 07.31.15

1. Sign Owner: JO GILBERT Phone No: 901.752.5267 Fax No: 901.752.5039
2. Sign Owner's Address: 7007 POPLAR AVE. Email Address: jgilbert@madonna-learning.org
3. Sign Location Address and Name of Shopping Center: SCHOOL: 7007 POPLAR AVENUE, MADONNA LEARNING CENTER
4. Zoning District: Commercial ; Residential ; Old Germantown ; Office .
5. Sign will be mounted on: Wall ; Ground .
6. Type Sign:

<input checked="" type="checkbox"/> Tenant Identification	<input type="checkbox"/> Project Identification
<input checked="" type="checkbox"/> Building Identification	<input type="checkbox"/> Traffic Directional
<input type="checkbox"/> Exterior Directory	<input type="checkbox"/> Subdivision Identification
<input type="checkbox"/> Service Station Sign	<input type="checkbox"/> 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: 24 feet.
9. Size of Sign: Width: 12 feet 3 inches; Height: 1 feet 5 inches
TOTAL AREA OF SIGN IN SQUARE FEET: 17.37 SF.
10. Height of sign at its highest point above the surrounding grade: 16 feet 5 inches.
11. Size of Letters: 1) Height 1'-5" Width 12'-3" Font: ARIAL
2) Height N/A Width Font:
3) Height N/A Width Font:
12. Colors: Letters: DARK EXON 2E SUBMIT COLOR SAMPLES
Background: BUFF BRICK (BRIE) 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).
329 Feet 0 Inches Name of Street: POPLAR AVENUE
N/A Feet Inches Name of Street:
15. Distance building is set back from the street curb or edge of pavement (for corner lots, provide distance from both streets).
102 Feet 10 Inches Name of Street: POPLAR AVENUE
N/A Feet Inches Name of Street:
16. Sign Content (words, letters, logos): HATLEY GLENN GYM
17. Size of logo: Horizontal N/A feet inches; Vertical feet inches.
18. Sign Materials: Letters ALUMINUM; Sign Face N/A
Mounting Structure (type and materials): ALUMINUM STAND OFFS
19. Sign Illumination, if applicable (type, location and wattage): LED, BACK-LIT, WHITE LED
20. Sign Landscaping, if applicable landscape plan shall be submitted
21. Additional Comments: LETTERS WILL BE INDIVIDUALLY MOUNTED AND BACK-LIT WITH LEDS. LETTERS ARE 3" THICK ON 1" STAND OFFS WITH LEXAN BACK
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 Disk or CD of 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 last two pages of this application.

Name of Applicant / Agent (please print) TAMARA REDBURN, FLEMING ARCHITECTS
 Address: 5101 WHEELS STE 215 MEMPHIS Email Address: treburn@flemingarchitects.com
 Phone No: 901.767.3924 38117 Fax No.: 901.767.7134

MADONNA BOARD OF DIRECTORS 2013-2014

John Haase - Board President
Director of Business Development, McVean Trading

Mike Neel, MD - Board Vice President
Orthopaedic Surgeon, OrthoMemphis & St. Jude
Chief of Staff, Methodist Germantown

Jimmy Dickey - Board Treasurer
The Marston Group, PC
Certified Public Accountants and Business Advisors

Elizabeth Williamson - Board Secretary
Community Leader, Parent

Mike Glenn (Past Board President)
Executive Vice President, FedEx
President and CEO, FedEx Corporate Services

Barney Abis (Past Board President)
Assistant Director, Sales Delta Foremost

John Bobango
Partner, Farris Bobango Attorneys at Law

Barbara Daush
President, St. Agnes Academy - St. Dominic School

Chris Miller
Civic Teacher, St. Georges Independent School

Michael Barrella
Global Finance Process Lead, Pfizer Inc.

Andy Gattas
Knowledge Tree

Brother Chris Englert
President, Christian Brothers High School

John Sampietro
Managing Partner, Trestle Point, LLC

Mike Mattingly
Co-owner and Vice President, The Court Company

Marianne Hartquist
Director of Development
Rudi E. Scheidt School of Music
University of Memphis


PROPOSED MOTION: To approve a wall-mounted building identification sign for the Hatley Glenn Gym at Madonna Learning Center at 7007 Poplar Ave., subject to staff comments and the documents submitted with the application.

b. Quality Inn & Suites – 7787 Wolf River Blvd – Request Approval of a Building Identification Wall Sign (Case #: 15-540)

BACKGROUND: The Board of Mayor and Aldermen granted approval of Project Development Contract No. 976 for Best Inns & Suites on December 12, 1994 and the hotel was built in 1996. The hotel changed its name from Best Inns & Suites to Comfort Inns & Suites in 2003 and the Design Review Commission approved a new Ground-Mounted Tenant Identification Sign to reflect the new business name. On April 26, 2005, the Design Review Commission approved a new ground-mounted tenant identification sign package, which was based on color changes made by the corporate franchise’s to its signs. On April 28, 2015, the Design Review Commission approved exterior modifications to all sides of the existing building, included the addition of stucco to specifically targeted places on the building, removal of canvas awnings from doors and windows, replacement of the main front window in the lobby with automated sliding double doors, and replacement of the existing concrete with stamped concrete under the porte-cochere area. The hotel has since its last DRC approval changed its name from Comfort Inns & Suites to Quality Inn & Suites.

DISCUSSION: Due to the hotel’s recent name change, the applicant is requesting one wall-mounted building identification signs with its new name, Quality Inn & Suites. The specifics are as follows:

WALL SIGN

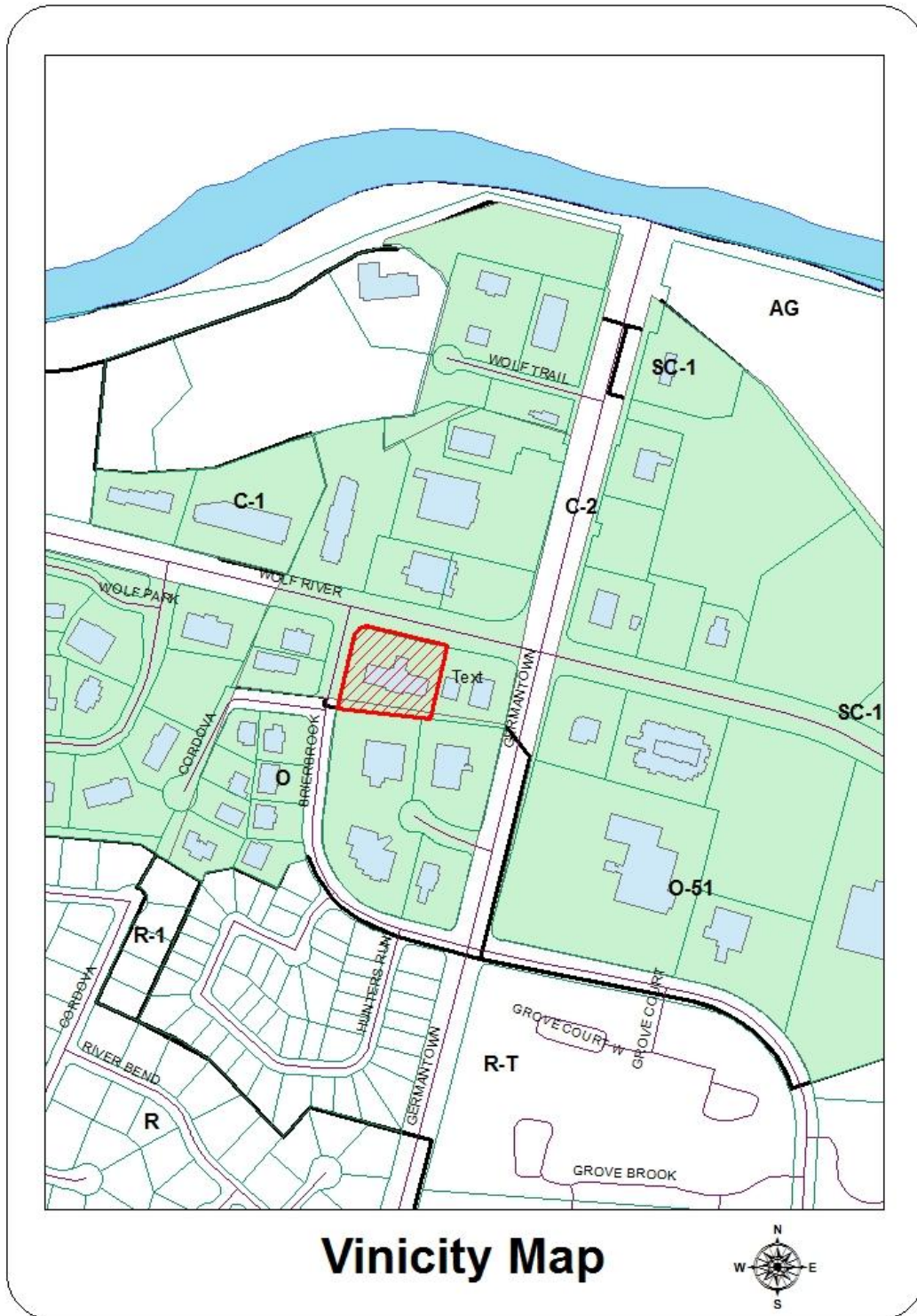
Location & Height:	One sign is to be mounted on the north building elevation facing Wolf River Blvd.
Content:	
Sign Area	49 sq. ft.
Color & Materials:	Letters = PMS 3630-3768 Gold Material = Aluminum Logo Background = PMS 3630-6683 Green Logo “Q” highlights = PMS 3630-441 Yellow; PMS 3630-3768 Gold; PMS 3630-22 Black (drop shadow); White
Font:	Sim Sun
Logo Sign Area:	7.33 sq. ft.
Mounting Structure:	Individual letters mounted directly to the wall with aluminum studs.
Lighting:	LED back lighting

STAFF COMMENTS:

1. The applicant recently obtained approval of a new face on the existing ground-mounted identification sign. There was no change to the existing total sign area of 24 square feet. The total sign area allowable for this site is 75 square feet. The current wall sign is 49 square feet and falls within the total allowable sign area for this site.
2. The total allowable logo area is 7.5 sq. ft. (10% of the total allowable sign area for the site). The total sign area of the proposed logo is 7.33 sq. ft., which is in compliance with the requirements of the sign regulations.

3. 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, 2015, and recommended approval on the consent agenda.





CITY OF GERMANTOWN

Administrative Permanent Sign Application - with Approved Sign Policy

Department of Economic & Community Development
 1920 S. Germantown Road
 Germantown, TN 38138

Telephone: (901) 757-7281
 Facsimile: (901) 751-7526
 Website: www.germantown-tn.gov

A. Sign Owner & Business Information

Sign Owner & Business	
Contact Name: Quality Inn & Suites	Shopping Center Name: N/A
Address, Suite No.: 7787 WOLF RIVER BLVD.	Phone Number: 901-757-7800
City, State ZIP: GERMANTOWN, TN 38138	E-mail: OFFICE@W-SIGNS.COM
Type of Business: HOTEL	Previous Tenant: Comfort Inn

B. Contact Information - Applicant Representative (if applicable)

Representative	
Contact Name & Company: Jim Williams Williams Sign Company	Phone Number: 523-1595
Address: 1399-thomas St.	Facsimile: 527-7372
City, State ZIP: Memphis, TN 38107	E-mail:

C. Sign Location Information

Proposed Sign Location		
Zoning District (check applicable):	Type Sign:	
<input checked="" type="checkbox"/> Commercial/Retail	<input type="checkbox"/> Tenant Identification	<input type="checkbox"/> Project Identification
<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Building Identification	<input type="checkbox"/> Traffic Directional
<input type="checkbox"/> Old Germantown	<input type="checkbox"/> Exterior Directory	<input type="checkbox"/> Subdivision Identification
<input type="checkbox"/> Office	<input type="checkbox"/> Fuel Price Sign	<input type="checkbox"/> Other (Provide Details)
Sign will be mounted on:	Number of Sign Faces:	
<input checked="" type="checkbox"/> Wall	<input checked="" type="checkbox"/> One	<input type="checkbox"/> Three
<input type="checkbox"/> Ground	<input type="checkbox"/> Two	<input type="checkbox"/> Four
<input type="checkbox"/> Window		
Linear feet of building frontage:	Orientation of Sign to Street:	
	<input checked="" type="checkbox"/> Parallel	<input type="checkbox"/> Perpendicular
	<input type="checkbox"/> Angled	

D. Sign Specifications Information

Sign Measurements and Colors			
Sign Text: Quality Inn + Suites		Dimensions of Total Sign Area: (inches)	
		Height 18" Inches	Width 333" Inches
Dimensions of Logo Area (if applicable): <i>A separate logo dimension must be noted on the rendering.</i>			
		Height 32" Inches	Width 33" Inches
Total Area of Sign: (square feet) 49 #		Height of Sign from top of sign to surrounding grade: 35' Feet	
Letter Size:			
Text	Height	Width	Font
Quality Inn + Suites	18" Inches	13" Inches	
	Inches	Inches	
	Inches	Inches	
Colors: (indicate Pantone color code when available & provide color samples)			
Letters:	PMS 3630-3768 GOLD		
Background:	PMS 3630-6685 Green		
Style of Letters (Isola, Italics, etc.):	SIM SUN FONT		

E. Sign Infrastructure

Mounting Hardware, Materials and Lighting			
Sign Materials: (provide material samples)		Mounting Structure:	
Letters:	ALUM.	Type:	STUD MOUNTED
Sign Face:	ALUM.	Materials:	STUDS
Sign Illumination: (provide cut sheets for lighting)			
Type:	LED		
Location:	REAR BACK SIDE OF LETTER		
Wattage:			
Other comments:			



PROPOSED MOTION: To approve a building identification wall sign for Quality Inn & Suites, located at 7787 Wolf River Blvd

c. Perkins Restaurant and Bakery – 1340 S. Germantown road – Request Approval of a Building Identification Wall Sign (Case #: 15-541)

BACKGROUND: The Board of Mayor and Aldermen approved Development Contract No. 964 for Perkins Restaurant and Bakery on March 28, 1994. The existing sign is 29.6 sq. ft. in area and was approved by the DRC on March 15, 1994.

DISCUSSION: Perkins Restaurant and Bakery proposes an exterior reimage modification consisting of a new wall sign, new paint colors, new EIFS finish and new metal awnings. The new materials have been filed for the August DRC agenda. Characteristics of the sign follow:

WALL SIGN

Location & Height:	In the same location as the existing sign, on the northwest corner of the building, above the customer entrance.
Content:	
Sign Area	41.25 square feet
Color & Materials:	An aluminum oval mounted flush to the wall, with aluminum letters mounted to the oval. The oval will be green, “Perkins” will be painted white and Restaurant and Bakery will be yellow. Color samples have been provided.
Font:	Corporate
Logo Sign Area:	NA
Mounting Structure:	Individual Letters will be mounted directly to the oval background, which will be mounted to the wall with aluminum studs.
Lighting:	LED back lighting of : ”Perkins”

COMMENTS:

1. The proposed sign meets the technical requirements of the sign regulations.

SIGN SUBCOMMITTEE REPORT: The sign subcommittee met on August 13, 2015, and recommended approval on the consent agenda.

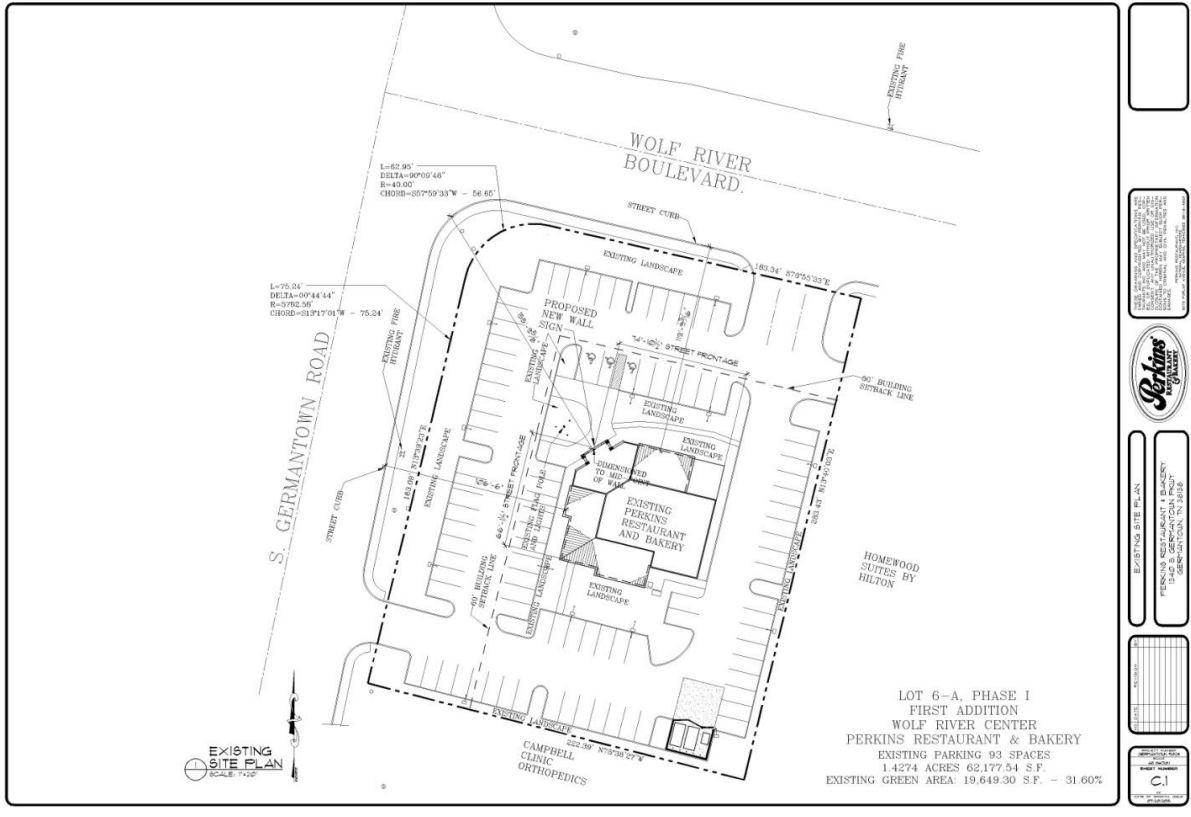


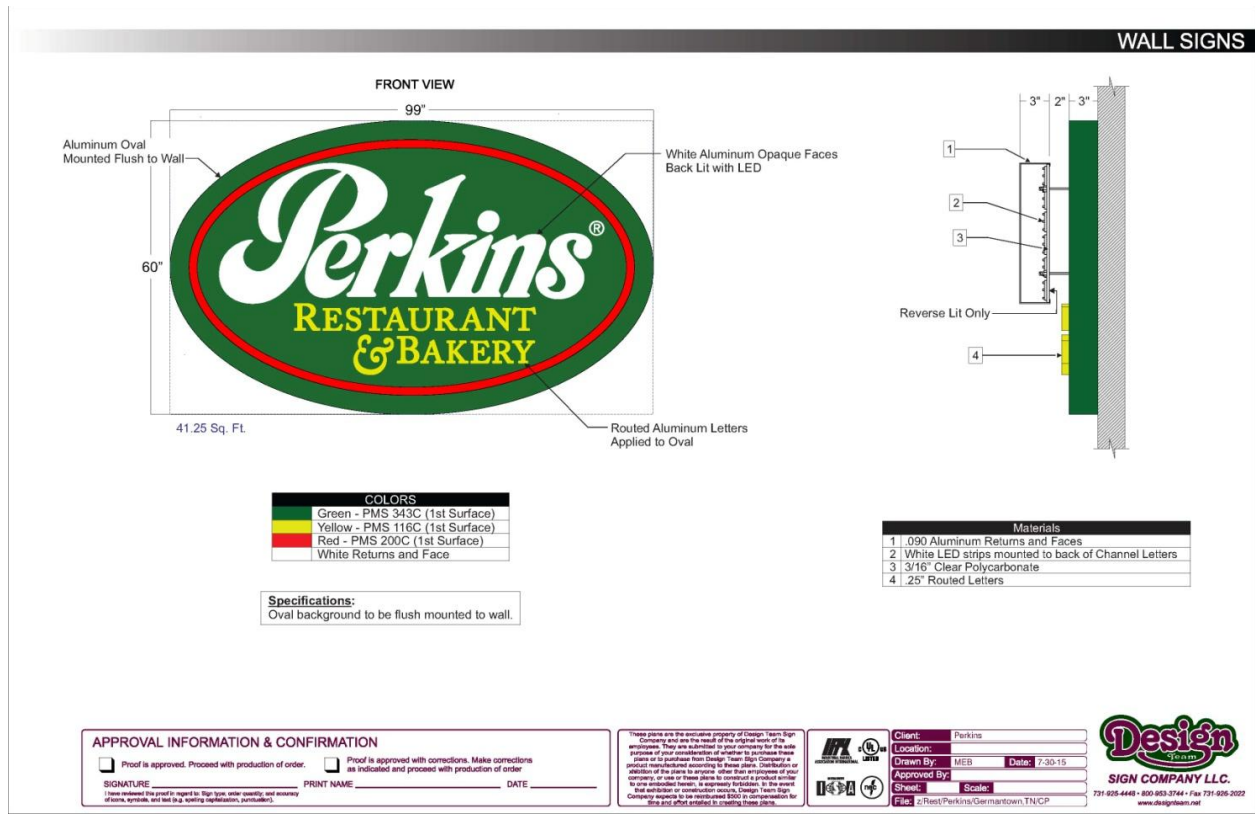
Photo of Existing
 Perkins Restaurant
 1340 S. Germantown Pkwy
 Germantown, TN 38138



Photo of Proposed
Perkins Restaurant
1340 S. Germantown Pkwy
Germantown, TN 38138



Photo of Another
Finished Location with
Same features



PROPOSED MOTION: To approve a wall-mounted tenant identification sign for the Perkins Restaurant at 1340 S. Germantown Rd., subject to staff comments and the documents submitted with the application.



d. Pinnacle Financial – 9057 Poplar Avenue – Request approval of Sign Package that includes a Tenant/Building Identification Ground Sign and Wall Sign (Case #: 15-543)

BACKGROUND: On February 6, 2007, the Planning Commission granted preliminary and final site plan approval for the proposed bank. On February 27, 2007, the Design Review Commission granted preliminary and final plan approval for the proposed bank. On May 14, 2007, Board of Mayor and Aldermen approved Project Development Contract No. 1153 for Magna Bank (formerly First Trust Bank). Ground and wall-mounted tenant identification signs were approved by the Design Review Commission (DRC) for Magna Bank, on March 13, 2008. Magna Bank has recently been purchased by Pinnacle Financial Partners.


DISCUSSION: The applicant is requesting approval of a ground and a wall-mounted building/tenant identification sign and an informational wall plaque/sign to reflect the name change of an existing bank facility. The signs will be placed in the same locations as the existing signs for Magna Bank: at the northern driveway entrance on Poplar Avenue into the existing commercial center, on the wall above the main building entrance, and on the brick column of the drive-thru canopy. The specifics of the request are as follows:

SIGN 1 – Ground Mounted Tennant/Building Identification

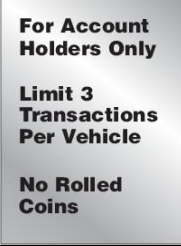
Location & Height:	The sign will be 30 feet behind the curb line of Poplar Avenue, double-sided, perpendicular to the street, with a maximum height of 4 feet above the ground.
Total Sign Area:	11.25 sq. ft. total per face

Content/Logo:	
Colors & Materials:	<p>Color: Letters = Black Wedge = 3M3630-337 Process Blue Background = Light Silver Painted Finish</p> <p>Materials: Letters = Aluminum Background = Acrylic</p>
Font:	Corporate
Mounting Structure:	The sign is to be mounted on steel pole surrounded by aluminum skirting.
Lighting:	<p>Two Existing External Lamps (F39T5/841/HO)</p> 
Landscaping	Plan to be provided by applicant

SIGN 2: Wall Mounted Tenant/Building Identification

Location & Height:	One sign to be mounted on the wall of the building above the public entrance facing Poplar Avenue.
Total Sign Area:	10 sq. ft.
Content/Logo:	
Colors & Materials:	<p>Color: Letters = Black Wedge = 3M3630-337 Process Blue</p> <p>Materials: Aluminum</p>
Font:	Corporate
Letter Size:	Varies from 13¾ inches to 18 inches
Mounting Structure:	Aluminum stud mounting on brick facade
Lighting:	LED -120V (Reverse halo lit channel letters)

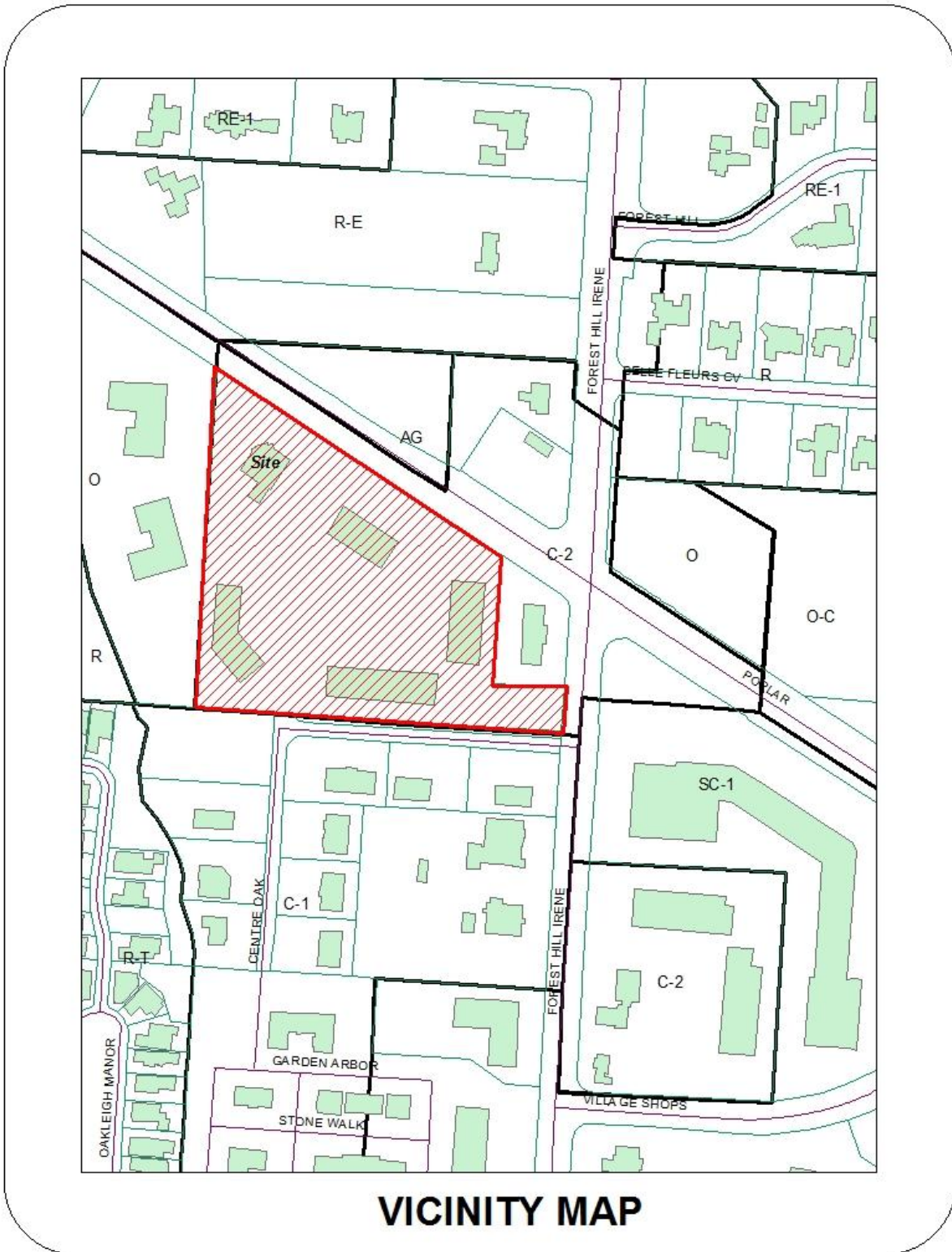
SIGN 3: Wall Mounted Drive-Thru Plaque

Location & Height:	One sign to be mounted on the column of the drive-thru canopy facing the interior of the commercial center.
Total Sign Area:	3 sq. ft.
Content:	
Colors & Materials:	Color: Letters = Black Background = Light Silver Painted Finish Materials: Aluminum
Font:	Block
Letter Size:	Varies
Mounting Structure:	Aluminum stud mounting on brick facade
Lighting:	N/A

STAFF COMMENTS:

1. The total allowable sign area is 67.9 sq. ft., (based on the lineal footage of the building wall) for a combination of ground and wall signs on this site. If approved, the total sign area combined for both signs is 24.25 sq. ft., meeting the size requirement of the sign ordinance.
2. Prior to final DRC approval, the applicant should provide a landscape plan for the ground sign.
3. The approved sign policy for Stonecreek Centre requires that all signs must be approved by the Landlord prior to installation. Prior to final DRC approval, the applicant should provide a letter of approval from the landlord or management company.
4. 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, 2015, and recommended approval on the consent agenda.





CITY OF GERMANTOWN

Application for Permanent Sign Request

Where a Sign Policy has been Approved

(COMPLETE INSTRUCTIONS ON REVERSE SIDE)

DATE:

July 29, 2015

1. Sign Owner: Pinnacle Financial Partners
2. Sign Owner's Address and Name of Shopping Center: 9057 Poplar Avenue
3. Sign Location Address: 9057 Poplar Avenue
4. Zoning District: Commercial ; Residential _____ ; Old Germantown _____ ; Office _____
5. Sign will be mounted on: Wall _____ ; Ground .
Sign will be in front of: Main Entrance _____ ; Other (If other, explain in # 17)
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) _____
Type of Business: Mortgage Banking Services
7. Linear feet of business frontage: _____ feet. (Measured from wall to wall inside business front).
8. Sign Content: Pinnacle
9. Number of sign faces: one; _____ two; _____ three; _____ four
10. Size of Sign: Width: 4' feet 6" inches; Height: 4' feet 0" inches
TOTAL AREA OF SIGN IN SQUA RE FEET: 18 sq. ft
11. Height of sign: 4' feet 0" inches. (From top of sign to surrounding grade)
12. Size of Letters: 1) Height 7" Width 3" Font: Logo
2) Height _____ Width _____ Font: _____
3) Height _____ Width _____ Font: _____
13. Colors: Letters: Black w/ Process Blue Accent on the "P"
Background: Aluminum w/ a light Silver Painted Finish
Style of Letters: Acrylic Push Thru Letters on Aluminum Cladding
14. Orientation of Sign to Street: _____ Parallel; Perpendicular; _____ Angled
15. Sign Materials: Letters Aluminum ; Sign Face Acrylic
Mounting Structure (type and materials): Refacing Existing Direct Burial Monument Sign
16. Sign Illumination, if applicable (type, location and wattage): External Fluorescent Lamps
17. Additional Comments: Monument Sign w External Lighting
18. **THE FOLLOWING MUST BE SUBMITTED WITH APPLICATION:**
A. Scale drawing of sign, with the proposed colors;
B. Site plan showing sign location and providing the distance to the street curb;
C. Details of lighting (if applicable);
D. Letter or stamp of approval from Management Company for the proposed sign.
19. Does this sign meet every criteria included in the sign policy for this location?
Yes: No: . If no, explain: _____

Visual Dynamics
Name of Sign Erecting Company
Address: 1581 Gaither St. Mphs, Tn 38106
Email Address: signs@Visual-dynamics.com
Phone No: 901-774-4644 Fax No: _____

Harold Jackson
Printed Name of Applicant/Agent
Address: 941 E. Alcy Rd . Mphs, Tn 38106
Email Address: signs@Visual-dynamics.com
Phone No: 901-335-3731 Fax No: _____

FOR APPROVING AUTHORITY ONLY

APPROVED

DISAPPROVED

COMMENTS:

Date Signature Title

ADMINISTRATIVE APPROVAL FEE: \$50.00 (All Fees are non-refundable)



CITY OF GERMANTOWN

Application for Permanent Sign Request

Where a Sign Policy has been Approved

(COMPLETE INSTRUCTIONS ON REVERSE SIDE)

DATE:

July 29, 2015

1. Sign Owner: Pinnacle Financial Partners
2. Sign Owner's Address and Name of Shopping Center: 9057 Poplar Avenue
3. Sign Location Address: 9057 Poplar Avenue
4. Zoning District: Commercial ; Residential _____; Old Germantown _____; Office _____
5. Sign will be mounted on: Wall ; Ground _____
Sign will be in front of: Main Entrance ; Other (If other, explain in # 17) _____
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) _____
Type of Business: Mortgage Banking Services
7. Linear feet of business frontage: _____ feet. (Measured from wall to wall inside business front).
8. Sign Content: Pinnacle
9. Number of sign faces: one; _____ two; _____ three; _____ four
10. Size of Sign: Width: 6' feet 8" inches; Height: 1' feet 6" inches
TOTAL AREA OF SIGN IN SQUA RE FEET: 10 sq. ft
11. Height of sign: 16' feet _____ inches. (From top of sign to surrounding grade)
12. Size of Letters: 1) Height 18" Width 10" Font: Logo
2) Height _____ Width _____ Font: _____
3) Height _____ Width _____ Font: _____
13. Colors: Letters: Black w/ Process Blue Accent on the "P"
Background: NA
Style of Letters: Revers Halo Lit Channel Letters
14. Orientation of Sign to Street: Parallel; _____ Perpendicular; _____ Angled
15. Sign Materials: Letters Aluminum; Sign Face Aluminum
Mounting Structure (type and materials): Aluminum Stud Mounted
16. Sign Illumination, if applicable (type, location and wattage): Low Voltage LED's illuminating a halo effect on the building
17. Additional Comments: _____
18. **THE FOLLOWING MUST BE SUBMITTED WITH APPLICATION:**
A. Scale drawing of sign, with the proposed colors;
B. Site plan showing sign location and providing the distance to the street curb;
C. Details of lighting (if applicable);
D. Letter or stamp of approval from Management Company for the proposed sign.
19. Does this sign meet every criteria included in the sign policy for this location?
Yes: No: _____ If no, explain: _____

Visual Dynamics
Name of Sign Erecting Company
Address: 1581 Gaither St. Mphs, Tn 38106
Email Address: signs@Visual-dynamics.com
Phone No: 901-774-4644 Fax No: _____

Harold Jackson
Printed Name of Applicant/Agent
Address: 941 E. Alcy Rd. Mphs, Tn 38106
Email Address: signs@Visual-dynamics.com
Phone No: 901-335-3731 Fax No: _____

FOR APPROVING AUTHORITY ONLY

- APPROVED
 DISAPPROVED

COMMENTS:

Date Signature Title

ADMINISTRATIVE APPROVAL FEE: \$50.00 (All Fees are non-refundable)

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 (including all owners, lessees and developers) is a for-profit entity, i.e. individual, sole proprietor, 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: Magna Bank
Address: 9057 Poplar

Lessee: _____
Address: _____

Developer: _____
Address: _____

Persons or Entities* Owning 10% or More of the Ownership Interests of the Owner:

Name	Business or Home Address
<u>Michelle Sweeney</u>	<u>9057 Poplar</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*See language in parenthesis above.


PROPOSED MOTION: To approve a Sign Package that includes a ground sign and two wall signs for Pinnacle Financial Partners, located at 9057 Poplar Avenue.

-
- e. Pinnacle Financial Partners – 1264 S. Germantown road – Request Approval of a sign Package that includes Tenant/Building Identification Ground, Wall, and Directional/Way finding Signs (Case #: 15-544)

BACKGROUND: The subject site is Lot 1 in the Wolf River Center Subdivision, Re-subdivision of Lot 3 and a part of Lot 2, Phase 1, 1st Addition, (Plat Book 255, Page 2). The Planning Commission approved the request for Preliminary and Final Plat approval for the Re-subdivision of Lot 2 of the Wolf River Center on September 7, 2004, and the Board of Mayor and Aldermen approved Subdivision Development Contract Number 456 on September 27, 2004. On August 1, 2006, the Planning Commission granted preliminary and final site plan approval for First Trust Bank. On September 25, 2006, the Board of Mayor and Aldermen approved Project Development Contract No. 1142 for the development of First Trust Bank. First Trust Bank subsequently changed the name of its branches to Magna Bank. Magna Bank has recently been purchased by Pinnacle Financial Partners.


DISCUSSION: The applicant is requesting approval of a ground and a wall-mounted building/tenant identification sign and directional/wayfinding signs to reflect the name change of the existing bank facility. The ground and wall signs will be placed in the same locations as the existing signs for Magna Bank along Germantown Road frontage. The directional/wayfinding signage will be as reflected on the attached documents. The specifics of the request are as follows:

SIGN 1 – Ground Mounted Tenant/Building Identification

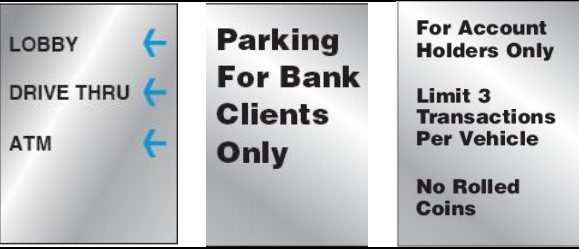
Location & Height:	The sign will be 44'.9" behind the curb line of Germantown Road, double-sided, perpendicular to the street, with a maximum height of 4 feet above the ground.
Total Sign Area:	18.17 sq. ft. total per face
Content/Logo:	
Colors & Materials:	<p>Color: Letters = Black Wedge = 3M3630-337 Process Blue Background = AKZO Sign 94658 Light Silver Painted Finish</p> <p>Materials: Letters = Vinyl Background = Aluminum</p>
Font:	Corporate
Mounting Structure:	Reface of existing sign
Lighting:	Existing External Lighting (additional information to be provide by applicant)
Landscaping	Existing (additional information to be provide by applicant)

SIGN 2: Wall Mounted Tenant/Building Identification

Location & Height:	One sign to be mounted on the wall of the building above the public entrance facing Germantown Road.
Total Sign Area:	17.38 sq. ft.

Content/Logo:	
Colors & Materials:	Color: Letters = Black Wedge = 3M3630-337 Process Blue Materials: Letters - Aluminum Sign Face - Acrylic
Font:	Corporate
Letter Size:	Varies from 18 inches to 24 inches
Mounting Structure:	Aluminum stud mounting on brick facade
Lighting:	LED -120V (Reverse halo lit channel letters)

SIGN 3: Wall Mounted Drive-Thru Plaque

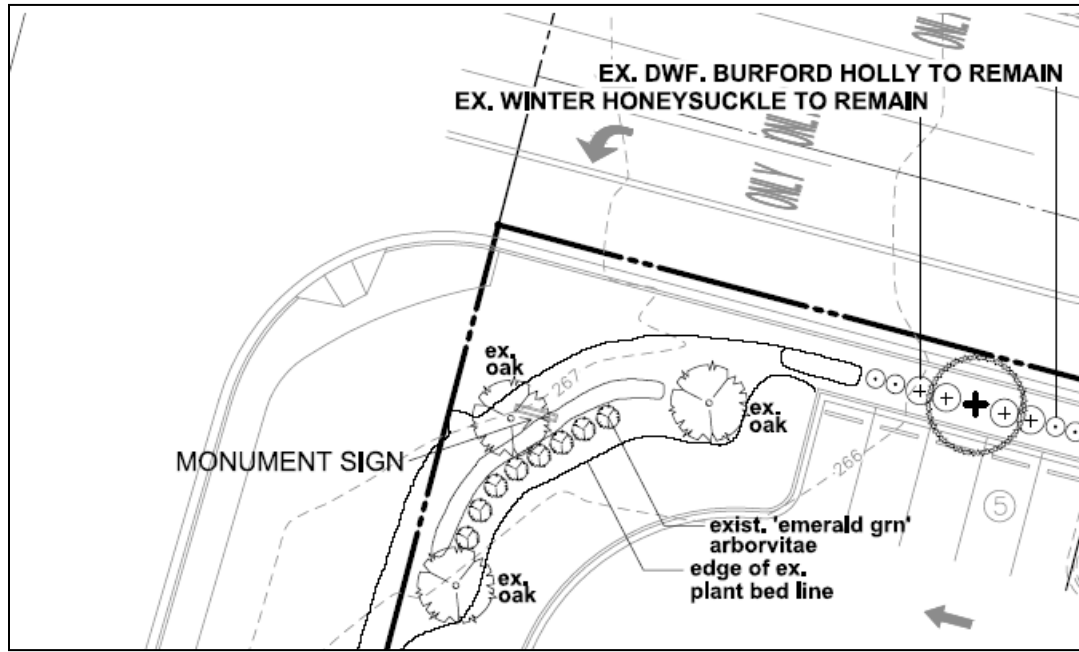
Location & Height:	Sign to be mounted in varies location as shown on attached plan. Height and size of signs varies based on location and message.
Total Sign Area:	Varies per sign
Content:	
Colors & Materials:	Color: Letters = Black Background = Light Silver Painted Finish Materials: Aluminum
Font:	Block
Letter Size:	Varies
Mounting Structure:	Aluminum stud mounting on brick facade
Lighting:	N/A

STAFF COMMENTS:

1. The total allowable sign area is 75 sq. ft., (based on the lineal footage of the building wall) for a combination of ground and wall signs on this site. If approved, the total sign area combined for both signs is 35.55 sq. ft., meeting the size requirement of the sign ordinance.
2. 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, 2015, and recommended approval on the consent agenda.





SIGN LANDSCAPE PLAN



EXISTING GROUND LIGHTING

PROPOSED MOTION: To approve a Sign Package that includes a Ground Sign, Wall Sign, and Directional/Wayfinding Signage for Pinnacle Financial Partners, located at 1264 S. Germantown Road.

-
- f. Kendra Scott Store – Saddle Creek South Shopping Center – Request Approval of Store Front Awning Design (Case #: 15-535) Previously Item No. 5 on the Agenda

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. A proposal for a metal awning was withdrawn from the July DRC meeting and deferred to the August meeting.

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 a fabric awning cover. (see attachments for details and colors.)

Mounting

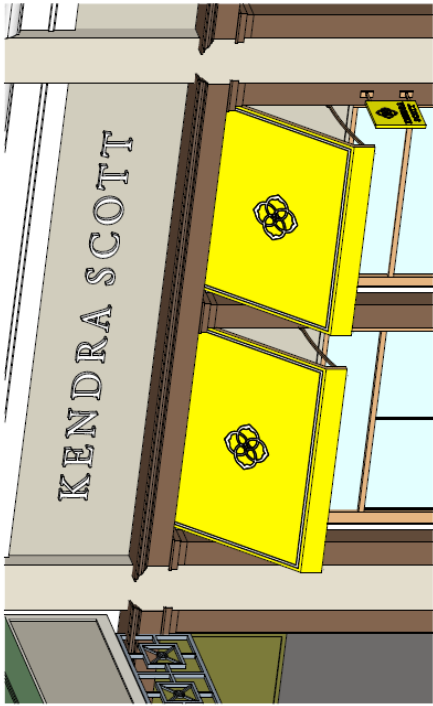
Structure: mounted to building wall with lag bolts

Lighting: none

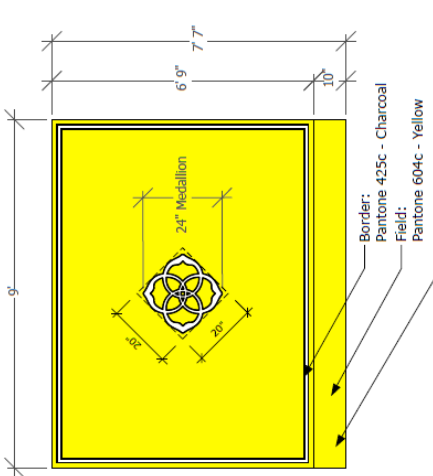
STAFF COMMENTS:

1. The sign regulations define a sign as “any identification, description, illustration or device, illuminated or nonilluminated, 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. Trademark Properties has reviewed and approved this design.
4. The store is allowed 25 sq. ft. of sign area (at the ratio of 1 sq. ft. of sign area per 1 linear foot of building). The awning incorporates the Kendra Scott logo with a single medallion on each awning. The medallions are 5.6 sq. ft. in total area (2.8 sq. ft. each), so constitute 22.4% of the allowed sign area.
5. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.





1 - Awning view at storefront



2 - Unfolded awning view

Sign Area Calculations (Per Section 14-34 (c) (1) of City of Germantown, IN Code - 1 sq. ft. allowed per linear foot of storefront length = 25' storefront -> 25' allowable

Main Signage	14" x 195.09"	=	18.9 sq. ft. (2731.26 sq. in.)
Awning Signage	2.8 sq. ft. x 2 awnings	=	5.6 sq. ft.
Total area			24.5 sq. ft.

Allowable - 25 feet -> Actual - 24.5 feet

Awning Area Calculations

Medallion area	2.8 sq. ft. per awning	% of area	4.1%
Total area	68.25 sq. ft. per awning		100%

AWNING VIEWS

KENDRA SCOTT
SADDLE CREEK

REVISIONS	
NO.	DESCRIPTION

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

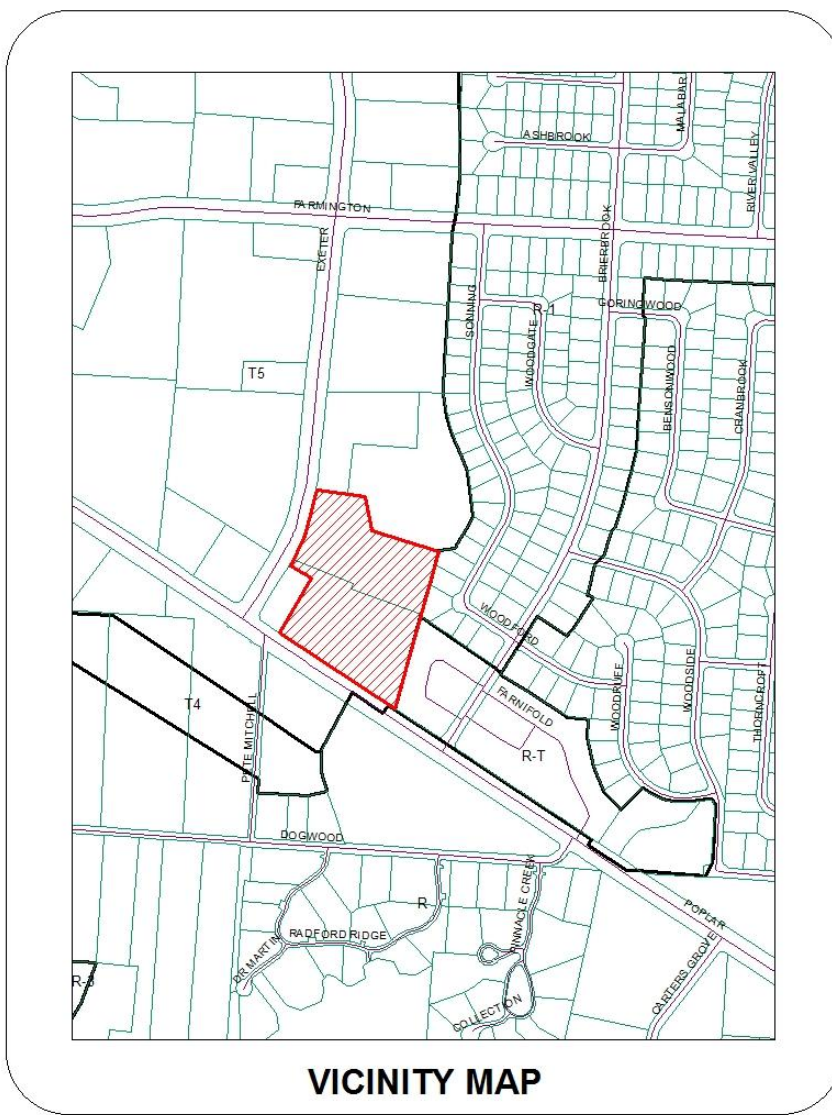
- g. Germantown Collection Shopping Center – 7850 Poplar Avenue – request approval of Building Paint Color and Exterior Modification (Case #: 15-542) Previously Item No. 9 on the Agenda.

BACKGROUND: The Board of Mayor and Aldermen approved Contract Number 93 on August 25, 1986 for the Germantown Collection. The Board of Zoning Appeals approved a variance for the Germantown Collection shopping center to allow a reduction of the required parking spaces on May 10, 2005. A dumpster enclosure plan for the area behind building “A” was approved by the DRC in December, 2005. In early 2011, an additional dumpster enclosure was constructed approximately 300 feet to the north of the second enclosure (without DRC approval). A revised lighting plan was approved by the DRC in November, 2011.

DISCUSSION: The plan proposes a new paint scheme and modification for the two buildings perpendicular to Poplar Avenue. The third building (former Kroger) that faces Exeter Road will be renovated, to match this request, as part of the recently approved site plan for new retail uses in this shopping center. In addition to the new paint scheme, some exterior changes are proposed, including “minor masonry work and new finish system over one sign band”. A color rendering of the buildings and paint samples have been provided along with this application for review.

COMMENTS:

1. A new project directory sign, a companion to this application, is proposed at the Poplar Avenue entrance to this shopping center that will also use the new paint scheme for Germantown Collection shopping center.



PROPOSED MOTION: To approve the paint scheme and modification for 7850 Poplar Avenue, within the Germantown Collection shopping center, subject to the plans filed with the application and staff comments.

3. Kroger Pharmacy – Germantown Crossing Shopping Center – Request Approval of a Sign Package that includes a Tenant Identification Wall Sign and two Directional Signs (Case #: 14-473).

BACKGROUND: The DRC approved on March 24, 2014 the building elevation, landscaping and lighting plans that allowed the Kroger store to expand by 33,115 sq. ft. The store is now

DISCUSSION: Kroger requests approval of a sign to indicate that the store has a pharmacy. The sign regulations allow signs to identify primary products and services, subject to DRC approval. (sec. 14-34.e.)

REVISIONS: *The applicant has modified the wall sign to remove the raceway, so that each letter will be mounted to the wall. Kroger representatives will present additional information on the drive-through enter/exit signs.*

WALL SIGN

Location & Height:	On the north building elevation, above the western customer entrance to the store.
Sign Area	9.42 square feet
Content:	
Color & Materials:	Letters to be aluminum painted blue.
Font:	Helvetica Font
Letter Size	17 in. in ht.
Mounting Structure:	Individual letters to be mounted on an aluminum raceway painted to match the building wall.
Lighting:	Three external goose neck lights
Landscaping	N/A

PHARMACY DRIVE-THROUGH DIRECTIONAL SIGNS

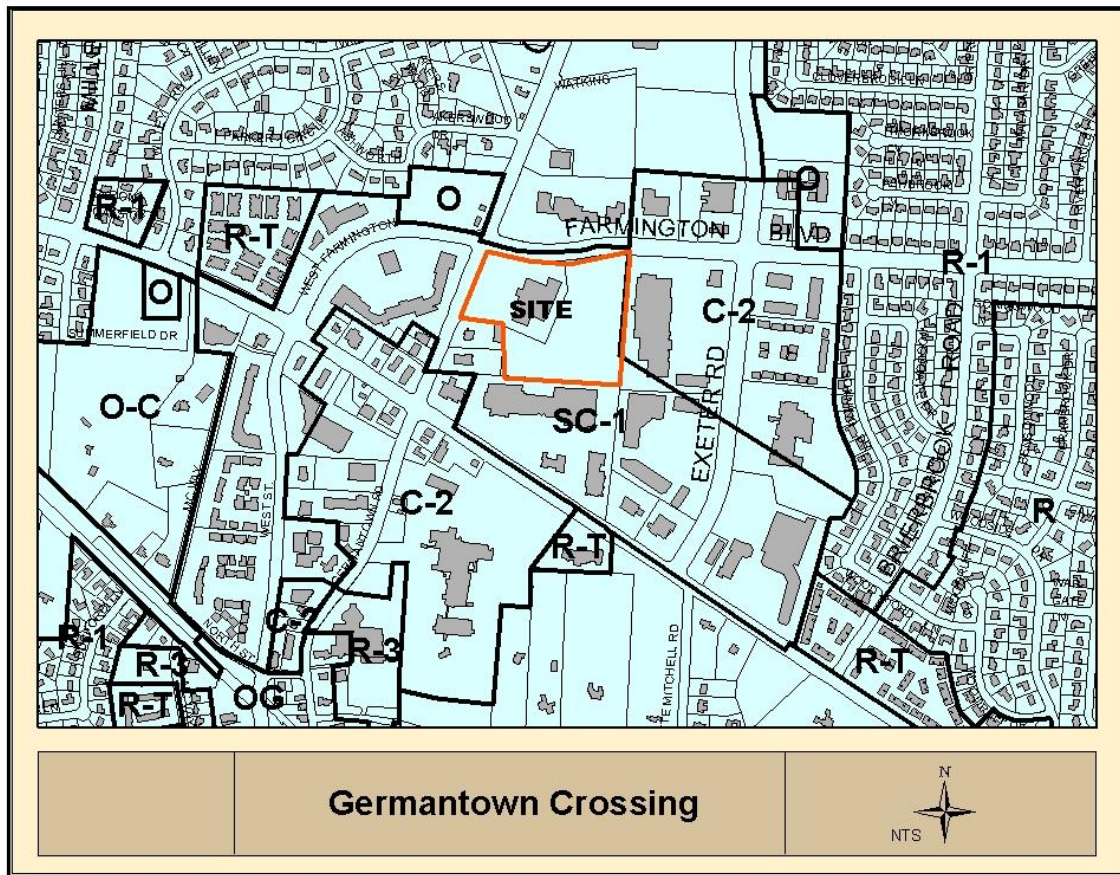
Location & Height:	On the pharmacy drive-through canopy
Sign Area	5.125 square feet each (1 ft. x 5 ft. 1.5 in.)
Content:	
Color & Materials:	White acrylic faces with aluminum returns painted gray
Font:	block letters

Letter Size	12 in. in ht.
Mounting Structure:	Individual letters to be flush-mounted on the building wall.
Lighting:	Internal LED's
Landscaping	N/A

STAFF COMMENTS:

1. The proposed Pharmacy sign conform to the requirements for product and services signs.
2. 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, 2015, and recommended 1) the Pharmacy sign letters be mounted to the wall, instead of a raceway; and 2) the Enter/Exit signs be smaller.



Individual

CHANNEL LETTER SET - MOUNT

11'-9"

17"

PHARMACY

SCALE: 3/4" = 1'-0"
 3/8" white outline shown

FONT SHOWN: HELVETICA 95

3M 3630-8508 BLUE

JEWELITE TRIMCAP
 BRONZE

NON-ILLUMINATED LETTER SET.
 EXTERNAL GOOSE-NECK LIGHTING
 TO BE PROVIDED BY OTHERS.
 PLACEMENT & SPECS. TO BE DETERMINED BY OTHERS.
*Individual letters flush mounted
 to existing wall*

5"

ALUMINUM BACKS

ALUMINUM FACES
 DECORATED WITH
 VINYL GRAPHICS

WEEP HOLE
 COVER

TYPICAL SECTION

ACTUAL SQ. FT.: 9.42

<p>THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED FOR YOUR REGIONAL USE IN CONNECTION WITH THE PROJECT PLANNED FOR YOU BY CUMMINGS. IT IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF CUMMINGS.</p>	CUSTOMER APPROVAL:	DATE	BY	DATE	BY		DRAWING NO:
	DATE						80324
	DATE						DATE: 3-24-2015 S. Healy

060-00005225 (120V)
 060-00005226 (277V)

DRIVE THRU CANOPY SIGNAGE

5'-1 1/2"

1'-0"

ENTER

WHITE ACRYLIC FACE

BRONZE
 JEWELITE

RETURNS
 MADE TO MATCH
 MATTHEWS PBL 2530
 CAPITAL GEAR
 (IRON LEVER T&D)

5"

ALUMINUM RETURNS PAINTED ACID-ETCHED TO MATCH PBL 2530 CAPITAL GEAR

ALUMINUM BACKS

EXISTING WALL

WHITE LED'S

WHITE ACRYLIC FACE

CONDUIT

WEEP HOLE COVER

JEWELITE TRIMCAP
 BRONZE

LETTER DETAIL

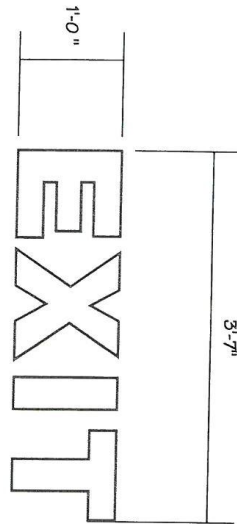
Remote Power Supply
 80 AMPS @ 120V
 37 AMPS @ 120V

Actual Sq Ft.: 2.63

<p>THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED FOR YOUR REGIONAL USE IN CONNECTION WITH THE PROJECT PLANNED FOR YOU BY CUMMINGS. IT IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF CUMMINGS.</p>	CUSTOMER APPROVAL:	DATE	BY	DATE	BY		DRAWING NO:
	DATE						403-CL-12 ENTER-120V 403-CL-12 ENTER-277V
	DATE						54862 A DATE: 3-24-2015 S. Healy

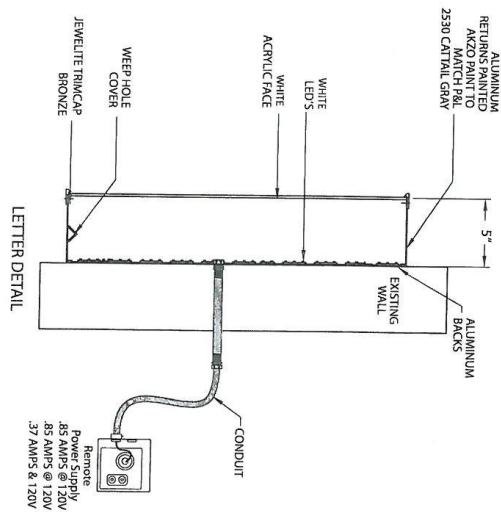
060-00005227 (120V)
 060-00005228 (277V)

DRIVE THRU CANOPY SIGNAGE



- WHITE ACRYLIC FACE
- BRONZE JEWELITE

RETURNS:
 AKZO TO MATCH
 MATTHEWS P&L 2530
 (Color Level 1B.D.)



CLMANN'S SIGNS
 1000 W. 10th Street
 Lincoln, NE 68502
 (402) 441-2222
 www.clmanns.com

THIS IS AN ORIGINAL, UNPUBLISHED DRAWING CREATED FROM YOUR PERSONAL USE IN YOUR BUSINESS. IT IS NOT TO BE REPRODUCED OR COPIED IN ANY MANNER WITHOUT THE WRITTEN CONSENT OF CLMANN'S SIGNS.

CUSTOMER APPROVAL: _____
 DATE: _____
 BY: _____

Rev. #1 3-18-10 S.H.L.
 Rev. #2 _____
 Rev. #3 _____

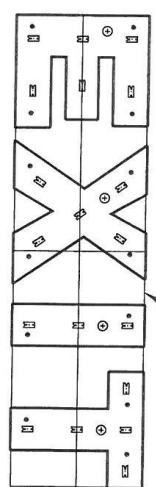
Rev. #4 _____
 Rev. #5 _____
 Rev. #6 _____



Actual Sq. Ft.: 2.05
 403-CL12-EXIT-120V
 403-CL12-EXIT-277V
 DRAWING NO: EA-B02 B
 DATE: 4/28/09
 S. VANCE

THIS IS AN ORIGINAL COPYRIGHT PROTECTED UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE ONLY. IT IS NOT TO BE REPRODUCED, COPIED, OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM. PERMISSIONS ARE GRANTED IN WRITING BY AN OFFICER OF CUMMINGS SIGNS.

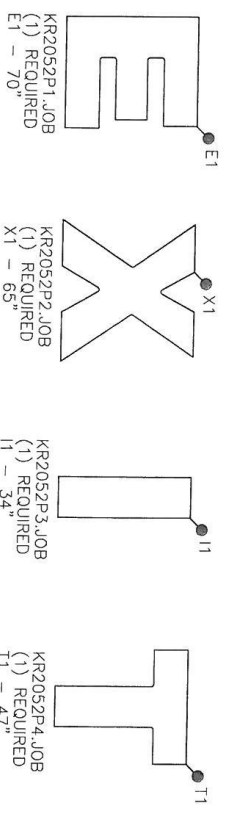
FOR	DATE	REVISIONS	DATE	BY



INSTALL PATTERN : KR2052D.XF/PLT

BOXED SQ. FT.: 3.57
 ACTUAL SQ. FT.: 2.05

LED MODULE	PERMLIGHT TWISTER NITRO 777-WHT-AB WHITE				
LETTERS	E	X	I	T	
LED TOTAL	6	5	3	5	19 TOTAL LEDS
LEDS PER CHANNEL	19				
POWER SUPPLIES	(1) PERMLIGHT 60-120 120V (0.65 AMPS) 40 LED MODULES MAX - 1 CHANNEL				0.65 TOTAL AMPS



.050 X 5.33 ALUMINIUM COIL
 ACCUBEND FILE : KR2052B.DXF
 TOTAL RETURN LENGTH - 18 LF

NOTES		CUMMINGS SIGNS		KROGER		ITEM NUMBER	
DRAWING APPROVED BY		DATE		PROJECT		JOB NUMBER	
PROJECT APPROVED BY		DATE		PROJECT		JOB NUMBER	
FOR PROTOTYPE		BY		DATE		JOB NUMBER	
FOR PRODUCTION		BY		DATE		JOB NUMBER	
05/24/2009 LF						KR205202	

Pharmacy

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

Date: 7/20/15

1. Sign Owner: Kroger 419 Phone No: _____ Fax No: _____
2. Sign Owner's Address: _____ Email Address: _____
5. Sign Location Address and Name of Shopping Center: Germantown Crossing
4. Previous Tenant: Kroger
5. Zoning District: Commercial ; Residential _____; Old Germantown _____; Office _____
6. Sign will be mounted on: Wall ; Ground _____
7. Type Sign: Tenant Identification _____ Project Identification
_____ Building Identification _____ Traffic Directional
_____ Exterior Directory _____ Subdivision Identification
_____ Service Station Sign _____ Other (if other, explain on separate page)
8. Number of Sign Faces: One ; Two _____
9. Linear feet of building frontage occupied by business where sign will be located: 431'5"14" feet.
10. Size of Sign: Width: 11' feet 9" inches; Height: _____ feet 17 inches
TOTAL AREA OF SIGN IN SQUARE FEET: 9.42
11. Height of sign at its highest point above the surrounding grade: _____ feet _____ inches.
12. Size of Letters: 1) Height 17" Width _____ Font: Helvetica 95
2) Height _____ Width _____ Font: _____
3) Height _____ Width _____ Font: _____
13. Colors: Letters: Blue 3M 3130 8508 SUBMIT COLOR SAMPLES
Pharmacy Background: PPL 2530 SUBMIT COLOR SAMPLES Cattail Gray
14. Orientation of Sign to the Street: Parallel _____; Perpendicular _____; Angled _____
15. Distance sign is set back from the street curb or edge of pavement
(for corner lots, provide distance from both streets).
_____ Feet _____ Inches Name of Street: _____
_____ Feet _____ Inches Name of Street: _____
16. Distance building is set back from the street curb or edge of pavement (for corner lots, provide distance from both streets).
_____ Feet _____ Inches Name of Street: _____
_____ Feet _____ Inches Name of Street: _____
17. Sign Content (words, letters, logos): PHARMACY
18. Size of logo: Horizontal _____ feet _____ inches; Vertical _____ feet _____ inches.
19. Sign Materials: Letters Aluminum; Sign Face Aluminum
Mounting Structure (type and materials): mounted on Alum Raceway painted to match Building
20. Sign Illumination, if applicable (type, location and wattage): Externally Goose-neck lights provided by others
21. Sign Landscaping, if applicable landscape plan shall be submitted _____
22. Additional Comments: _____
23. 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 facade with the sign in place.
 - B. One Floppy Disk or CD of 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 last two pages of this application.

Name of Applicant / Agent (please print) Art Craft Signs, Dewayne Deal
Address: P.O. Box 447 Dyersburg TN Email Address: ArtCraftsigns1963@gmail.com
Phone No: 731-285-1342 Fax No.: 731-285-5351

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

ENTER EXIT on Drive Thru

Date: 7/22/15

1. Sign Owner: Kroger 419 Phone No: _____ Fax No: _____
2. Sign Owner's Address: _____ Email Address: _____
5. Sign Location Address and Name of Shopping Center: Germantown Crossing
4. Previous Tenant: KROGER
5. Zoning District: Commercial ; Residential _____; Old Germantown _____; Office _____
6. Sign will be mounted on: Wall ; Ground _____ Pharmacy Drive Thru
7. Type Sign: _____ Tenant Identification _____ Project Identification _____
 _____ Building Identification _____ Traffic Directional _____
 _____ Exterior Directory _____ Subdivision Identification _____
 _____ Service Station Sign _____ Other (If other, explain on separate page)
8. Number of Sign Faces: One _____; Two
9. Linear feet of building frontage occupied by business where sign will be located: 431' 5 1/4"
10. Size of Sign: Width: 5' feet 1 1/2" inches; Height: 5' feet 1 1/2" inches ENTER/EXIT
 TOTAL AREA OF SIGN IN SQUARE FEET: _____
11. Height of sign at its highest point above the surrounding grade: _____ feet _____ inches.
12. Size of Letters: 1) Height 1" Width _____ Font: _____
 2) Height _____ Width _____ Font: _____
 3) Height _____ Width _____ Font: _____
13. Colors: Letters: PR-2530 Cotton/Soft COLOR SAMPLES Cotton Gray
 Background: NO BACKGROUND SUBMIT COLOR SAMPLES
14. Orientation of Sign to the Street: Parallel _____; Perpendicular _____; Angled _____
15. Distance sign is set back from the street curb or edge of pavement
 (for corner lots, provide distance from both streets).
 _____ Feet _____ Inches Name of Street: _____
 _____ Feet _____ Inches Name of Street: _____
16. Distance building is set back from the street curb or edge of pavement (for corner lots, provide distance from both streets).
 _____ Feet _____ Inches Name of Street: _____
 _____ Feet _____ Inches Name of Street: _____
17. Sign Content (words, letters, logos): 1) ENTER 2) EXIT
18. Size of logo: Horizontal _____ feet _____ inches; Vertical _____ feet _____ inches
19. Sign Materials: Letters Aluminum; Sign Face White Acrylic
 Mounting Structure (type and materials): Flush mounted individual letters
20. Sign Illumination, if applicable (type, location and wattage): White led
21. Sign Landscaping, if applicable landscape plan shall be submitted
22. Additional Comments: None

23. 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 Disk or CD of 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 last two pages of this application.

Name of Applicant/Agent (please print): Art Craft Signs / Dewayne Deal
 Address: PO Box 447 / Versailles, KY Email Address: Art.Craft.Signs.1963@gmail.com
 Phone No: 731.285.1342 Fax No: 731.285.5351

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.L.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: The Kroger Co

Persons or Entities* Owning
10% or More of the Ownership
Interests of the Owner:

Name	Business or Home Address
<u>The Kroger Co</u> <u>Delta Division</u>	<u>800 Ridgely Lake Boulevard</u> <u>Memphis, TN 38120</u>
_____	_____
_____	_____
_____	_____
_____	_____

PROPOSED MOTION 1: To approve a wall-mounted product/services sign for Kroger Pharmacy at 7735 Farmington Blvd., subject to staff comments and the documents submitted with the application.

Mr. Dewayne Deal w/ArtCraft Signs and Mr. Al Montesi w/Kroger Co. gave the dimensions of the signs and explained that the larger signs were necessary because the customers seem to be confused as to which way they were to enter and exit.

Mr. Robert McLean, staff attorney explained that while this commission had discretion to approve the signs under the recent Supreme Court decision this is a content sign and all content signs have to be treated equally. So considering what has been done in the past we really shouldn't deviate from what has already been done. Whereas we have discretion for each one separately, really under the Supreme Court decision we really don't. We have to be consistent. If you favor one over the other then we will have a problem. If it became a public safety issue then you have the right to make certain requirements but you have to have a basis for it such as some studies or evidence that this regulation is required.

After much discussion Chairman Saunders asked the applicant if they would be willing to withdraw the enter/exit signs for the pharmacy tonight due to the legality of this issue and give staff time to come back to them with something that they might be able to rule on.

Mr. Cameron Ross added for the commission, the applicant, for those in the audience, and for those who happen to be watching at home, our cautious nature, and just to be fully transparent on this, this is all due in light of the June decision in Reed vs Gilbert decided upon by the Supreme Court that is making us look

at our sign regulations as it relates to content. We want to be careful as we proceed on this and we want to make sure that you know that we are trying to make the best decision for you as well as past and future cases and that it has no bearing on you as an applicant it is just moving forward based on a recent legal decision by the US Supreme Court based on the 1st Amendment question on content.

The commission agreed to allow Mr. Montesi to meet with staff to try and determine a temporary solution to their problem until they are able to come back to this commission with a more permanent solution.

Mr. Al Montesi agreed and asked to withdraw Motion No 2.

Chairman Saunders reminded the commission that they would be voting on Motion No. 1 which would be for the Pharmacy product/services sign only and called for a motion.

PROPOSED MOTION 1: To approve a wall-mounted product/services sign for Kroger Pharmacy at 7735 Farmington Blvd., subject to staff comments and the documents submitted with the application.

Mr. Sherman moved to approve the wall-mounted product/services sign for Kroger Pharmacy at 7735 Farmington Blvd., subject to staff comments and the document submitted with the application, seconded by Mr. Bruns.

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

MOTION PASSED

PROPOSED MOTION 2: To approve pharmacy drive-through enter/exit signs for the Kroger store at 7735 Farmington Blvd., subject to staff comments and the documents submitted with the application.

WITHDRAWN BY APPLICANT

4. Saddle Creek Shopping Center – North/Northwest Corners of Poplar Ave., and Farmington Blvd. – Request Approval of a Revised Sign Policy (Case #: 15-539)

BACKGROUND: The Shops of Saddle Creek center was approved by the Planning Commission and the Board of Mayor and Aldermen in 1987. The Design Review Commission recommended approval of a building elevation, landscape and lighting plan for a new building at its November 25, 2014 meeting.

DISCUSSION: Trademark Properties manages Saddle Creek Center, as well as Saddle Creek South, for the owners. Trademark proposes to update the Saddle Creek sign policy to complement the Saddle Creek South sign policy, conform to sign regulation amendments and reflect current retail design concepts.

COMMENTS:

1. Staff comments are shown in red on the attached proposed sign policy.
2. Photos of the existing signs in Saddle Creek South are attached.

SIGN SUBCOMMITTEE REPORT: The sign subcommittee met on August 13, 2015, and recommended:

- 1) The directional directory signs “D” should face inward and be single-sided;
- 2) The southern-most “D” sign, near the Anthropology store, appears unnecessary;

- 3) The logo on the back of the stop signs should be removed.



PROJECT DIRECTORY SIGN A (SOUTH SIDE OF ENTRANCE)



PROJECT DIRECTORY SIGN A (NORTH SIDE OF ENTRANCE



VEHICULAR DIRECTIONAL SIGN D



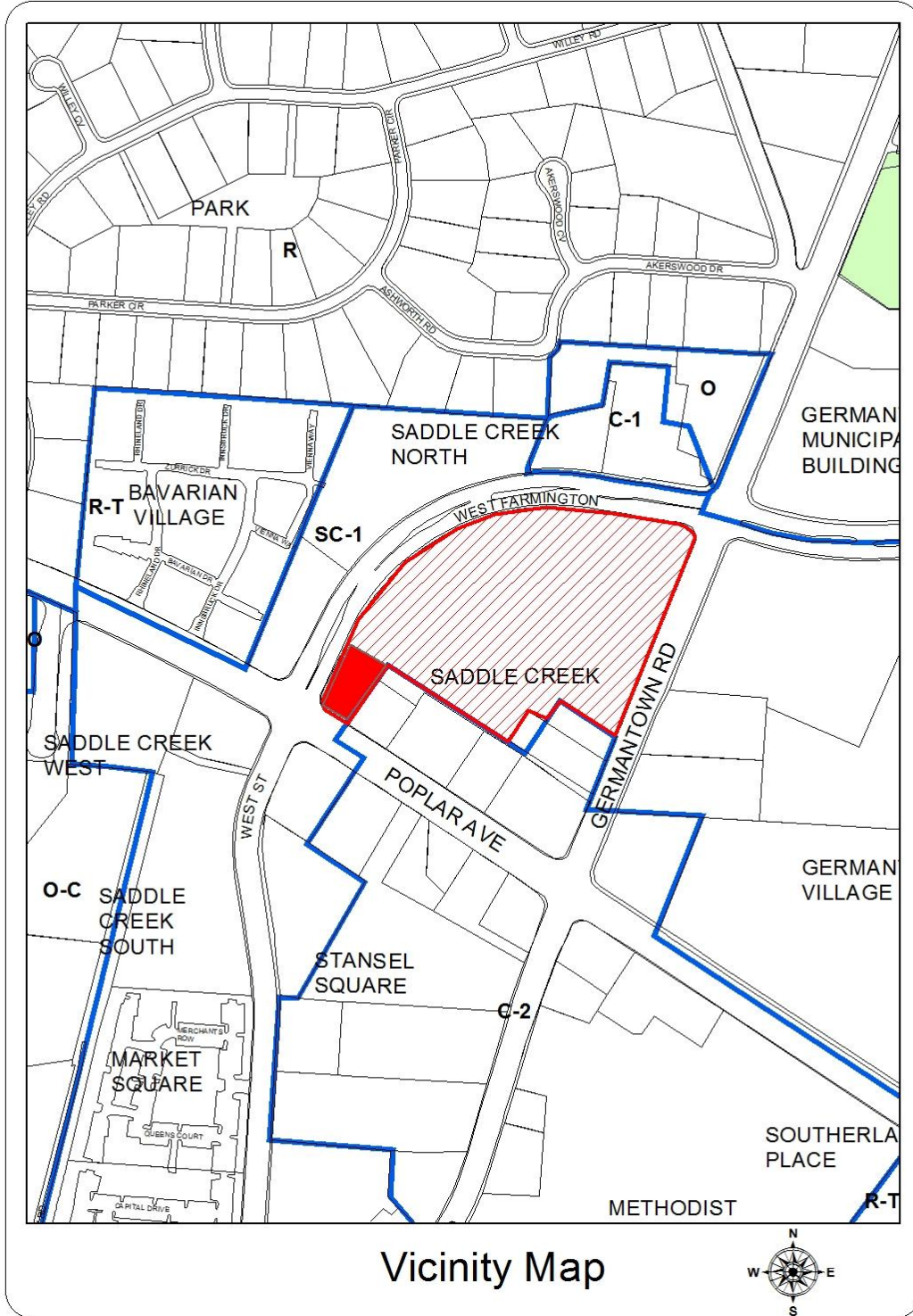
PARKING LOT SIDE OF DIRECTORY SIGN E



SIDEWALK SIDE OF DIRECTORY SIGN E



Stop sign



Vicinity Map

PROPOSED MOTION: To approve a sign policy for the Shops at Saddle Creek shopping center at 7605 and 7615 West Farmington Blvd., to be used for administrative approval of signs, subject to staff comments and the documents submitted with the application.

Mr. Chris Herman w/Trademark Properties explained that they are basically trying to do the same thing as they have done in the past with Saddle Creek South. They are taking Saddle Creek North and Saddle Creek South and just making it Saddle Creek a uniform development. The signs in Saddle Creek North will be the same as what was approved in Saddle Creek South. The materials, criteria, styles, keeping the pedestrian way sign, the internal signage, the directional and tenant directories, and the monument signs are the same as was done in Saddle Creek South.

Chairman Saunders explained that the Design Review Commission is not allowed to grant variances so there would have to be some compromise on the signage.

Mr. Wade Morgan explained that they could not have more than 1 monument sign. It is possible to have 1 monument sign that says Saddle Creek, then a separate directory sign, then one more directory sign on Poplar Avenue. So you could have 3 monument signs but one of those could not list the tenants.

Chairman Saunders explained that as the ordinance is written that he could have one of these signs for each street, not based on quantity but based on location on the street. So that would be one sign on Farmington, one sign on Poplar Avenue, and one on Germantown Road. You can go with a monument sign and a directory sign on Farmington and then a directory sign on Poplar

Mr. Chris Herman explains that it is his understanding that they are being allowed to have a C sign at the corner of Poplar Avenue and Farmington Boulevard and a C sign at the corner of Farmington Boulevard and Germantown Road. Then there will be an A1 or A2 at the first or second entrance and then just a standard monument sign that says Saddle Creek at the other entrance.

After much discussion, Chairman Saunders called for a motion.

Mr. Schmidt moved to approve a sign policy for the shops at Saddle Creek shopping center at 7605 and 7615 West Farmington Blvd based on the application for signage on Saddle Creek North and staff comments being incorporated into the final change. On sheets 520 which is the site plan, the modifications will be 3 permanent property directory signs, one to be located at the corner of Germantown Road and West Farmington; one will be located at either of the two entrances on Farmington and one at the corner of Poplar and West Farmington. This project sign would be labeled C and consider a private directory sign. The other entrance for West Farmington will be considered a ground mounted sign at the opposite entrance. All that will be listed on this sign will be the Saddle Creek name and logo. A request was made for an enlargement of the sign located at the corner at Poplar Avenue and West Farmington, seconded by Mr. Landwehr.

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

MOTION PASSED

5. Perkins Restaurant and Bakery – 1340 S. Germantown Road – Request Approval of Exterior Building Remodel (Case #: 15-541)

BACKGROUND: The Board of Mayor and Aldermen approved Development Contract No. 964 for Perkins Restaurant and Bakery on March 28, 1994.

DISCUSSION: Perkins Restaurant and Bakery proposes an exterior reimage modification consisting of a new wall sign, new paint colors, new EIFS finish, new metal awnings and new exterior lighting.

EIFS AND EXTERIOR PAINT: The awning and façade treatment above the customer entrance is to be replaced with an arched metal canopy and a painted EIFS panel over the existing brick. The EIFS is to be painted Burmese Baige, Meadowlark and Prince Edward Isle. Samples of the colors have been provided.

AWNINGS: The solid color awnings are to be replaced by metal awnings painted in a striped pattern, painted green, white, blue and copper as shown in the attached photo.

EXTERIOR LIGHTS: the awnings are to be illuminated by LED wallpacks mounted on 26 in. long arms extending from the wall. In addition, 2 LED lantern-style wall fixtures are proposed on the brick columns at the customer entrance.

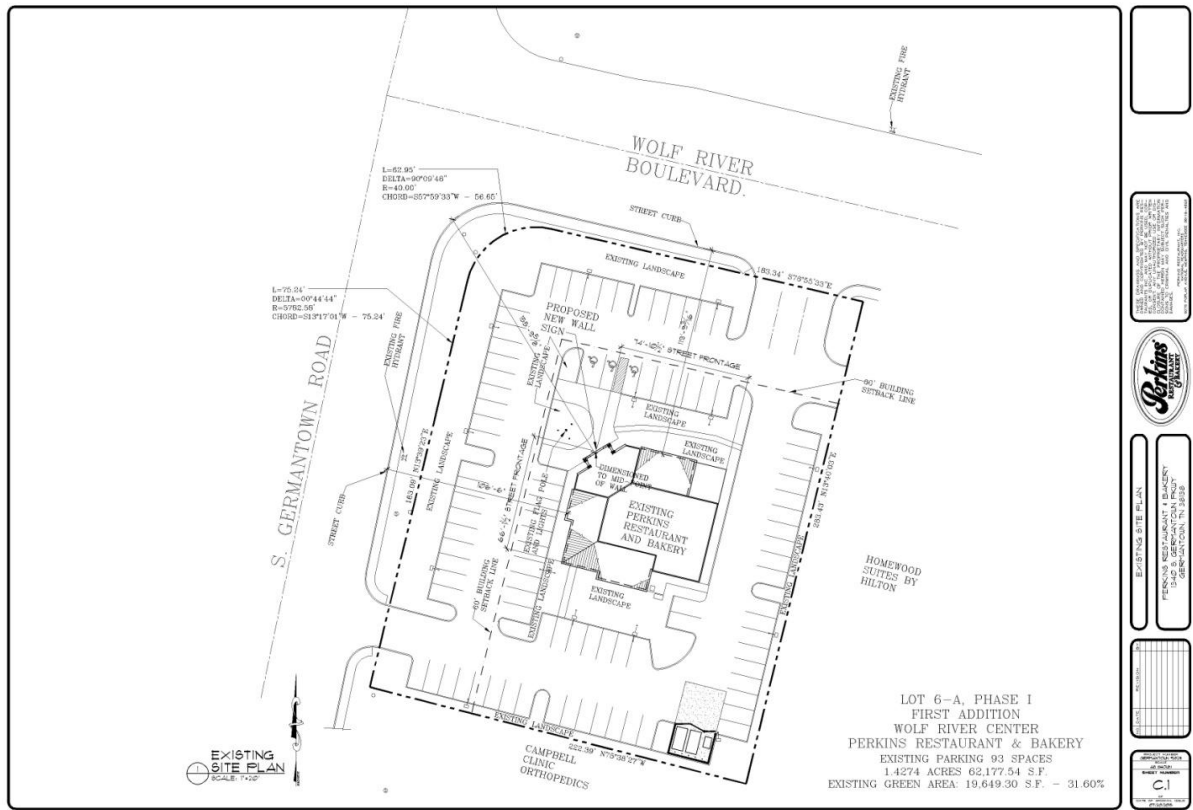




Photo of Existing
Perkins Restaurant
1340 S. Germantown Pkwy
Germantown, TN 38138



Photo of Proposed
Perkins Restaurant
1340 S. Germantown Pkwy
Germantown, TN 38138



Photo of Another
Finished Location with
Same features

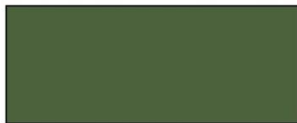
Paint colors for Exterior
Re-image
Perkins Restaurant
1340 S. Germantown Pkwy
Germantown, TN 38138



EP-1 Paint, Glidden Professional,
#A1867—Burmese Beige (Semi-



EP-2 Paint, Glidden Professional,
#A1838—Meadowlark (Semi-Gloss)



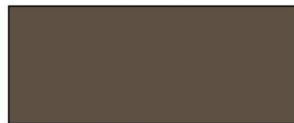
EP-3 Paint, Glidden Professional,
#A1106—Wreath of Green (Semi-



EP-4 Paint, Glidden Professional,
#A1236—Prince Edward Isle (Semi-



EP-5 Paint, Glidden Professional,
#A0546—Copper Coin (Semi-Gloss)



EP-6 Paint, Glidden Professional,
#A1862—Burnt Bark (Semi-Gloss)

Paint colors shown are for reference only and may not be an exact match to actual paint samples / paint. Please refer to actual Glidden Professional Paint sample chips for actual color.

Printed colors cannot be exact color matches for the paint that comes out of the can. Photographs and paint swatches that depict colors on a computer or printed images can vary depending on your printer quality, ink type, etc. Color chips can be ordered from www.gliddenprofessional.com.

WINDOW AWNING

FRONT VIEW

SIDE VIEW

COLORS	1	ARLON MEDIUM GREEN 106 VINYL
	2	ALPHOHIC COW WHITE ACM
	3	ARLON ARUBA BLUE 051 VINYL
	4	BLACK (MATTE PAINT)
	5	471C COPPER COIN (MATTE PAINT)

SPECIFICATIONS:
 CUSTOM .40 WHITE ACM AWNINGS WITH VINYL APPLIED FIRST SURFACE IN A REPEATING PATTERN. GREEN AND WHITE SECTIONS TO BE 10" WIDE WITH 1" BLUE STRIPE CENTERED IN WHITE SECTION.

APPROVAL INFORMATION & CONFIRMATION

Proof is approved. Proceed with production of order. Proof is approved with corrections. Make corrections as indicated and proceed with production of order.

SIGNATURE _____ PRINT NAME _____ DATE _____

I have reviewed this proof in regard to: Sign type, color, quantity, and accuracy of work, materials, and used in its setting (indication of materials).

These plans are the exclusive property of Design Team Sign Company and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Design Team Sign Company a product manufactured according to these plans. Distribution or reproduction of these plans is strictly prohibited. In the event you wish to use these plans to construct a product similar to that shown here, it is necessary to obtain the written consent of the author. Design Team Sign Company reserves the right to sue for copyright infringement in any court of law.

Client: Perkins
 Location: JMS
 Drawn By: JMS
 Date: 12-11-12
 Approved By: JMS
 Scale: _____
 File: Copy/Rest/Perkins/VA/Winchester

Design Team Sign
 SIGN COMPANY LLC.
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www.designteam.com

FINISH KEY

- █ EXTERIOR PLASTER
- █ EXTERIOR ALUMINUM PANELING (HORIZONTAL - WHITE - SUPPLY SIDE (SEE NOTES))
- █ EXTERIOR ALUMINUM PANELING (HORIZONTAL - MEDIUM - (SEE NOTES))
- █ EXTERIOR ALUMINUM PANELING (HORIZONTAL - LIGHT BLUE - (SEE NOTES))
- █ EXTERIOR ALUMINUM PANELING (HORIZONTAL - WHITE - (SEE NOTES))
- █ EXTERIOR ALUMINUM PANELING (HORIZONTAL - COPPER COIN (SEE NOTES))
- █ EXTERIOR ALUMINUM PANELING (HORIZONTAL - BURR BURN (SEE NOTES))
- █ EXTERIOR ALUMINUM PANELING (HORIZONTAL - (SEE NOTES))

NOTES:

- 1. EXTERIOR ALUMINUM PANELING SHALL BE SUPPLIED WITH FINISH PAINTED FRONT SIDE TO MATCH EXISTING AWNING.
- 2. EXTERIOR ALUMINUM PANELING SHALL BE SUPPLIED WITH FINISH PAINTED FRONT SIDE TO MATCH EXISTING AWNING.
- 3. EXTERIOR ALUMINUM PANELING SHALL BE SUPPLIED WITH FINISH PAINTED FRONT SIDE TO MATCH EXISTING AWNING.
- 4. EXTERIOR ALUMINUM PANELING SHALL BE SUPPLIED WITH FINISH PAINTED FRONT SIDE TO MATCH EXISTING AWNING.
- 5. EXTERIOR ALUMINUM PANELING SHALL BE SUPPLIED WITH FINISH PAINTED FRONT SIDE TO MATCH EXISTING AWNING.
- 6. EXTERIOR ALUMINUM PANELING SHALL BE SUPPLIED WITH FINISH PAINTED FRONT SIDE TO MATCH EXISTING AWNING.

PROPOSED AWNING DETAILS

SCALE: 3/8" = 1'-0"

PROPOSED EXTERIOR ELEVATIONS

PERKINS RESTAURANT & BAKERY

1340 S. GERMANTOWN RD., SUITE 100

GERMANTOWN, TN 38153

Perkins Restaurant & Bakery

A2

PROPOSED MOTION: To approve the EIFS, paint, awnings and lighting modifications for the Perkins Restaurant at 1340 S. Germantown Rd., subject to staff comments and the documents submitted with the application.

Mr. Michael McGee and Mr. Larry Walker w/Perkins Restaurant explained that this request is for an exterior remodel which consist of EIFS, paint, awning and lighting modifications that staff had mentioned.

The commission had several questions concerning the lighting and concluded that the applicant had achieved the necessary requirements. They also explained that the landscape was under a contract with the city so when they replace any plants they will need to replace them with the same type of plant as they took out. They also requested that the applicant supply the staff with some type of landscape plan of any changes they would like to make so they can confirm that it meets the city's requirements.

Chairman Saunders requested that they get the staff a cut/guide sheet on the light fixtures that they plan to use under the metal canopy.

Mr. Sherman made a motion to approve the EIFS, paint, awnings and lighting modifications for the Perkins Restaurant at 1340 S. Germantown Rd., as discussed, subject to staff comments and the documents submitted with the application, seconded by Mr. Bruns.

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

MOTION PASSED

6. Germantown Collection Shopping Center – 7850 Poplar Avenue – Request Approval of a Project Directory Sign (Case #: 15-542)

BACKGROUND: The Board of Mayor and Aldermen approved Contract Number 93 on August 25, 1986 for the Germantown Collection. Two initial project identification signs were approved by the DRC in April, 1987. The DRC approved two replacement project identification signs in November, 2011.

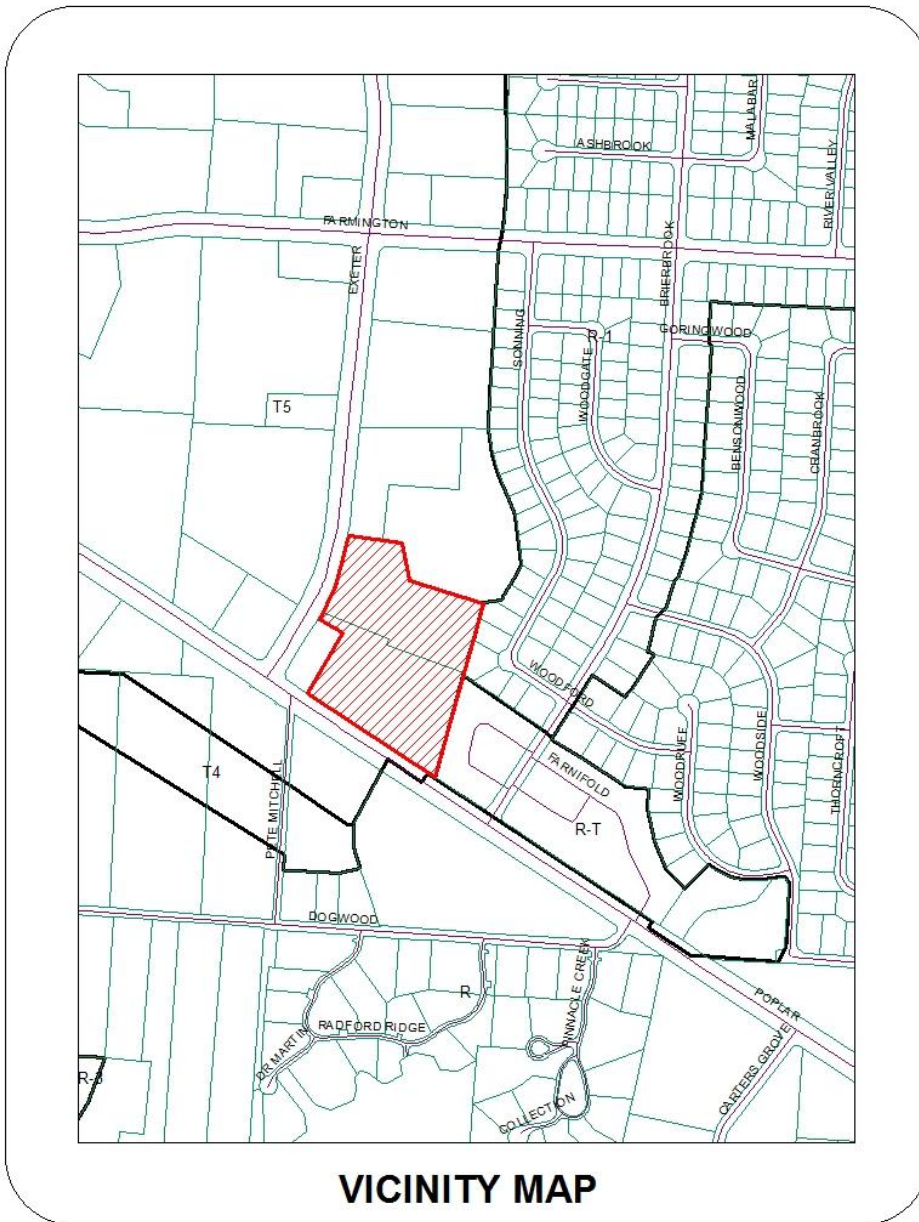
DISCUSSION: The applicant is requesting approval to replace one of the existing ground-mounted project identification signs at the entrance into the shopping center. The new sign will be placed in the same locations as the existing project identification sign: at the western driveway entrance on Poplar Avenue. The sign will be double-sided. The specifics of the request are as follows:

Location & Height:	The sign will be 20 feet behind the curb of Poplar, perpendicular to the street, with a maximum height of 10 feet above the ground.
Sign Area:	101 sq. ft. total, per face (29 sq. ft. = Shopping Center Sign Area & 72 sq. ft. = Tenant Sign Area)
Tenant Sign Panel	2.916 s. ft. (5'x7")
Content:	

Colors & Materials:	Color: Letters = white on dark brown background Materials: Acrylic letters on an aluminum sign face
Font:	Shopping Center Sign - Tenant Sign – Custom or Corporate Font
Letter Size	Shopping Center Name = 12 inches Tenant Name = Varies up to 7 inches
Logo:	TBD per DRC Approval
Mounting Structure:	The sign is to be mounted between brick columns to match brick on existing buildings. Paint Colors (Sherman-Williams): Field Color – SW 7045 Intellectual Gray Accent Color – SW 7040 Smokehouse Sign Color – SW 7020 Black Fox
Lighting:	LED - Internal Illumination (foot candles or wattage to be provided by applicant)
Landscaping	Plan to be provided by applicant

STAFF COMMENTS:

1. The total allowable sign area is 120 sq. ft. for medium retail project directory sign. The total sign area of this sign is 101 sq. ft.
2. Staff recommends that the existing shopping center sign policy be updated to allow administrative approval for tenant signs on the project directory sign.
3. Request for logos on tenant signs should be approved by the Design Review Commission.
4. The applicant should provide a graphic landscape plan for the sign and information concerning the foot candles or wattage of the LED used for internal illumination of the 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 a Project Directory Sign for 7850 Poplar Avenue, within the Germantown Collection shopping center, subject to the plans filed with the application and staff comments.

Mr. Marcus Denton w/Denton Architecture explained that they had been through a lot of different designs and this is the one that seems to work best for all involved. This sign is going exactly where the existing sign is already except that this sign is 6' longer than the existing one. The 6' sign is coming back in towards the center and not out toward Poplar. The existing sign does currently have landscape around it and they would be turning in a landscape plan to be reviewed by city staff in a couple of days.

After much discussion, Chairman Saunders called for a motion.

Mr. Bruns moved to approve the Project Directory Sign for 7850 Poplar Avenue, within the Germantown Collection shopping center, as discussed, subject to the plans filed with the application, and staff comments, seconded by Mr. Smith.

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

MOTION PASSED

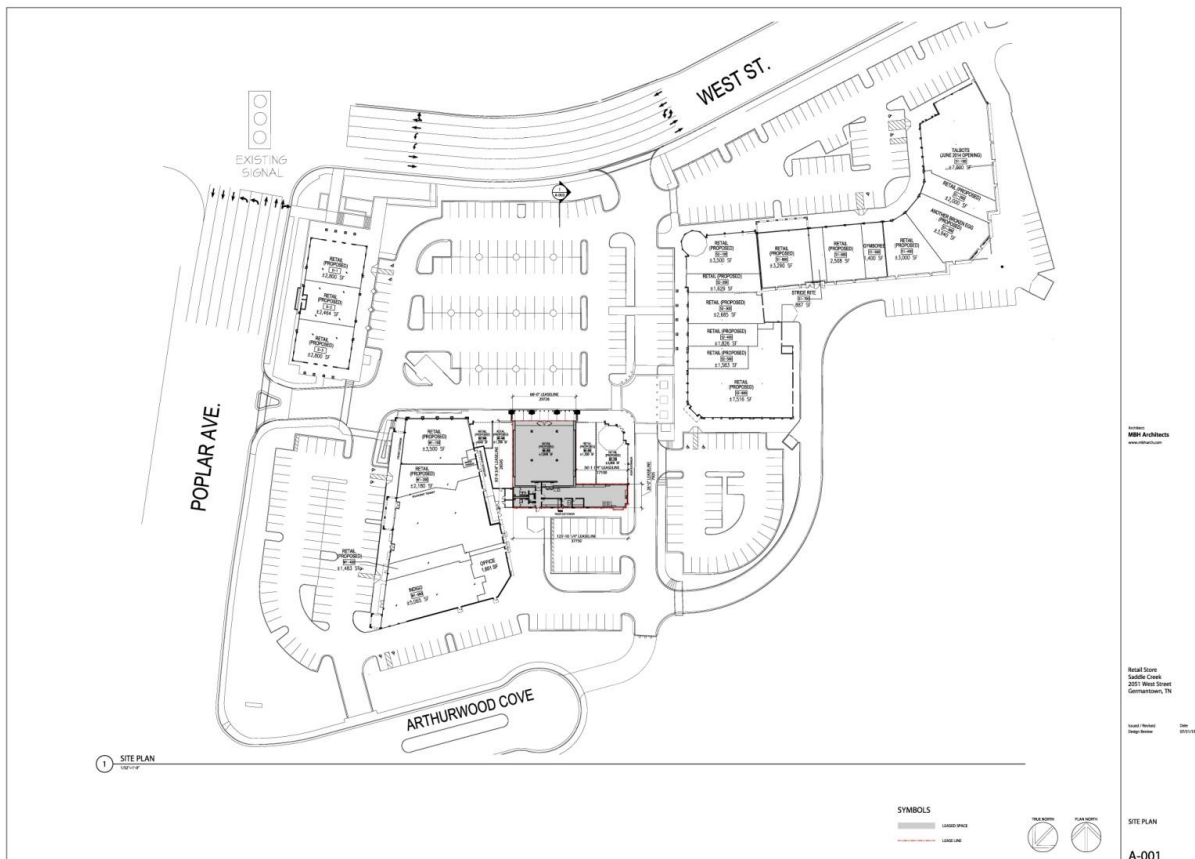
7. Saddle Creek South Shopping Center – 2031 West Street – Request Approval of Storefront Modifications (Case #: 15-546)

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 to replace the existing brick façade with aggregate panels and clear glass. Fifteen stainless steel bollards are proposed within the sidewalk. A sample of the aggregate panel has been provided.

STAFF COMMENTS:

1. Photos of the existing storefront and adjacent bays are attached.
2. A sample of the aggregate panel has been provided.
3. A rendering of the proposed storefront is attached.





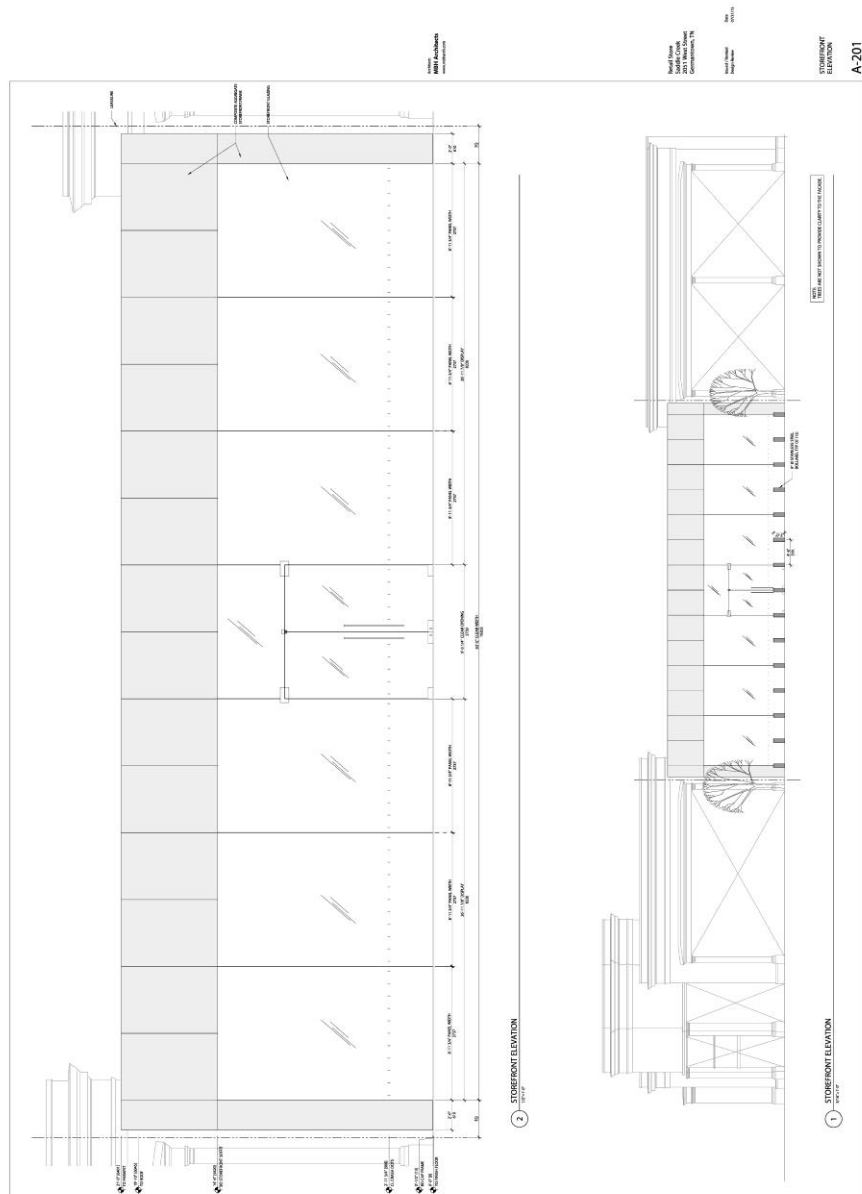
EXISTING BUILDING



EXISTING BUILDING



PROPOSED



PROPOSED MOTION: To approve storefront modifications for retail tenant space W2-200 in the Saddle Creek South Shopping Center, as shown in the plans provided with the application.

Mr. Rick Millitello explained that this project is the next generation of retail store and that is the design concept that they have and are very excited because this is going to be one of the first that we build if it is approved tonight.

The commission questioned the changeable displays. They wanted to make sure that it could be changed out and not just all LED screens all the way around.

Mr. Millitello explained that these were changeable displays and it will change from moving plants to TV displays that change describing the products and how they are used, artist presentations, and public displays to a lesser extent, products mostly.

After much discussion, Chairman Saunders called for a motion.

Mr. Landwehr moved to approve the storefront modifications for retail tenant space W2-200 in the Saddle Creek South Shopping Center, as discussed, as shown in the plans provided with the application, seconded by Mr. Schmidt.

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

MOTION PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 7:43 p.m.