

DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, September 22, 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 September 22, 2015. Chairman Saunders called the meeting to order at 6:07 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. Neil Sherman – Secretary; Alderman Dave Klevan; Mr. Steve Landwehr; Mr. Christopher Schmidt; Mr. James Simpson; and Mr. Henry Porter

DEVELOPMENT STAFF PRESENT:

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

---

1. Approval of Minutes for August 25, 2015

Mr. Sherman moved to approve the Design Review Commission minutes of August 25, 2015, seconded by Mr. Landwehr, with no further comments or discussions.

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

MOTION PASSED

---

2. CONSENT AGENDA

- a. Germantown Plaza Shopping Center – 2005 Exeter Rd – Request Approval of a Project Directory Sign (Case #: 14-476)  
Mark Balton w/Balton Signs – Applicant
- b. West Cancer Clinic – 7945 Wolf River Blvd. – Request Approval of a Sign Package that includes two Ground Signs and one Wall Sign (Case #: 14-492)  
Maureen Yarbrough w/Sign Matters - Representative
- c. Germantown Village Square Mall – 7670 Poplar Avenue – Request Approval of a Revised Sign Policy (Case #: 15-502) Previously Agenda Item 5  
Chris Haskins w/Frank Balton & Company - Applicant
- d. Shops of Forest Hill Shopping Center – 9155 Highway 72 – request Approval of a Revised Sign Policy (Case #: 15-547) Previously Agenda Item 6  
Chris Haskins w/Frank Balton & Company - Applicant
- e. Pinnacle Financial Partners – 1264 S. Germantown Road – Request Sign Package Approval (Case #: 15-525) Previously Agenda Item 7  
Scott Fleming w/Fleming Associates Architects – Agent/Representative
- f. Pinnacle Financial Partners/Starbucks – 1264 S. Germantown Rd, Request Preliminary and Final Site Plan Approval (Case #: 15-525) Previously Agenda Item 8  
Scott Fleming w/Fleming Associates 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.

Alderman Klevan made a motion to approve the Consent Agenda as discussed and seconded by Mr. Schmidt.

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

MOTION PASSED


STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Germantown Plaza Shopping Center – 2005 Exeter Rd – Request Approval of a Project Directory Sign (Case #: 14-476)

**BACKGROUND:** On March 26, 1976, the Board of Mayor and Aldermen approved Farmington Shopping Center Phase 1. The Board of Mayor and Aldermen approved Contract Number 1149 for an expansion of the shopping center on December 11, 2006. Additional exterior renovations and façade changes were approved by the Design Review Commission in 1999 and 2011. Current project identification ground sign was approved by the DRC in April, 1996. The DRC approved a sign policy for Germantown Plaza Shopping Center on September 28, 1999 and revisions were approved to the policy in 2014.

**DISCUSSION:** The applicant is requesting approval to replace the existing ground-mounted project identification sign at the Exeter Road entrance. The signs will be double-sided and internally illuminated as reflected on the submitted sign details. The specifics of the request are as follows:

**SIGN A:**

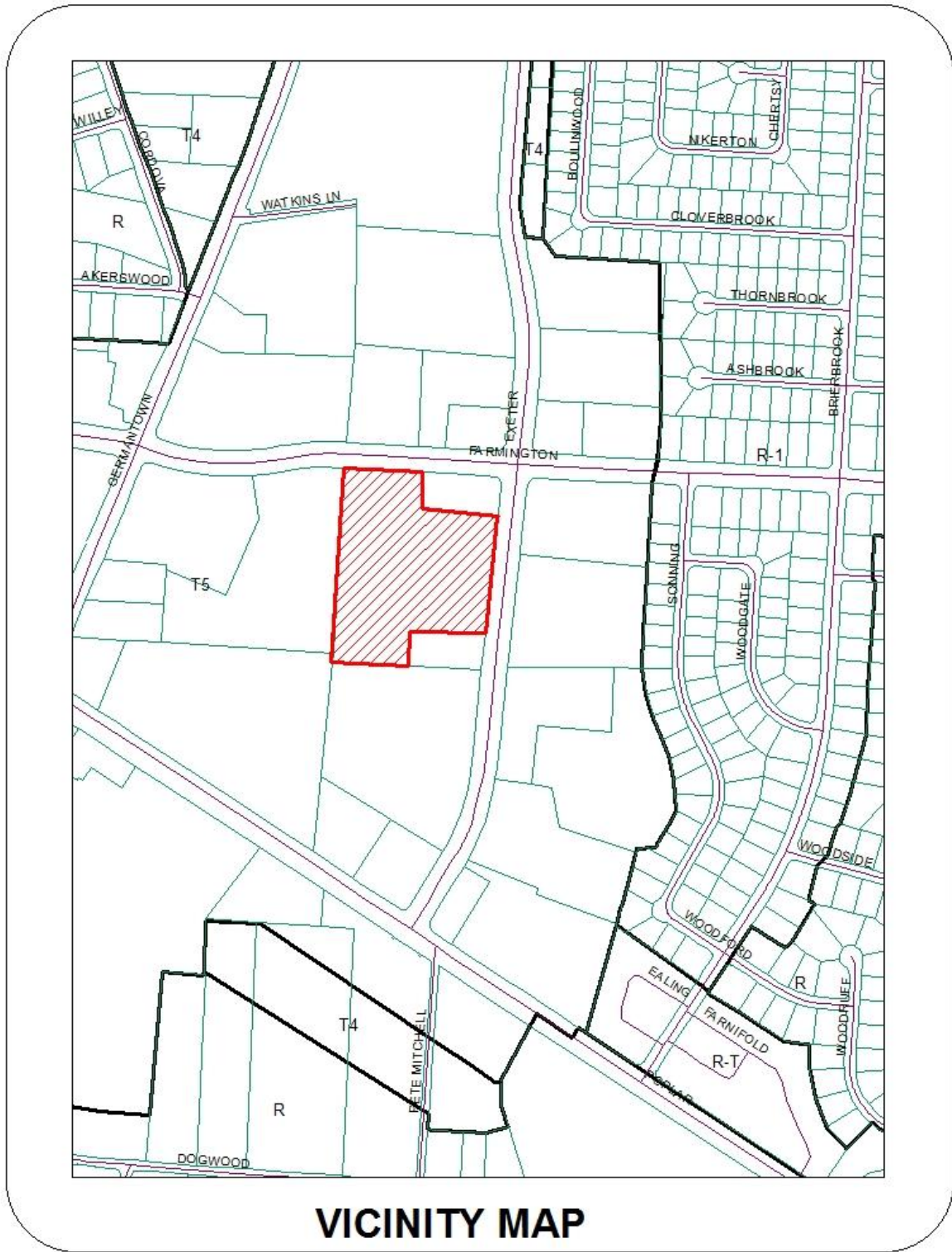
Location & Height:	The sign will be 20 feet behind the curb of Exeter Road, perpendicular to the street, with a maximum height of 9.67 feet (116”) above the ground.
Sign Area:	119.44 sq. ft. total, per face (65.71 sq. ft. = Tenant Sign Area)
Tenant Sign Panel	10.95 s. ft. (55.33”x 28.5”)
Content:	
Colors & Materials:	<p>Color: Letters = PMS 447C (Darker Gray)                  Structure Frame = PMS Warm Gray 4C                  Tenant Panels: Letters = White                  Background = Black Opaque</p> <p>Materials: Letters &amp; Sign Face = Aluminum                  Frame = Textured Stucco</p>

	Base = Brick
Font:	Fritz Quadrata & Corporate
Letter Size	Reverse Channel Lettering =13.75" x 1.75" Tenant Sign Letter Height = varies from 6" to 8.6"
Logo:	National Logos
Mounting Structure:	The sign is to be mounted on brick base (Base & Frame to match brick base of the Bed, Bath, & Beyond Building)
Lighting:	Internal Illumination (66 Lumens per sq. ft., 60W power consumption)
Landscaping	Plan 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 119. 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 has provided information concerning the wattage of the LED used for internal illumination of the sign (66 Lumens per sq. ft., 60W power consumption).
5. 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 September 10, 2015, and recommended approval on the consent agenda.



---

**PROPOSED MOTION:** To approve a Project Directory Sign for 2005 Exeter Road, within the Germantown Plaza shopping center, subject to the plans filed with the application and staff comments.

---

**b. West Cancer Clinic – 7945 Wolf River Blvd – Request Approval of a Sign Package that includes two Ground Signs and one Wall Sign (Case #: 14-492)**

**BACKGROUND:** The site is Lot 7 of the Wolf River Center subdivision, 1<sup>st</sup> Addition. The site was originally developed as the University of Tennessee Medical Building. The development was approved by the Planning Commission on December 1, 1998 and Development Contract no. 1034 was approved by the BMA on February 8, 1999. This lot (plus Lots 2, 3, and 6) is allowed to have a pervious area ratio of 25 percent. When the subdivision was created in 1994, 18 acres of parkland and a portion of the Greenbelt were dedicated to the City. The DRC approved the landscape, building elevation and lighting plans on April 22, 2014.

**DISCUSSION:** The applicant is requesting one ground-mounted project signs at the Wolf River Blvd. entrance drives and a wall-mounted project identification sign above the main entrance.

**GROUND SIGN**

Location & Height:	In same location as existing medical ground sign, 20 feet behind the curb of Wolf River Blvd.; 6 feet in height
Content:	
Sign Area	28 square feet
Color & Materials:	Aluminum letters, with “Cool Gray” finish mounted on brushed aluminum sign cabinet; Logo is aluminum with Green vinyl finish.
Font:	Frutiger Bold
Logo Sign Area:	1.67 sq. ft.
Mounting Structure:	Aluminum sign cabinet mounted on brick base
Lighting:	LED back lighting

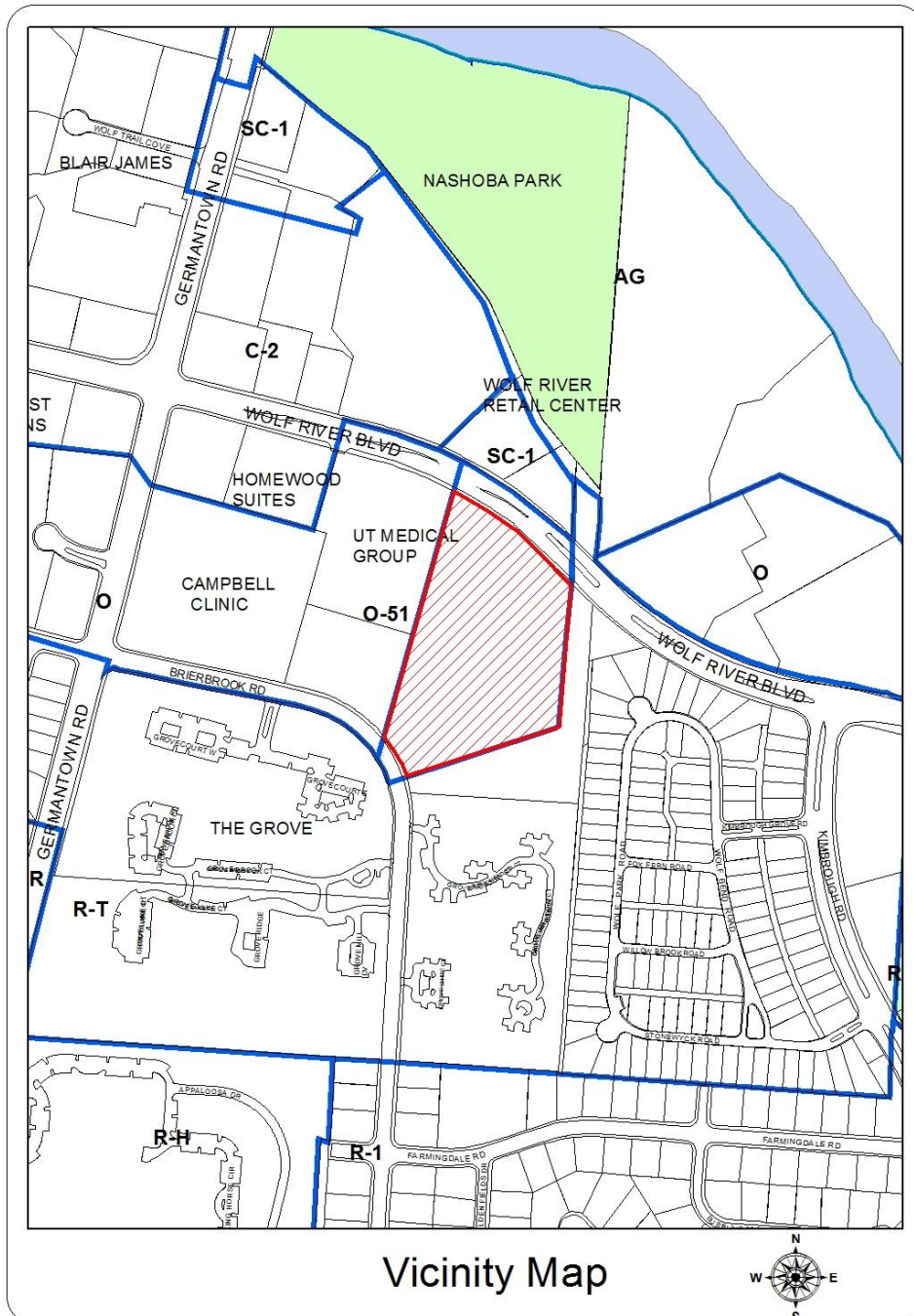
**WALL SIGN**

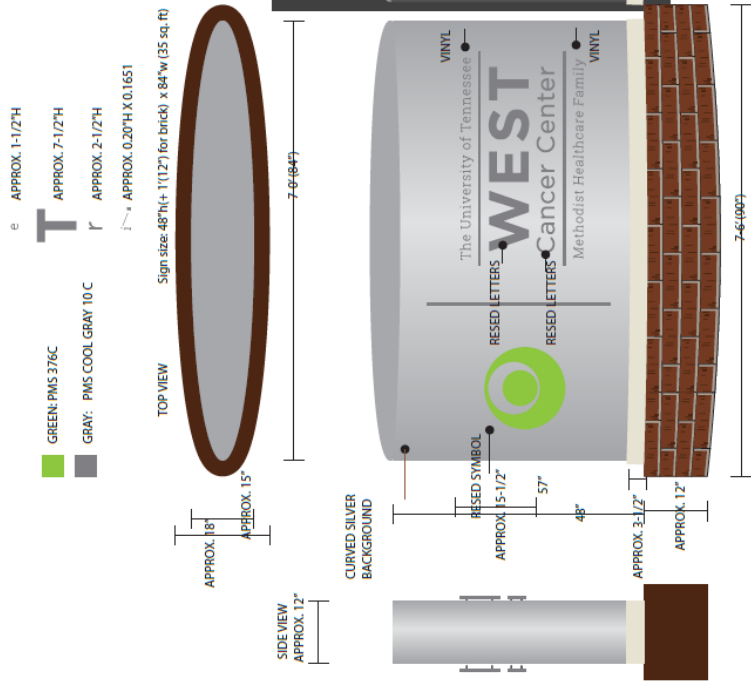
Location & Height:	To be mounted on the north building elevation, facing Wolf River Blvd.
Content:	
Sign Area	73.9 square feet
Color & Materials:	Letters to be Sintra, painted black
Font:	Frutiger Bold
Logo Sign Area:	none
Mounting Structure:	Individual Letters mounted directly to the wall with aluminum studs.
Lighting:	LED back lighting

STAFF COMMENTS:

1. The existing medical monument ground sign is placed approximately 35 feet behind the curb. The proposed sign is a standard project ground sign, so must be 30 feet behind the curb.
2. The proposed wall and ground signs total 101.9 sq. ft.

SIGN SUBCOMMITTEE REPORT: The sign subcommittee met on September 10, and recommended approval on the consent agenda.





Description: W6985 #1 Letters on building  
 Qty: 1 set  
 Copy style: Frutiger Bold & Roman  
 Copy size: 28" h  
 Copy color: Black (Painted Sintira)

380"  
**WEST Cancer Center**  
 approx. 73,88 SQ FT

Copy style: Frutiger Bold & Roman  
 Copy size: 28" h  
 Copy color: Black or PMS Cool Gray 10c

148"



Letters  
 37"



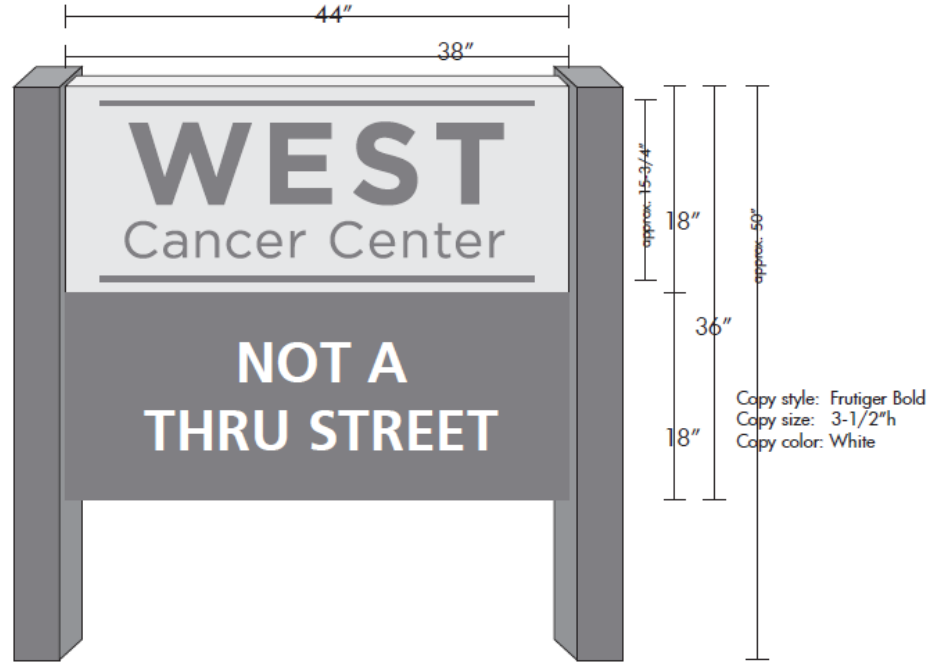
Sign view

SUBMITTED	09/04/2015	 SIGNAL MATTERS INC.	PROOFS Approved Date: _____ Signature: _____
W. O. #:	6985		
CLIENT:	Methodist Healthcare		
LOCATION:	7945 Wolf River/Exterior	667 Cheney Drive • Collierville, TN 38017 901.861.3001 office • 901.861.3021 fax	

( ) OK as is  
 ( ) PROOF with correction



Description: W6985 #4 Wayfinding B  
Qty: TBD  
Sign size: 36"h x 44"



---

**PROPOSED MOTION:** To approval the sign package for the Methodist West Cancer Center at 7945 Wolf River Blvd., subject to the plans filed with the application and staff comments.

---

c. Germantown Village Square Mall – 7670 Poplar Avenue – Request Approval of a Revised Sign Policy (Case #: 15-502)

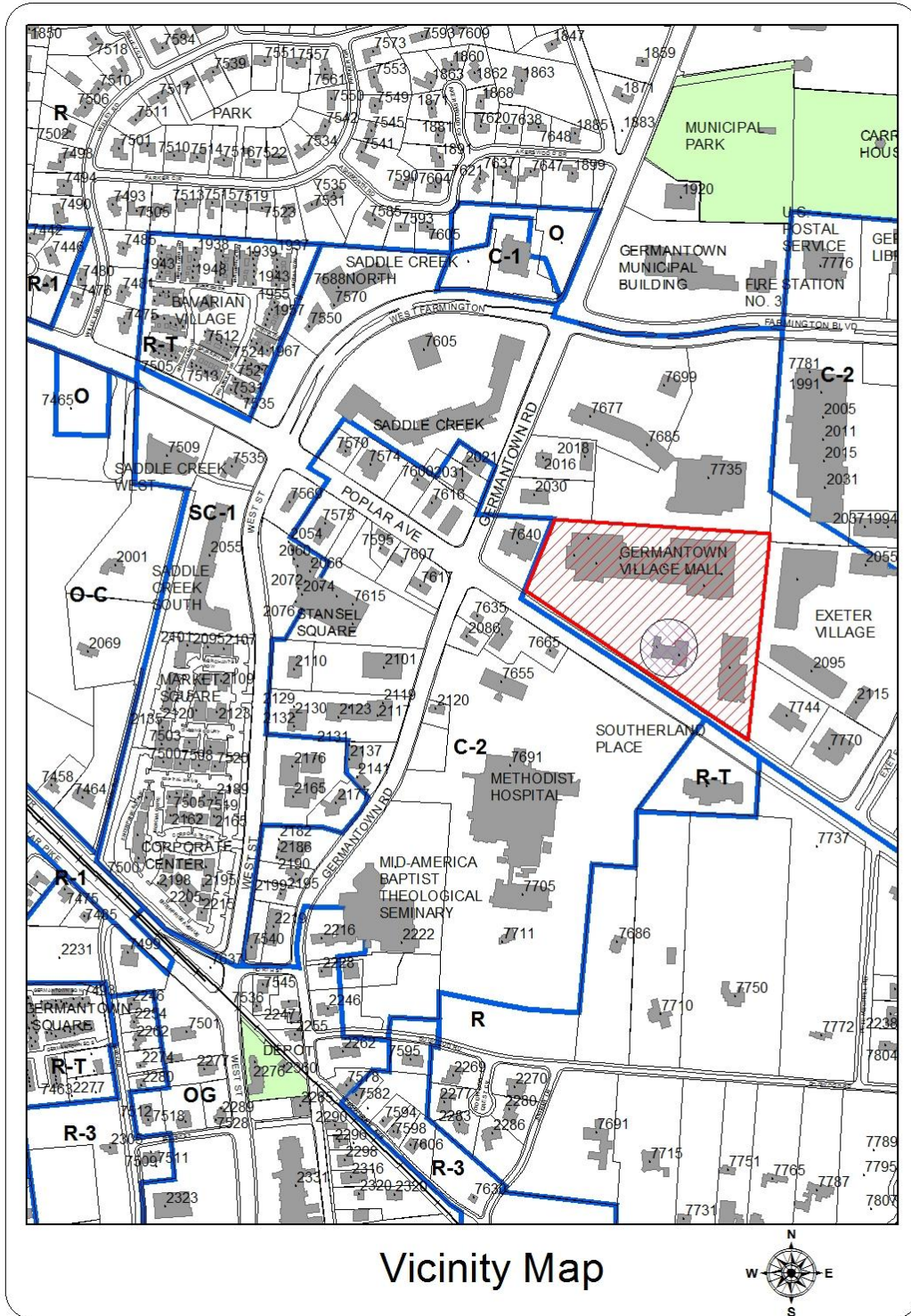
**BACKGROUND:** On March 30, 1990, the Board of Mayor and Alderman approved Project Development Contract No. 930 for the renovation of the existing Germantown Village Square Mall. On February 20, 1990, the Design Review Commission approved a sign policy for the Germantown Village Square retail center. The DRC approved an amendment to the policy to add black and red to the list of approved sign colors on November 19, 1991.

**DISCUSSION:** The applicant is requesting a major amendment to the Sign Policy that will replace the existing policy with new sign criteria that incorporates the amended wall sign size regulations.

**STAFF COMMENTS:**

1. The existing sign policy is attached for comparison.
2. Staff comments are in red on the attached proposed policy.

**SIGN SUBCOMMITTEE REPORT:** The sign subcommittee met on September 10, and recommended approval of staff comments.



Vicinity Map

## **GERMANTOWN VILLAGE SQUARE TENANT SIGN CRITERIA**

### Introduction:

This criteria has been established for the purpose of assuring consistent and uniform signage for the mutual benefit of all tenants. This criteria sets specific guidelines for all tenant wall signs and will be enforced. This criteria has been reviewed by the City of Germantown, therefore tenant signs meeting this criteria need only be submitted to the Germantown ~~Code Office~~ **Department of Economic and Community Development (ECD)** for final approval.

### General Requirements

- Tenant must submit all sign proposals to Landlord, for its approval, prior to fabrication. Submissions shall include sign location, size, layout, design, color, graphics, and material for the proposed signs.
- All signs which require electrical service will require a U.L. label and their installation shall comply with all building and electrical codes.

### Wall Signs:

Tenants are allowed one wall sign. An additional sign is allowed if the tenant has an additional elevation facing a public street, customer parking lot, or an additional major entrance.

- Main Tenant sign shall fit within the signage space above the tenant premises with a minimum of 6” clearance between the sign and the bottom of the sign band.
- The maximum area for each sign is **1.0** ~~1.5~~ square feet for each linear foot of frontage, **or as allowed by section 14-34(c) of the sign regulations of the Code of Ordinances.**
- The maximum width of the sign is 75% of the lease space.
- The maximum area of allowable signage is 75 square feet per tenant storefront.
- The maximum letter height for signage is 48”.
- All signage shall be reverse halo illuminated channel letter type.
- All signs shall be mounted to fascia wall with rust proof all thread rod. Letters must be installed a minimum of 1-1/2” from the face of the wall. No signs shall be installed within 24” of the adjacent tenant demising wall.
- Logos **of regional or national chain stores** ~~that meet the City of Germantown Sign Ordinance~~ may be approved at Landlord’s discretion, **subject to ECD approval.**

### Address Signage:

- Each tenant shall display the shop street number above the front door, centered and two inches above the bottom of the door frame.
- Numerals shall be applied to first surface (exterior of the window).
- Numerals shall be white in color 4” in height
- Font type will be Optima Bold

### Rear Entrance

- Each tenant shall display a rear entrance sign panel. Signage panel centered in the width of the door at the rear entrance 4’-9” from the floor.
- Copy to have “TENANT’S NAME” and “SERVICE ENTRANCE”.
- Each panel shall be 4” tall x 18” wide aluminum painted Dark Bronze with white copy.
- Font type is Optima Bold

Undercanopy signage is allowed at the discretion of the Landlord.

- Mounting may be blade type

- Signs shall maintain an 8' clearance from the bottom of the undercanopy sign to the ground.
- Sign shall contain Tenant's trade name or logo only.

## SIGN CONSTRUCTION DETAIL

### Materials:

#### Wall Signs

- .125 aluminum faces with .063 aluminum welded returns with 3/16" clear lexan backing for each letter. All fasteners shall be concealed.
- All letters shall be primed and painted to match one of the following colors: ANY VARIATION OF THESE COLORS MUST BE APPROVED BY THE LANDLORD
- **PROVIDE COLOR SAMPLES**
  - (a) Black
  - (b) Dark Bronze
  - (c) Red PMS 179C
- All letters shall be interior illuminated with 7000 white LED's or 6500 white neon.
- Power supplies shall be located behind the wall in an approved electrical box.
- Letter font type shall be, but not limited to, Optimal Bold and shall be all capital letters.
- Sign installs on sign band centered vertically and horizontally over tenant entrance.

#### Undercanopy

- 6" square 1/4" aluminum mounting plate with welded 1-1/2" aluminum square tube projecting 48" from wall. Tube and mounting plate to be painted black.
- Sign face will be 1/8" aluminum painted Vanilla Bean with black vinyl copy with a 1" black border.

### PROHIBITED SIGNS:

- Any sign cabinets or sign boxes or signs that simulate a box type.
- Signs with slogans, products, service descriptions, phone numbers, or advertising
- Window signs displaying "Open" or "Now Open" or "Open Now" are prohibited
- Signs made with Acrylic, Lexan, or Plastic, translucent or opaque
- Balloons and inflatable signs
- Back plates behind signs
- Any temporary signs other than what is approved for a banner
- Signs that contain a visible sign company name
- Signs that contain fluorescent or reflective sign colors
- Vehicle signs unless otherwise used for frequent business purposes
- Signs with exposed conduit, junction boxes, tubing, visible lamps, or crossover neon
- Signs that emit sound, odor, or visible matter (smoke, liquid, or confetti).
- Pole signs or ground signs that are not currently provided by Landlord
- Flashing, rotating, or any animated signs

Any signs advertising employment available

PROPOSED MOTION: To approval the revised sign policy for Germantown Village Square shopping center, subject to staff comments.

---

**d. Shops of Forest Hill Shopping Center – 9155 Highway 72 – Request Approval of a Revised Sign Policy (Case #: 15-547)**

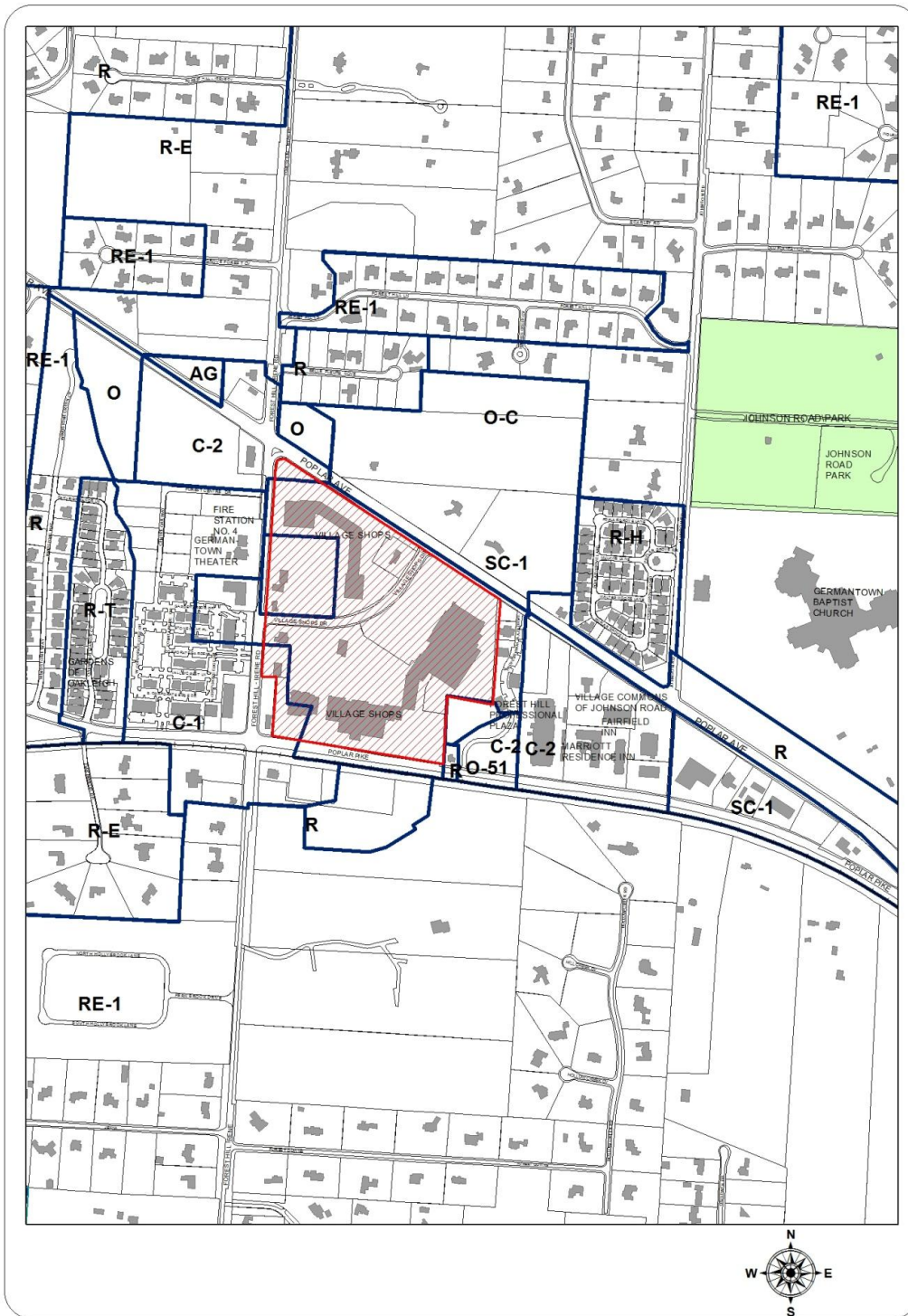
**BACKGROUND:** The Board of Mayor and Aldermen approved the Village Shops of Forest Hill with Project Development Contracts number 938 and 939 on December 18, 1990. On September 27, 2005, the DRC recommended approved an amendment to the sign ordinance to allow project directory signs. The Board of Mayor and Aldermen approved the amendment as Ordinance 2005- 19 on November 28, 2005. On January 24, 2006, the DRC approved the existing project directory sign that lists the primary tenants: Target, Sprouts, Malco and Marshalls. On August 26, 2008, the DRC approved the project directory signs for specialty tenants (the restaurant tenant's sign). The sign policy was amended on March 12, 2009, to allow hanging tenant signs.

**DISCUSSION:** The applicant is requesting a major amendment to the Sign Policy that will replace the existing policy with new sign criteria that incorporates the amended wall sign size regulations.

**STAFF COMMENTS:**

1. The existing sign policy is attached for comparison.
2. Staff comments are in red on the attached proposed policy.

**SIGN SUBCOMMITTEE REPORT:** The sign subcommittee met on September 10, and recommended approval of staff comments.



## SHOPS OF FOREST HILL TENANT SIGN CRITERIA

### Introduction:

This criteria has been established for the purpose of assuring consistent and uniform signage for the mutual benefit of all tenants. This criteria sets specific guidelines for all tenant wall signs and will be enforced. This criteria has been reviewed by the City of Germantown; therefore, tenant signs meeting this criteria need only be submitted to the Germantown ~~Code Office~~ **Department of Economic and Community Development (ECD)** for final approval.

### General Requirements:

Tenant must submit all sign proposals to Landlord for its approval prior to fabrication. Submissions must include: sign location, size, layout, design, color, graphics, and material for the proposed signs. All signs which required electrical service will require a U.L. label and their installation shall comply with all building and electrical codes.

### Wall Signs:

Tenants are allowed one wall sign. An additional sign is allowed if the tenant has an additional elevation facing a public street, customer parking lot, or an additional major entrance.

- Main Tenant sign shall fit within the signage space above the tenant premises.
- The maximum area for each sign is **1.0 ±.5** square feet for each linear foot of frontage, **or as allowed by section 14-34(c) of the sign regulations of the Code of Ordinances..**
- The maximum width of the sign is 75% of the lease space.
- The maximum area of allowable signage is 75 square feet per tenant storefront.
- The maximum letter height for signage is 48”.
- All signage shall be reverse halo illuminated channel letter type.
- All signs shall be mounted to fascia wall with rust proof all thread rod. Letters must be installed a minimum of 1-1/2” from the face of the wall. No signs shall be installed within 24” of the adjacent tenant demising wall.
- **Logos of regional or national chain stores that meet the City of Germantown Sign Ordinance** may be approved at Landlord’s discretion, **subject to ECD approval.**

### Address Signage:

- Each tenant shall display the shop street number above the front door, centered and two inches above the bottom of the door frame.
- Numerals shall be applied to first surface (exterior of the window).
- Numerals shall be white in color 4” in height
- Font type will be University Roman Bold

### Rear Entrance

- Each tenant shall display a rear entrance sign panel. Signage panel centered in the width of the door at the rear entrance 4’-9” from the floor.
- Copy to have: “TENANT’S NAME” and “SERVICE ENTRANCE”.
- Each panel shall be 4” tall x 18” wide painted Dark Bronze with white copy.
- Font type is Upper Case Helvetica Medium

Undercanopy signage is allowed at the discretion of Landlord.

- Mounting may be blade type or suspended from the ceiling
- Sign shall maintain an 8’ clearance from the bottom of the undercanopy sign to the ground.
- Sign shall contain Tenant’s trade name or logo only.

### Anchor Pylon Sign(**Major Project Directory Sign**) (if applicable)

Signage must be individual reverse halo lighted channel letters installed on existing double faced brick and concrete block structure.

- Letter construction detail shall be consistent with storefront signage detail.

### Junior Anchor Pylon Sign (**Specialty Tenant Directory Sign**) (if applicable)

- Signage panel to be 1/8” aluminum painted black with routed copy backed up with 3/16” white #7328 acrylic.

- Copy to display Tenant's trade name only.

## SIGN CONSTRUCTION DETAIL

### Materials:

#### Wall / Permanent Project Sign

- .125 aluminum faces with .063 aluminum welded returns with 3/16" clear lexan backing for each letter. All fasteners shall be concealed.
- All letters shall be primed and painted to match one of the following colors: ANY VARIATION OF THESE COLORS MUST BE APPROVED BY THE LANDLORD **PROVIDE COLOR SAMPLES**
  - (d) Red 200U
  - (e) Vanilla Bean (Akzo Nobel 426 A1)
  - (f) Green 555C
  - (g) Yellow 116C
  - (h) Bronze 448C
  - (i) Gold
  - (j) Blue 295C
- All letters shall be interior illuminated with 7000 white LED's or 6500 white neon.
- Power supplies shall be 120 volt located behind the wall in an approved electrical box.

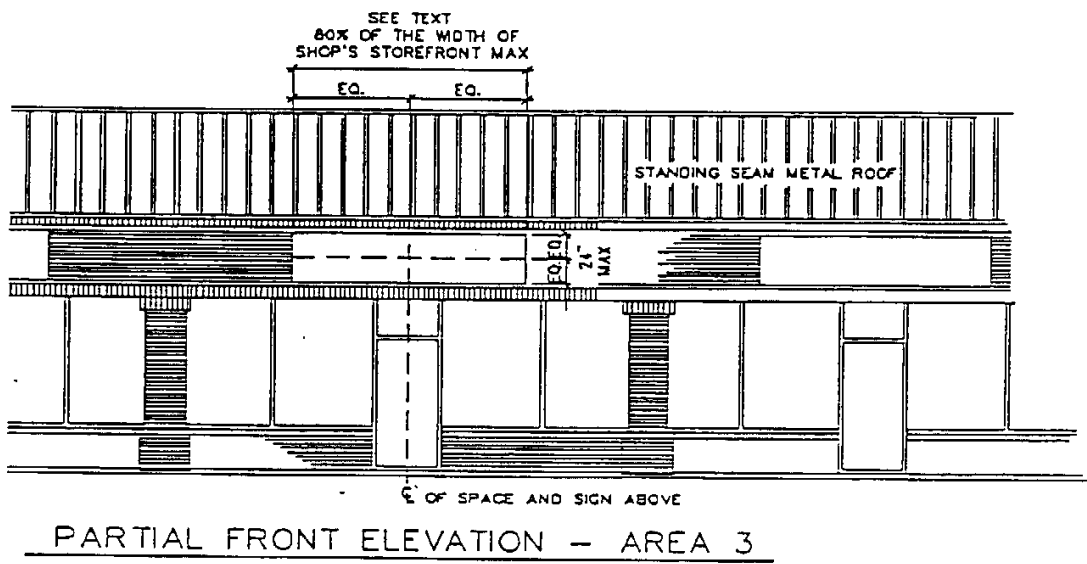
#### Undercanopy

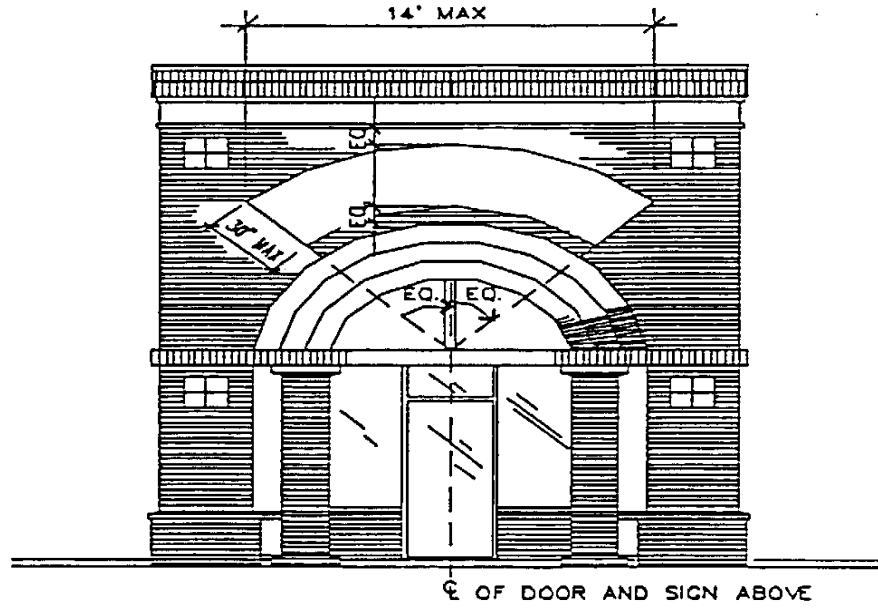
- 6" square 1/4" aluminum mounting plate with welded 1-1/2" aluminum square tube projecting 48" from wall. Tube and mounting plate to be painted black.
- Sign face will be 1/8" aluminum painted Vanilla Bean with black vinyl copy with a 1" black border.

### PROHIBITED SIGNS:

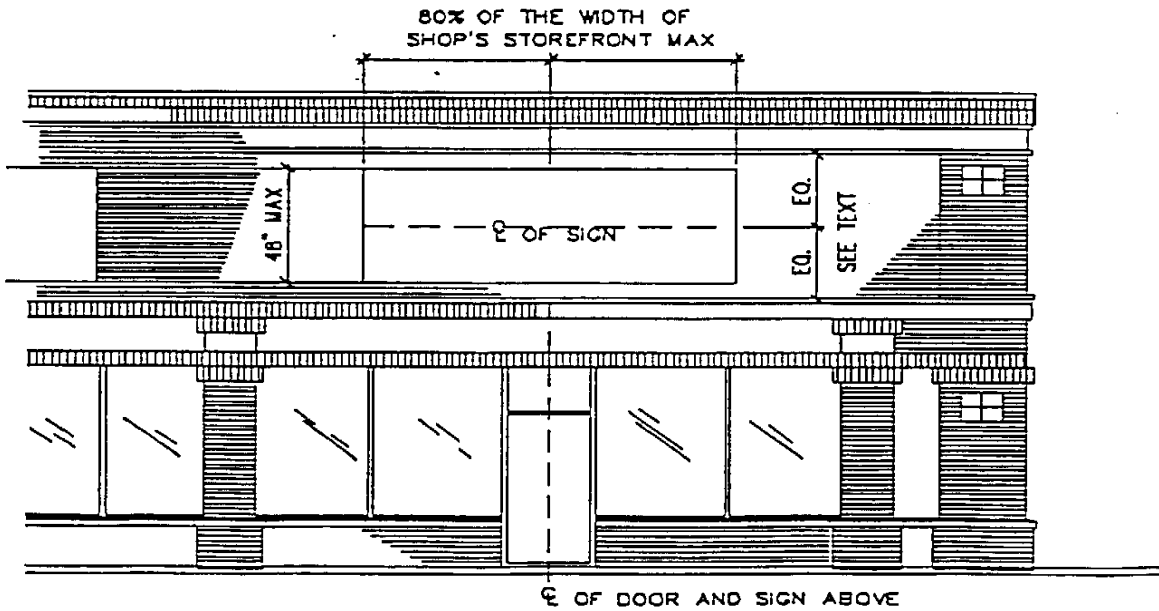
- Any sign cabinets or sign boxes or signs that simulate a box type.
- Signs with slogans, products, service descriptions, phone numbers, or advertising
- Window signs displaying "Open" or "Now Open" or "Open Now" are prohibited
- Signs made with Acrylic, Lexan, or Plastic, translucent or opaque
- Balloons and inflatable signs
- Back plates behind signs
- Any temporary signs other than what is approved for a banner
- Signs that contain a visible sign company name
- Signs that contain fluorescent or reflective sign colors
- Vehicle signs unless otherwise used for frequent business purposes
- Signs with exposed conduit, junction boxes, tubing, visible lamps, or crossover neon
- Signs that emit sound, odor, or visible matter (smoke, liquid, or confetti).
- Pole signs or ground signs that are not currently provided by Landlord.
- Flashing, rotating, or any animated signs
- Any signs advertising employment available







PARTIAL FRONT ELEVATION — AREA 2



PARTIAL FRONT ELEVATION — AREA 1

## Existing Policy GENERAL REQUIREMENTS

---

The purpose of this manual is to define and specify all exterior signage criteria for The Village Shops of Forest Hills.

Each Tenant shall provide signage package for his space as described below by area designation. Tenants areas are as follows:

**Area 1** - See Elevation, Page 5.

Sign band height 48" maximum, 24" maximum letter height.

Rear Door Sign, Page 10

Shop Street Address Numerals, Page 8

**Area 2** - See Elevations, Page 5.

Main Signage Panel - 30" maximum, 24" maximum letter height.

Rear Door Sign, Page 10

Shop Street Address Numerals, Page 8

**Area 3** - See Elevation, Page 4.

Main Signage Panel - 24" maximum, 18" maximum letter height

Rear Door Sign, Page 10

Shop Street Address Numerals, Page 8

All sign packages shall be submitted for approval to Robertson/Loia/Roof, P.C. prior to fabrication and installation. The cost of the fabrication and installation shall be the responsibility of each individual Tenant. Sign construction is to be completed in compliance with building code requirements and the sign ordinance of the City of Germantown and the instructions, limitations and criteria contained in this manual.

---

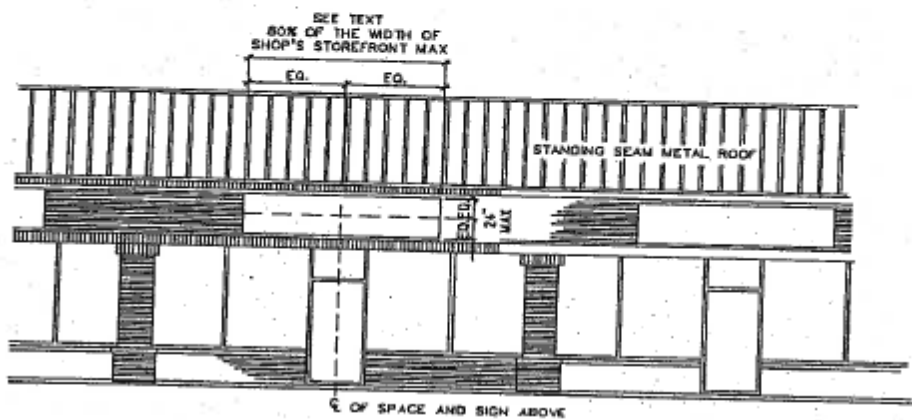
## SPECIFICATION/ PRIMARY TENANT SIGN

---

### SIGN TEST

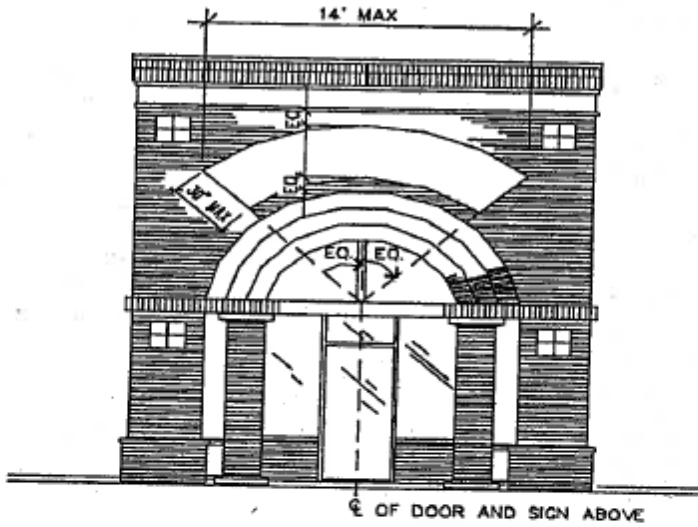
The sign unit located above the canopy or the primary sign is to be limited to the location contained in the "signage space" shown on the elevation contained herein. As outlined in the sign ordinance, tenant signs shall have a maximum total area of 50 sq. ft. or one-half sq. ft. per lineal foot of lease space on which the sign is erected, whichever results in the smaller sign area. All sign requests must first be reviewed by the shopping center management/owner to insure that the requested sign meets the approved sign policy and that an equal mix of colors and styles within the shopping center is maintained. A letter should be provided to the City of Germantown certifying the management/owner approval.

Note: Store signage for "Kroger" and "Target" is not addressed in this specification manual. Signage for "Kroger" and "Target" shall be governed by the tenant's individual criteria as approved by the City of Germantown.

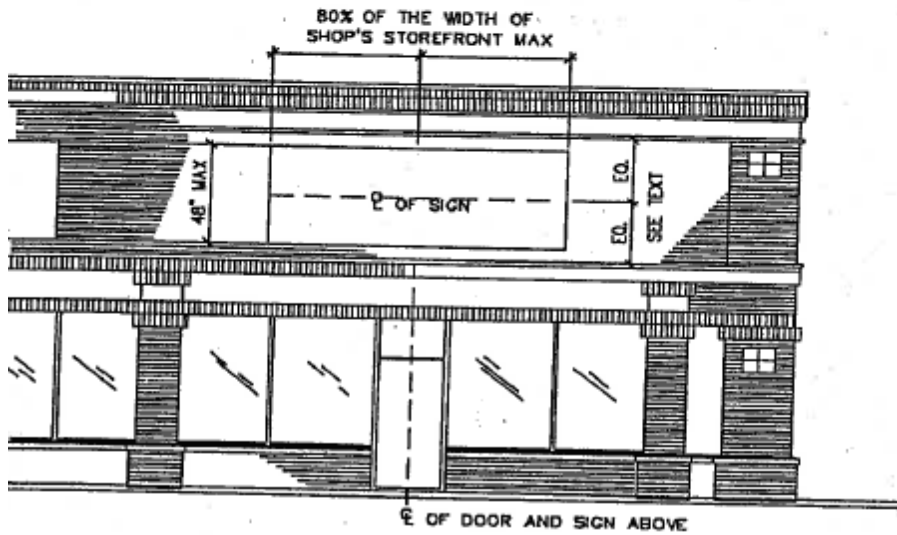


PARTIAL FRONT ELEVATION - AREA 3

---



PARTIAL FRONT ELEVATION - AREA 2



PARTIAL FRONT ELEVATION - AREA 1

## TYPOGRAPHY

---

The main tenant sign unit shall be all individual letters, within the signage space above the tenant premises. The typography shall be upper or lower case letters. The type of typography shall be similar in character and overall appearance, but not limited to the following:

Novarese  
*Caslon Swashes*  
Caxton Roman Bold  
Eurostile Bold  
University Roman Bold

National or regional chainstore tenants shall be permitted to use their standard typography logo script and logos (provided logos meet the City of Germantown sign ordinance) which have been used nationwide. See additional chainstore criteria included.

## MATERIALS

The front and sides of the reverse channel letters shall be .080" aluminum. All exposed aluminum joints shall be welded and ground smooth. All letters shall have concealed, non-corrosive, attachment devices, clips, wires and shall be designed and fabricated in accordance with the local sign ordinances. Each letter of the sign units shall be back lighted with single stroke soft white neon tubes where width of letter is

3 1/2" or less, or double stroke soft white neon if greater than 3 1/2". Each letter of the sign shall be mounted 1 1/2" to 2" away from face of wall to provide proper backlighting of letter. Provide ballast meeting U.L. standards. A junction box will be supplied at each tenant space by landlord and all wiring to junction boxes shall be concealed. The letters of these signs are to match the tenant's colors selected from following page.

In the instances where external light sources are used for signage illumination, painted aluminum shall be required for the main tenant sign.

---

## COLOR

---

Each canopy sign letter shall be one of the following approved colors. Secondary colors which border, accent, or otherwise incidental to the primary sign colors shall be accepted, subject to the approval by the management/owner and the City of Germantown. In the case that a tenant request a signage color other than one of the approved colors for a primary color, the applicant must contact the management/owner of the shopping center and request a change in the approved sign policy to allow the requested color to be interchanged with one of the approved colors for The Village of Forest Hills.

Letters at main signage panel shall match one of the following "PMS" colors.

Red	200U	Pittsburg Paint	Off White - #10, VANILLA BEAN
Green	555C		Gold Tone #13 C
Bronze	448C		

## INSTALLATION REQUIREMENTS

The main Tenant sign shall be centered within the canopy sign space above or in front of the Tenant premises. No part of the sign shall be closer than 24" to the center line of adjacent demising walls (Tenant dividers). No part of the sign shall extend beyond the Tenant's sign area, see front elevations.

All main tenant signs are to be centered in the signage band as shown on above mentioned elevation.

All signage letters shall be mounted to the parapet with concealed fasteners. Aluminum clip angles shall be attached to each letter using aluminum mounting studs to attach letters to surface.

---

## SIGN STANDARDS

### HANGING SIGN

In addition to all other permitted signs, each tenant shall have one hanging sign used to identify the entrance or location of the premises. This sign shall:

1. Not exceed six (6) square feet in overall area. The sign face area does not include the area of the suspension brackets.
2. Hanging signs shall be suspended from aluminum square tubing, mounting plate anchored to breezeway ceiling soffit with varying suspension heights dependent upon specific ceiling height above ground. Each sign to have a minimum vertical clearance of at least 8 feet above ground.
3. Hanging signs to be mounted perpendicular to the sidewalk and do not contribute toward calculations of allotted square footage of exterior signage as allowed by the City of Germantown sign ordinance.
4. Hanging sign copy shall be limited to tenant name in similar font as approved storefront signage. Copy to be allowed on both sides of hanging signs. Upper case and lower case letters allowed. Letter height to be consistent with 4" upper case letters. Copy to be 3M premium film vinyl "Oyster" #220-100.
5. Overall hanging sign dimensions to be 12" x 50" (excluding hanging brackets). Sign cabinet size to be 8"x 47.01". Face size is 7.25" x 46.25". Signs to be fabricated of aluminum which is prepped, primed and painted. Background face color is black with border tubing and hanging brackets painted Vanilla Bean. Vertical dimensions of hanging brackets to vary in length depending on ceiling height. Signs to be through bolted with blocking in soffit.
6. Hanging signs to be installed within occupant's frontage in location determined best for pedestrian viewing.

---

PROPOSED MOTION: To approval the revised sign policy for Shops of Forest Hill shopping center, subject to staff comments.

---

- e. Pinnacle Financial Partners/Starbucks - 1264 S. Germantown Road – Request Sign Package Approval (Case #: 15-525)


BACKGROUND: 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. On August 25, 2015, the Design Review Commission approved a sign package to replace the existing Magna Bank Signs with signs for Pinnacle Financial Partners.

On June 2, 2015, the Planning Commission approved a preliminary and final site plan on this property that proposes to split the use of the existing 5,475 single story building with canopy and a 23 square foot addition as follows: 2,773 sq. ft. to function as bank with 2 drive thru lanes and 2,765 sq. ft. functioning as a coffee café, Starbucks, with one dedicated drive thru lane.


DISCUSSION: Based on the PC approved preliminary and final site plan, the applicant is requesting approval of a ground and a wall-mounted tenant identification sign, two wall signs mounted on either end of the existing drive thru canopy, and directional/general drive thru signs that will include the names of both Pinnacle Financial Partners and Starbucks. Because the building will have two different businesses located within it, this request is being reviewed as two tenants sharing the allowable amount of signage for the single building. The ground and wall signs will be placed in the same locations as the existing signs along the Germantown Road frontage and building facade. The directional/general drive thru signage will be as reflected on the attached sign plans. The specifics of the request are as follows:



**SIGN 1 – Ground Mounted Tenant 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 6 feet above the ground.
Total Sign Area:	Approximately 25 sq. ft. total per face
Content/Logo:	
Colors & Materials:	<p>Color: Letters = 3M3630-22 Black &amp; 3M3630-76 Green                      Wedge = 3M3630-337 Process Blue                      Background = AKZO Sign 94658 Light Silver Painted Finish                      Drive Thru = 3M-3630-22 Black</p> <p>Materials: Letters &amp; Logo = Vinyl                      Background = Aluminum</p>
Font:	Corporate
Mounting Structure:	Replacement of previously approved Pinnacle sign
Lighting:	Existing External Lighting (No change to existing Lighting – Plan provided with previously approval for Pinnacle Sign)
Landscaping	Existing Landscaping (No change to existing landscaping – Plan provided with previously approval for Pinnacle Sign)

**SIGN 2: Wall Mounted Tenant Identification**

Location & Height:	Two signs to be mounted on same wall of the building above the public entrance facing Germantown Road.
Total Sign Area:	37.64 sq. ft. (17.38 sq. ft. = Pinnacle & 20.26 = Starbucks)
Content/Logo:	
Colors & Materials:	<p>Pinnacle (No change from previous approval)</p> <p>Color: Letters = Black                      Wedge = 3M3630-337 Process Blue</p> <p>Materials: Letters - Aluminum                      Sign Face - Acrylic</p>
Colors & Materials:	<p>Starbucks</p> <p>Color: Letters = White                      Background = PMS 3425 Green</p> <p>Materials: Letters - Aluminum                      Sign Face - Polyurethane</p>
Logo	7.07 sq. ft.

Font:	Corporate
Letter Size:	Varies from 7 inches to 24 inches
Mounting Structure:	Pinnacle = Aluminum stud mounting on brick facade Starbucks = Pin mounts on brick facade
Lighting:	Halo Lit w/ White Lumifluent LED

**SIGN 3: Wall Mounted Building (Canopy) Signs**


Location & Height:	Two signs to be mounted on same wall of the north & south sides of the drive thru canopy.
Total Sign Area:	18.11 sq.ft. per face (9.67 sq. ft. = Starbucks & 8.44 sq. ft. = Drive Thru)
Content/Logo:	
Colors & Materials:	Color: Starbucks Letters = 3M 3630-76 Holly Green Vinyl Drive Thru Letters = PMS 3425 C (Green) Materials: Starbucks Letters = Aluminum (Channel Letters) Drive Thru Letters = Aluminum (Channel Letters) Sign Face = Acrylic with Applied Vinyl
Font:	Corporate
Letter Size:	12 inches
Mounting Structure:	Starbucks = No information provided
Lighting:	Halo Lit w/ White Lumifluent LED

**SIGN 4 -: Directional Signs**

Location & Height:	The signs are to be double-sided and located throughout the development as shown on the attached location plan.
Content:	<p>SEE ATTACHED SIGN DETAIL</p>
Colors & Materials:	Color: Background – Black (RAL 7021) Letters -White Stars – White & Black Double Arrows –14324 White Materials: Aluminum Panels with Polycarb Copy & Acrylic Face
Font:	No information provided
Sign Area:	Varies & Height = 20”
Mounting Structure:	Welded Aluminum Tube
Lighting:	Internally Illuminated with GE Tetra MiniMax LED system

**SIGN 5 -: General Drive Thru Signs**

Location & Height:	The signs are menu boards to be located within the drive thru area as shown on the attached location plan.
--------------------	--

Content:	 <p style="text-align: center;">SEE ATTACHED SIGN DETAIL</p>
Colors & Materials:	Color: Background – Black Materials: Aluminum Menu Boards
Font:	N/A
Sign Area & Height:	Varies 65.1/4” to 117.5/8”
Mounting Structure:	See attached plans
Lighting:	LED Tube Lighting

**STAFF COMMENTS:**

1. The applicant has submitted some revisions to the proposed sign package based on recommendations from the Design Review Commission Subcommittee. These changes included revise sign content for the ground sign, dropping the request for a pre-menu (seasonal) board, removal of company name from the order point menu board and limiting menu monitor to a single screen, and using white directional arrows in the parking lot.
2. The total allowable sign area is 100 sq. ft., (based on 75 sq ft for the wall mounted signs and 25 sq. ft. per face for the ground mounted sign) for a combination of ground and wall signs on this site. If approved, the total sign area combined for both signs is approximately 98.86 sq. ft., as viewed from each side of the ground sign.
3. There are no requested changes for the previously approved wall sign for Pinnacle Financial Partners, however, the total approved sign area for this sign is included within the calculation for the total allowable sign area for this building (75 sq. ft.).
4. The propose placement of signage, “Starbucks Drive Thru”, on both sides of the drive thru building canopy requires approval by the DRC (as required by Section 14-34(b)(1)a, Section 14-34(d)(1), & Section 14-34(e)(1)).
5. The directional signs size, height, content, and location may be permitted by the DRC in the C-2 District. “Directional signs may not exceed a maximum total sign area of 128 square inches per face, 8 inches by 16 inches, with a maximum height of 20 inches above the existing grade” as required by Section 14-34(c)(6). Proposed directional signage conforms to the sign regulations.
6. No information concerning the directional sign fonts have been provided for review with this application.
7. The applicant is proposing two internally illuminated menu board within the Starbucks drive thru area. These menu boards require approval by the DRC.
8. 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 September10, 2015, and with held a recommendation on this application.



**PROPOSED MOTION:** To approve a Sign Package that includes a Ground Sign, Wall Signs, and Directional/General Drive-Thru (Menu Boards) Signage for Pinnacle Financial Partners, located at 1264 S. Germantown Road.

---

**f. Pinnacle Financial Partners/Starbucks – 1264 S. Germantown Road – Request Preliminary and Final Site Plan Approval (Case #: 15-525)**

**BACKGROUND:** 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. On August 25, 2015, the Design Review Commission approved a sign package to replace the existing Magna Bank Signs with signs for Pinnacle Financial Partners.

This request received preliminary and final plan approval from the Planning Commission on June 2, 2015.

**DISCUSSION:** The plan proposes to renovate the existing single story building with canopy to split the use of the structure to allow for a bank and a coffee cafe (Starbucks). The northern area of the building to be dedicated to Starbucks will include a 55 square foot addition for a dedicated coffee drive-thru lane with a new window and roofing. Primary access to the building will remain on the west side of the building and will provide access to both the bank and café. A new entrance door will be installed on the north side of the building to provide secondary access to Starbucks. The materials used in the changes to the building exterior renovation will match the existing building materials on the bank. The landscape area along the north side of the property would be reduced and 9 new parking spaces added to the site.

TOTAL SITE AREA	1.153 ac.
BUILDING SIZES w/canopy Magna Bank Starbucks <i>*Building size decreased since PC approval of site plan</i>	5,027 S.F. 1,674 S.F. 3,353 S.F.
BUILDING HEIGHT	32'-4"
NUMBER OF PARKING SPACES	35 provided 26 required
PERVIOUS RATIO	32.97% existing 28.51% proposed <i>*20% minimum is allowed</i>

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

**DESIGN REVIEW COMMISSION CHECKLIST:**

1. *Site Layout:* Single story building set 80 feet from Germantown Road.
2. *Building Elevations:* Proposed exterior renovation for Starbucks addition to match building material for existing bank (Pinnacle). Building Exterior - Brick Pilaster (Oyster White), and Stone (Eldorado River Gorge Country Rubble) with matching mortar; Roof Shingles – Certainteed Grand Manor Gatehouse (slate); Windows and Doors – Standing Seam Metal (median bronze finish) with standard bronze tinted tempered glass; Awning – Standing Seam Metal (medium bronze finish). Some paint and material samples have been provided by the applicant.
3. *Street Improvements and Curb Cuts:* Two access points from the existing private drive at the east property line. (No road improvements are required).
4. *Parking Lots:* 35 parking spaces are provided with 9 new spaces provide along the north property line.

5. *Exterior Lighting:* No change to existing parking lot lighting & one new light fixture installed in new parking area on the north side of building two new wall scones on north wall of building: consists of 175W MH fixtures mounted on 20 foot-tall steel poles (dark bronze finish) and wall-mounted scones (clad – medium bronze finish).
6. *Garbage Collection Area:* Existing and located in the southeast corner of site. A new recycling dumpster enclosure is proposed for location in the same area. The enclosure is a 6' height brick wall to match the existing brick veneer on building with a stained western cedar, dog-eared gates.
7. *Vents:* No information provided.
8. *Gas, Electric and Water:* No information provided.
9. *Mechanical Units:* One new unit added for Starbucks to be located on the east side of the building behind existing brick fence. (Indicated by applicant email but not shown on plan)
10. *Emergency Generators:* No information provided.
11. *Landscaping:* A landscaping plan for the site has been provided. Percentage of Greenspace to be reduced from 32.97% to 28.51%.
12. *Mailboxes:* not indicated
13. *Signs:* Signs will have to be approved by the DRC by a separate application.

STAFF COMMENTS:

1. Prior to Final DRC approval, an explanation should be provided for the change (decrease) in the overall existing building square footage and the amount of interior square footage dedicated to each proposed use from that on the preliminary and final site plan approved by the Planning Commission .
2. Prior to Final DRC approval, provide information (pictures) and samples of the materials used on the existing building.
3. The applicant must receive a Grading Permit and 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.
4. Prior to Final Construction Plan approval, provide information on building elevation plans concerning the addition and location of new utility meters, mechanical units, and emergency generator



VICINITY MAP

**EXISTING BANK BUILDING**









**PROPOSED MOTION:** To approve the preliminary and final plans for a Pinnacle/Starbucks at 1264 Germantown Road, subject to the plans filed with the application and staff comments.

**3. Kroger Fuel Center (Germantown Crossing) – 7735 Farmington Blvd. – Request Preliminary and Final Site Plan Approval (Case #: 14-473)**

**BACKGROUND:** The Planning Commission approved the preliminary and final site plan for the expansion of the Kroger store on December 3, 2013. The plan expanded the store from 97,088 sq. ft. to 116,281 sq. ft. and reduced the number of parking spaces from 581 to 516. The PC approved the preliminary and final site plan for the fuel center on August 18, 2015. The DRC approved the plans for the expansion of the Kroger store on March 25, 2014.

**DISCUSSION:**

TOTAL SITE AREA	14.45 ac.	No change
BUILDING SIZE	Current – 116,281 sq.ft.	Additional 240 sq. ft. kiosk
NUMBER OF PARKING SPACES	Current - 516	Proposed - 488
PERVIOUS AREA	Current – 30%	Proposed – 26.4%

This plan proposes the construction of a fuel center on Farmington Blvd., near the northeast corner of the center. There are to be 14 fueling positions plus a 240 sq. ft. kiosk for the attendant and rest rooms. The existing detention basin is to be replaced with an underground system, and additional site amenities (bicycle repair station, dog watering facility and benches near the sidewalk) are proposed. The plan proposes the following variances from the standard development regulations and guidelines:

1. A pervious area ratio of 26.4% is requested. The standard 35% pervious area ratio was modified by the previous plan to 30%.

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

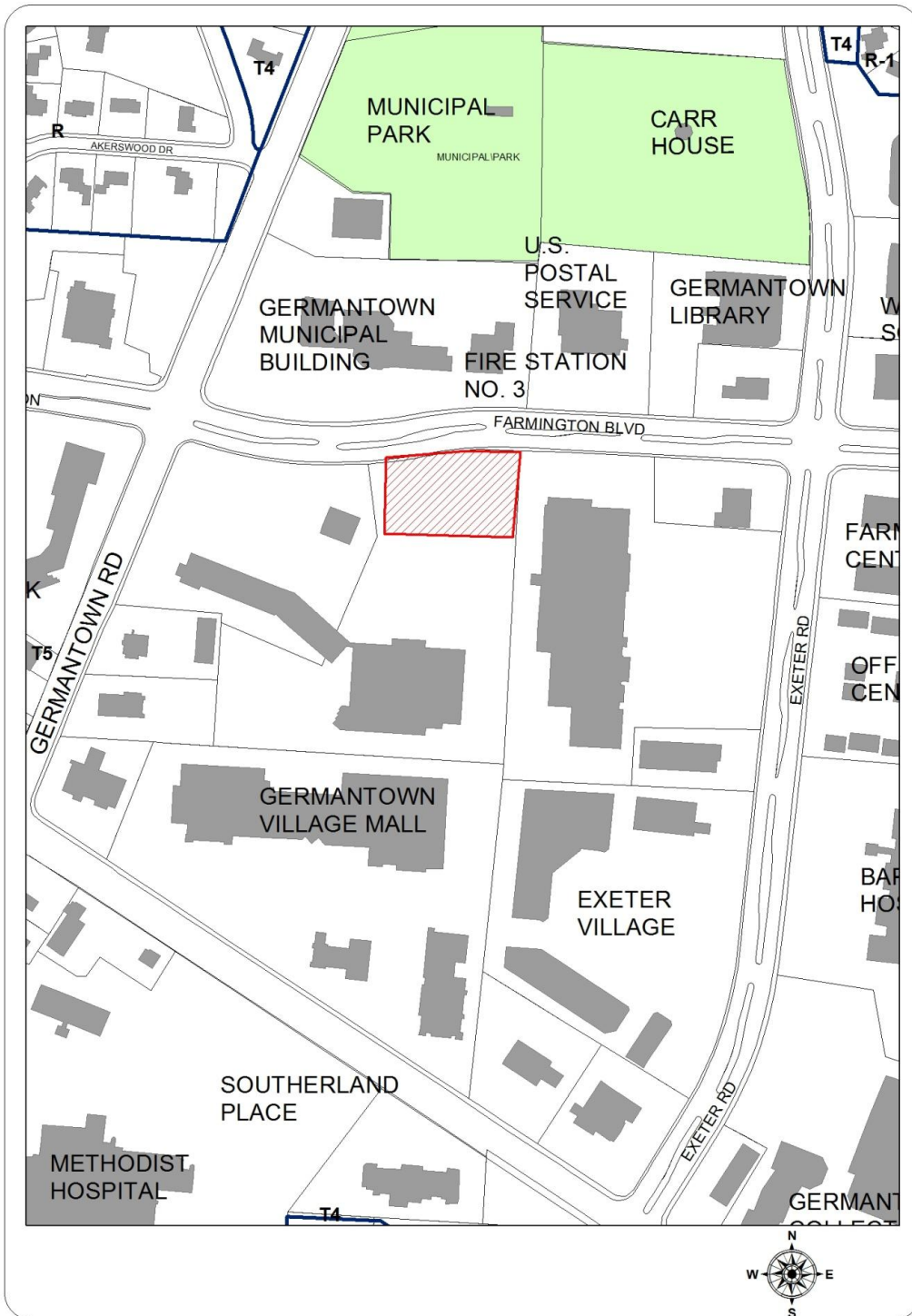
DESIGN REVIEW COMMISSION CHECKLIST:

1. *Site Layout:* The 126 ft. x 43 ft. canopy is to have its long axis parallel to Farmington, set back 54.5 ft. from the street right-of-way. The 240 sq. ft. kiosk will be located to the south side of the canopy.
2. *Building Elevations:* kiosk: 11 ft. in height, to be constructed of brick to match the Kroger store, with metal panel roof coping and metal panel roof mechanical equipment screen. Metal is to have a “mica” finish. Canopy: 19 ft. 2 in. in height, to be constructed with brick support columns; metal panel trim, fascia and cornice. The metal panels are to have a “mica” finish. Material samples have not been provided. (see comment 1)
3. *Street Improvements and Curb Cuts:* Modifications to the Farmington Blvd. frontage include a retaining wall behind the sidewalk, pedestrian access points from Farmington and seating areas within the access areas. (see comment 2)
4. *Parking Lots:* the fuel center will replace part of the existing detention area.
5. *Exterior Lighting:* Parking lot lighting: 2 additional pole-mounted LED lights are proposed for the fuel center’s drive lanes. Information on the height and finish was not provided. (see comment 3)  
The canopy is to be illuminated by 14 LED light fixtures.  
Photometric analysis: 3.77 foot-candles in the parking lot; 15.41 foot-candles average under the canopy; 4.40 foot-candles average in the fuel center. (see comment 4)
6. *Garbage Collection Area:* no collection area shown. The applicant has indicated in past meetings that garbage collection is to be handled by the existing facilities.
7. *Vents:* information not provided.
8. *Gas, Electric and Water:* information on meters not provided.
9. *Mechanical Units:* behind a screen wall on top of the kiosk.
10. *Emergency Generators:* none shown.
11. *Landscaping:* A landscape plan for the site provides landscaping along the Farmington frontage, adjacent to the retaining wall, within the pedestrian access areas and between the fuel center and the access drive to the east.
12. *Amenities:* Proposed site amenities include bike racks, benches, bike repair station and water bottle/dog watering station.
13. *Signs:* Signs will have to be approved by the DRC by a separate application.

COMMENTS:

1. Prior to final DRC approval, provide information on the material to be used on the support columns, beams, and ceiling of the pump island canopy, and provide material samples of all materials.
2. Prior to final DRC approval, provide information on the retaining wall height and material.

3. Provide information on the height and finish of the parking lot lights.
4. Provide information on the type of light fixture and lens proposed in the canopy ceiling to illuminate the fueling stations.







# 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: 06/24/2015

Project Name: Kroger V-419 Fuel Center

Project Address: 7735 Farmington Road

Previous Tenant: NA

Applicant's Name: Cara Martin

Mailing Address: 6775 Lenox Center Court, Suite 300 Memphis, TN 38115

Email Address: cmartin@pickeringfirm.com

Telephone: 901-726-0810

Fax Number: 901-272-6911

Zoning District where project (sign or item) is to be located: SC-1

### 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 the attached narrative letter for description of project and items to be reviewed

Cara L. Martin

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.*

**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 interest, the following information is required to be furnished:

1. For Profit Entities. If the applicant submitting this Application ("Applicant") 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 Applicant 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 Applicant. (If another business entity owns 10% or more of the ownership interests in the Applicant, 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 Applicant, 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.

Applicant: KROGER LIMITED PARTNERSHIP I (KLPI)

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

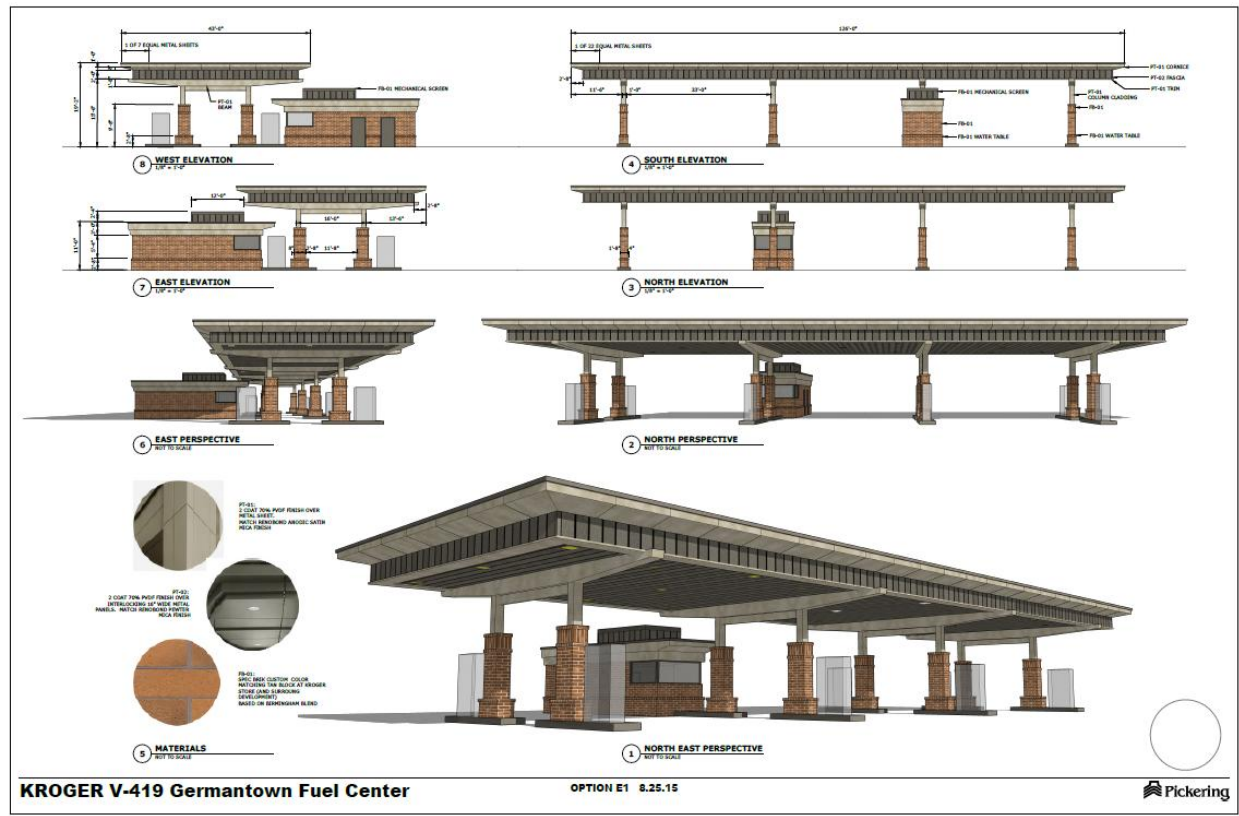
Name	Business or Home Address
<u>KLPI</u>	<u>800 RIDGELAKE BOULEVARD, MEMPHIS TN 38120</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>

2. For Profit Entities: If the owner and any lessee of the land which is the subject of this Application ("Owner and Lessee") 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 and Lessee 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 and Lessee. (If another business entity owns 10% or more of the ownership interests in the Owner and Lessee, 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 and Lessee, 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 and Lessee: KROGER LIMITED PARTNERSHIP I

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

Name	Business or Home Address
<u>KLPI</u>	<u>800 RIDGELAKE BOULEVARD, MEMPHIS TN 38120</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>



**PROPOSED MOTION:** To approve the preliminary and final plan for a Kroger Fuel Center located in the Germantown Crossing shopping center, subject to the plans filed with the application and staff comments.

Mr. Blair Parker w/Blair Parker Design, Mr. Brad Schmiedicke and Greg Caricou w/ The Pickering Firm, and Al Montesi w/Kroger attended the meeting to answer any questions that the commissioners might have.

Blair Parker explained that the retaining wall would be the same material as the Kroger building. He was okay with Paul Bruns suggestion to change the Star Magnolia to the Sweetbay Magnolia but would only be planting 3 on each side as shown in the drawing due to the projected growth of this type of tree.

Al Montesi confirmed the LED's in the parking lot are on an environmental control system and at night after the fuel center closes the lights would dim down to the bare minimum for candle light power. He also confirmed that the electric meters would be screened appropriately with material that goes along with the kiosk.

Chairman Saunders discussed each of the items on the project check list and asked if commission members had questions or comments on each item. After much discussion, Chairman Saunders called for a motion.

Mr. Landwehr moved to approve the preliminary and final plan for a Kroger Fuel Center located in the Germantown Crossing shopping center, as discussed, subject to staff comments, and the documents submitted with the application, seconded by Mr. Sherman.

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



MOTION PASSED

4. Kroger Store (Germantown Crossing Center) – Request Approval of Wall-Mounted Enter/Exit Direction Signs (Case #: 15-473)

**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. On August 25, 2015, the DRC discussed the proposed directional signs for the drive-through pharmacy.

**DISCUSSION:** The signs have been reduced in size from what was proposed at the August DRC meeting.

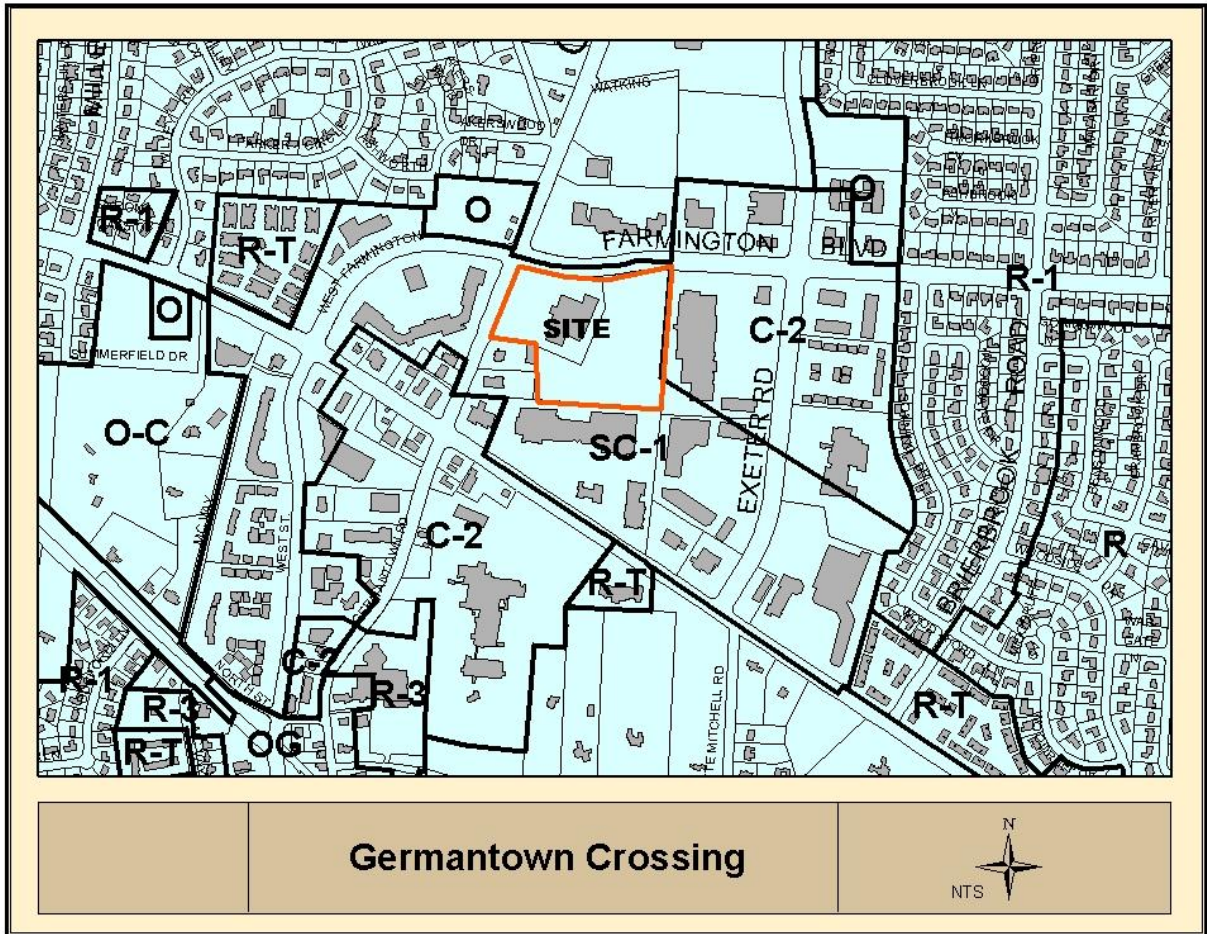
PHARMACY DRIVE-THROUGH DIRECTIONAL SIGNS

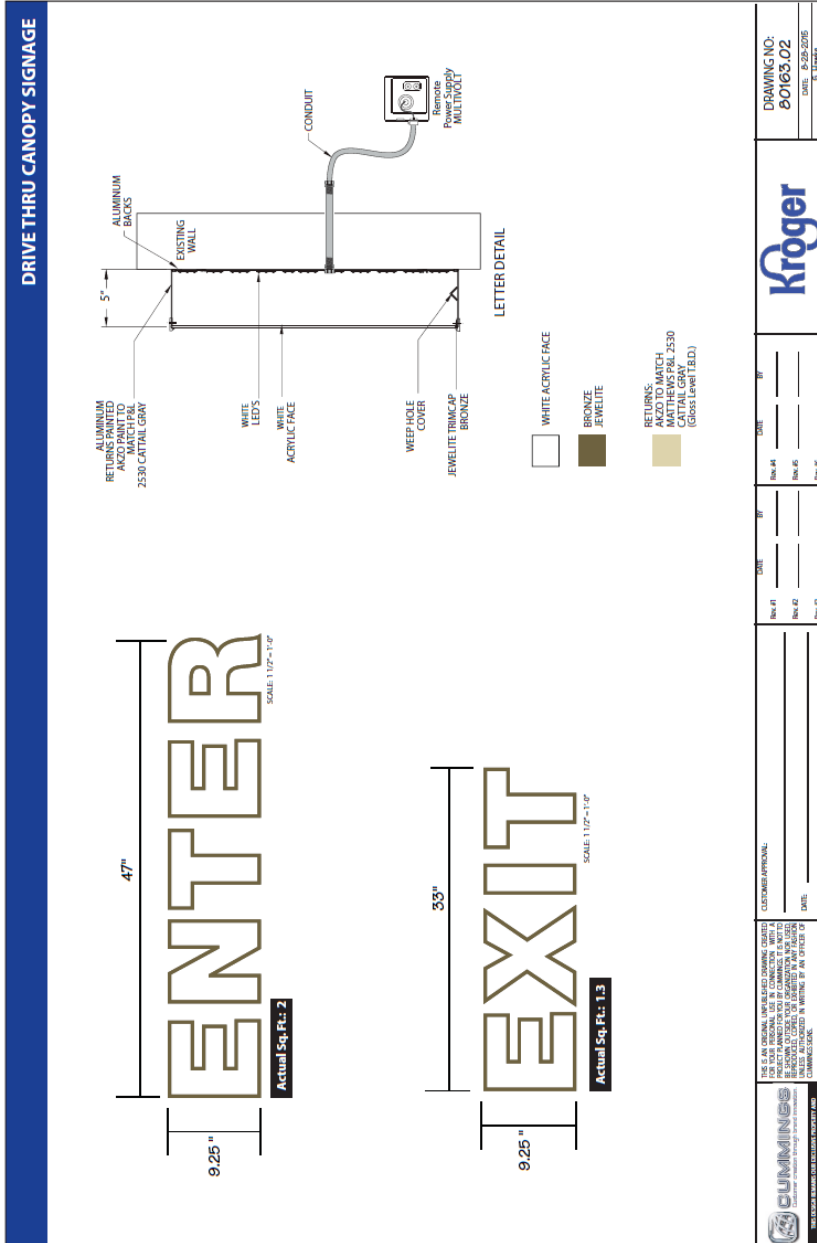
Location & Height:	On the pharmacy drive-through canopy
Sign Area	ENTER - 2 square feet (47 in. X 9.25 in.) EXIT – 1.3 sq. ft. (33 in. x 9.25 in.)
Content:	
Color & Materials:	White acrylic faces with bronze trim and aluminum returns painted tan
Font:	block letters
Letter Size	9.25 in. in ht.
Mounting Structure:	cabinet to be flush-mounted on the building wall.
Lighting:	Internal LED's
Landscaping	N/A

**STAFF COMMENTS:**

1. 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 September 10, and recommended that Kroger use directional arrows on the pavement and ground-mounted directional signs for the pharmacy drive-through. If drivers still have difficulty in getting to the drive-through, then Kroger should document the problems and re-apply.





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 Gray 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:** To approve the pharmacy enter/exit signs for a Kroger pharmacy drive-through located in the Germantown Crossing shopping center, subject to the plans filed with the application and staff comments.

DEFERRED TO NEXT MONTH

---

**5. Wendy's – 7569 Poplar Avenue – Request Approval of Exterior Elevation Remodel (Case #: 15-548)**

**BACKGROUND:** The Board of Mayor and Aldermen approved Project Development Contract No.51 on September 29, 1981 for the Wendy's restaurant at 7569 Poplar Avenue.

At its August 15, 1989 meeting, the Design Review Commission approved a request to repaint the building's exterior fascia and trim.

On February 26, 2002, the Design Review Commission approved a request for storefront renovations and revised landscape and lighting plans.

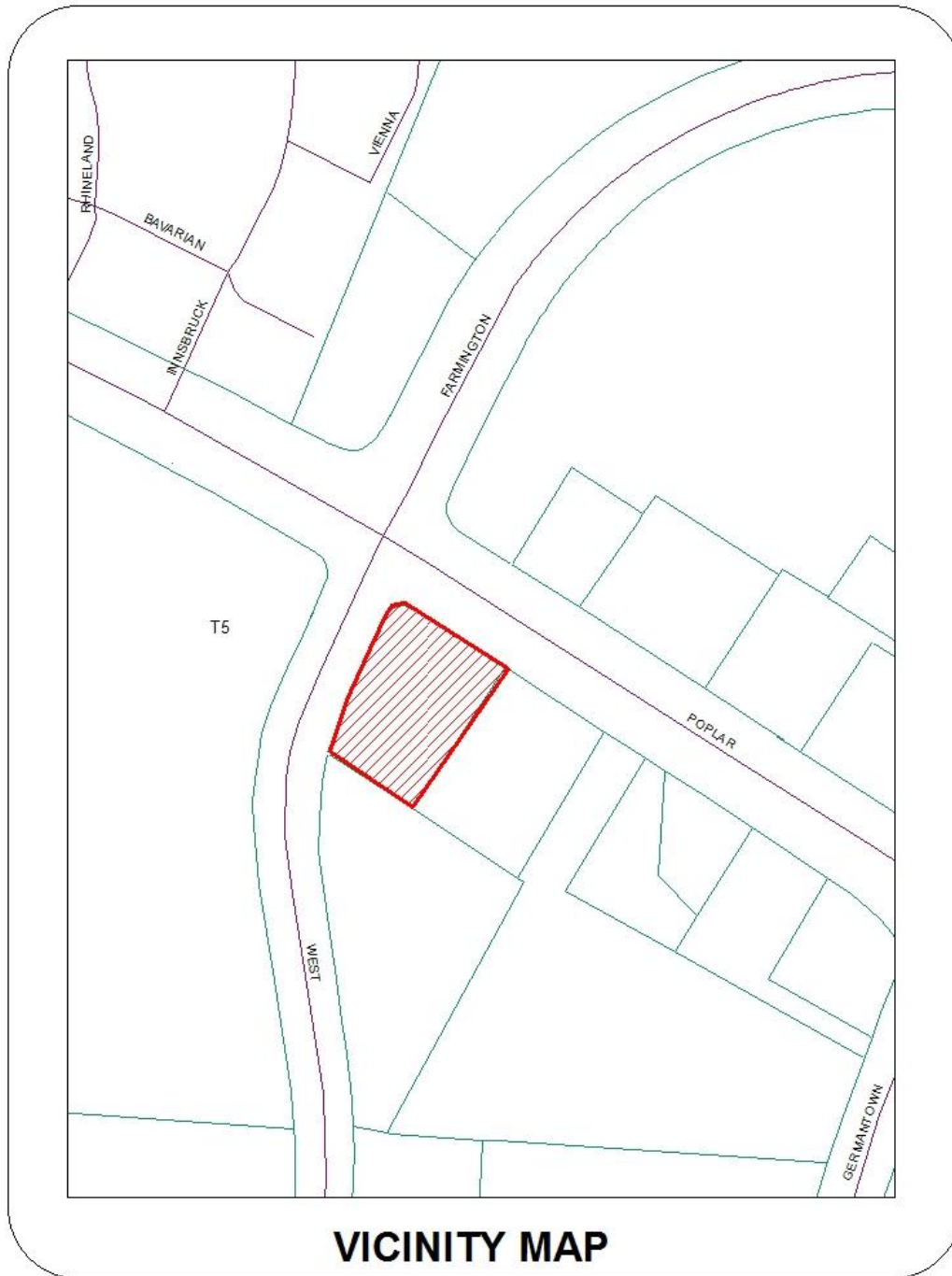
**DISCUSSION:** Wendy's Restaurant proposes an exterior reimage modification consisting of new wall sign, new paint colors, new EIFS finish, new aluminum trim, and new exterior lighting.

**EIFS, ALUMINUM PANELS, AND EXTERIOR PAINT:** The façade trim treatment below the roofline on all sides of the building is to be replaced with a combination of corrugated aluminum and painted EIFS over the existing building walls. The EIFS is to be painted bronze and the corrugated aluminum will also be bronze. New flat aluminum panels painted classic bronze will be mounted between the windows on the front of the building. A new red aluminum sign structure is to be attached to the front and left side of the building. Both sign panels will extend above the existing roofline. New wood plank ceramic tile is to be placed over a column at the northeast corner of the building and a column on the west side of the building. Samples of the colors and materials have been provided.

**EXTERIOR LIGHTS:** the building is to be illuminated by LED lighting around the top of the trim cap on all sides. No additional information concerning lighting has been provided for review.

**COMMENTS:**

1. An application for the new signage proposed for this site should be submitted for Design Review Commission approval.
  2. Additional information concerning the proposed lighting planned for this should be provided for review prior to approval of a lighting plan.
  3. Section 3.2.4. Color and Materials of the DRC Manual states the following:
    - Building colors should be subdued, with natural earth tones and compatible color predominating. Primary colors are typically not approved by the Design Review Commission and should be avoided.
    - Natural materials are preferred such as brick, stone, and wood. Metal buildings are typically not approved by the Design Review Commission and should be avoided.
-



---

**PROPOSED MOTION:** To approve the EIFS, paint, aluminum panels and ceramic tile materials, and lighting modifications for the Wendy’s Restaurant at 7569 Poplar Avenue, subject to staff comments and the documents submitted with the application.

WITHDRAWN BY APPLICANT

---

**ADJOURNMENT**

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 7:52 p.m.