

DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS

Tuesday, October 27, 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 October 27, 2015. Chairman Saunders called the meeting to order at 6:00 p.m. requesting the roll call. Ms. Regina Gibson called the roll of the Commission and established a quorum:

COMMISSIONERS PRESENT:

Mr. Keith Saunders, Chairman; Mr. Paul Bruns – Vice Chairman; Mr. Neil Sherman – Secretary; Alderman Dave Klevan; Mr. Ralph Smith; 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; Ms. Regina Gibson, Administrative Secretary and Robert McLean, City Attorney

1. Approval of Minutes for September 22, 2015

Mr. Sherman moved to approve the Design Review Commission minutes of September 22, 2015, seconded by Mr. Schmidt, with no further comments or discussions.

ROLL CALL: Mr. Bruns – Yes; Mr. Smith – Abstain; Mr. Porter – Yes; Alderman Klevan – Yes; Mr. Simpson – Yes; Mr. Sherman – Yes; Mr. Schmidt – Yes; Mr. Landwehr – 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. Make-A-Wish Foundation, Saddle Creek Shopping Center – 7509 Poplar Avenue – Request Approval of Ground-Mounted Project Identification Banner Sign (Case #: 15-550)
Brooke Ehrhart w/Mid-South Make-A-Wish Foundation – Applicant/Representative
- c. Robbins Construction – Farmington Centre – 7849 Farmington Blvd. – Request Approval of a Wall-Mounted Tenant Identification Sign
Chris Haskins w/Frank Balton Sign Company - 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. Simpson made a motion to approve the Consent Agenda as discussed and seconded by Mr. Sherman.

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

MOTION PASSED

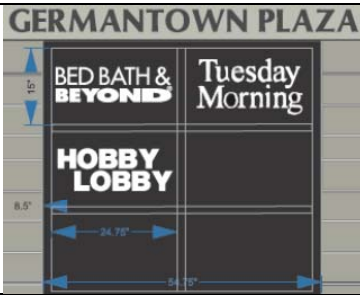
STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

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 of a new secondary ground-mounted project directory sign at the Farmington Road entrance into the shopping center. This proposed second sign will be smaller than the recently approved sign on Exeter Road. It will also be double-sided and internally illuminated as reflected on the submitted sign details. The specifics of the request are as follows:

SIGN:

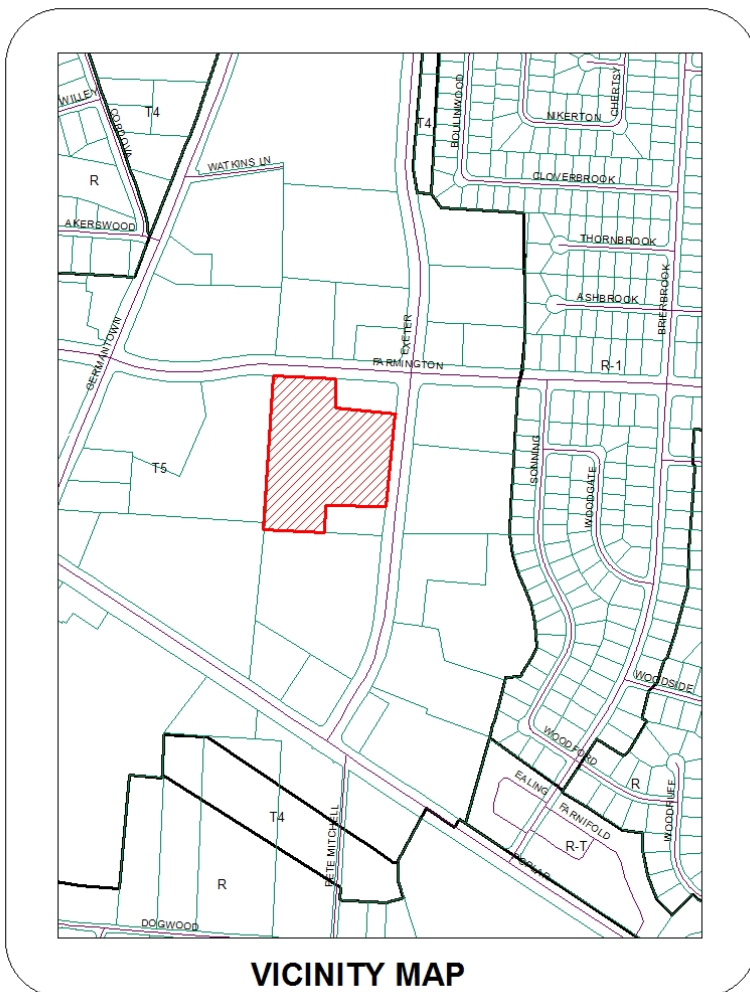
Location & Height:	The sign will be 20 feet behind the curb of Farmington Road, perpendicular to the street, with a maximum height of 6 feet above the ground.
Sign Area:	36 sq. ft. total, per face (19.39 sq. ft. = Tenant Sign Area)
Tenant Sign Panel	2.5 sq. ft. (15" x 24.75")
Content:	
Colors & Materials:	<p>Color: Letters = PMS 447C (Darker Gray) Structure Frame = PMS Warm Gray 4C Tenant Panels: Letters = White Background = Black Opaque</p> <p>Materials: Letters = Plexiglas Sign Face = Aluminum Cabinet = Aluminum Base = Brick w/Textured Finished Frame</p>
Font:	Shopping Center Name = Optima Bold Tenant Sign = Corporate Font
Letter Size	Lettering = 4.6" Tenant Sign Letter Height = varies from 3" to 4.5"
Logo:	National Logos
Mounting Structure:	The sign is to be mounted on brick base
Lighting:	60W Internal Florescent Illumination

Landscaping	Plan provided by applicant (See attachment)
-------------	---

STAFF COMMENTS:

1. The total allowable sign area is 36 sq. ft. for a second medium retail project directory sign. The total sign area of this sign conforms to the sign regulations.
2. The height of the letters on the individual tenant signs varies from 3” to 4.6”. The minimum height requirement is 6” for the primary project directory sign which can be up to a maximum of 120 square feet in size and 10 feet in height. The sign regulations for a secondary sign provides only for the maximum height (6’) and total sign area (36 sq. ft.). It is unclear if the same minimum letter height of 6 inches is to be applied to both the primary and secondary signs. It does states that “The height of the letters composing the name of the shopping center shall be larger than the letters of the tenant names” and “All tenant names on the project directory sign shall all be uniform in height”. The letter height proposed on the secondary project directory sign is proportional with the size of this smaller sign.
3. Staff recommends that the existing shopping center sign policy be updated to allow administrative approval for tenant signs on the project directory sign.

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 Secondary Project Directory Sign to be located on Farmington Blvd frontage, within the Germantown Plaza shopping center at 2005 Exeter Road, subject to the plans filed with the application and staff comments.

b. Make-A-Wish Foundation, Saddle Creek Shopping Center – 7509 Poplar Avenue – Request Approval of Ground-Mounted Project Identification Banner Sign (Case #: 15-550)

(The attached vicinity map locates the 3 proposed banners)

DISCUSSION: October 26, 2010 the DRC approved the placement of the proposed banners for the Make-a-Wish Foundation's fund raising effort.

BANNER 1:

Location A: Northeast corners of Poplar Ave. and West Farmington Blvd. (2 banners)

Location B: West side of West Street, within the Saddle Creek shopping center.

Message:



Letter Size: 18" in height

Letter Style: Century Gothic

Sign Area: 7 ft. x 4 ft. (28 sq. ft)

Colors &
Materials: white vinyl letters on a blue vinyl background

Mounting
Structure: metal banner frame

Logo: wish graphic

Lighting: none

Landscaping: existing material

Duration: December 1 through December 14.

BANNER 2:

Location: South side of Poplar Ave., west of West Farmington

Location &

Height: eight feet in height.

Message:



Letter Size: 18" in height

Letter Style: Century Gothic

Sign Area: 7 ft. x 4 ft. (28 sq. ft)

Colors &

Materials: white vinyl letters on a blue vinyl background

Mounting

Structure: metal banner frame

Logo: None

Lighting: none

Landscaping: existing material

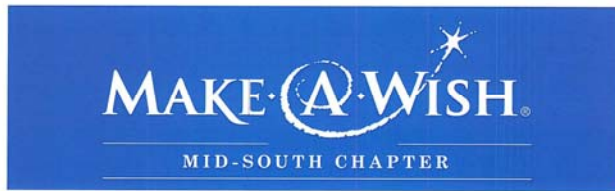
Duration: December 1 through December 14.

BANNER 3

Location: Southwest corner of Poplar Ave. and West Farmington.

Location &

Height: five feet in height.



Message:

Letter Size: 18" in height
Letter Style: Century Gothic

Sign Area: 10 ft. x 3 ft. (30 sq. ft)

Colors &
Materials: white vinyl letters on a blue vinyl background

Mounting
Structure: metal banner frame

Logo: wish graphic

Lighting: none

Landscaping: existing material

Duration: December 1 through December 14.

STAFF COMMENTS:

1. The applicant should provide photos illustrating the requested locations for each banner.
2. The applicant should inspect the banners daily and straighten and tighten as necessary.


PROPOSED MOTION: To approve the request for charitable/non-profit event banners for the Make a Wish Foundation 2015 fund-raising event at the Shops of Saddle Creek centers.

-
- c. Robbins Construction – Farmington Centre – 7849 Farmington Blvd. – Request Approval of a Wall-Mounted Tenant Identification Sign

BACKGROUND: On May 28, 1998, the Design Review Commission approved the Farmington Centre Sign Policy. On March 25, 2003, the DRC approved the existing ground-mounted sign for the shopping center.

DISCUSSION: The tenant is occupying the space formerly occupied by Pet Set. The sign requires DRC approval because it is to be formed of acrylic letter, where the center's sign policy requires aluminum letters.

WALL SIGN

Location & Height:	To be mounted within the sign band above the customer entrance, 10 feet above the ground .
Content:	
Sign Area	17.17 square feet
Color & Materials:	Letters to be acrylic, ivory color
Font:	Times Bold
Logo Sign Area:	none
Mounting Structure:	Individual Letters mounted directly to the wall with aluminum studs.
Lighting:	none

STAFF COMMENTS:

1. The center’s sign policy calls for all signs to be made of .080 in. aluminum, dark bronze in color and illuminated. The proposed sign is acrylic, with no illumination, and ivory in color. DRC approval is required for signs that do not comply with the sign policy.

Remove existing.
 Install set of 12" non-illuminated Times Bold Gemini letters painted ivory.
 Letters flush mount to wall.

FRONT ELEVATION:
 SCALE: 1/4" = 1'-0"

CLIENT: Robbins Construction
 LOCATION: 7849 Farmington Blvd
 DATE: 09/20/15 SALES: J. FILE: ROBBINS CONSTRUCTION, INC.
 APPROVAL: DATE: _____

12" ROBBINS CONSTRUCTION CUSTOM

17'-2 3/4"

12" formed Gemini letters, 1 1/2" deep
 Allthread stud with silicone through building fascia, flush mount to wall

Pet Set
 CUSTOM

FRANK BALTON & CO. THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL DEPICTION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM THE DRAWING.

5385 PLEASANT VIEW RD.
 MEMPHIS, TENNESSEE 38134
 901.388-1212 FAX 901-388-9485
 signs@balton.com www.fbalton.com

FRANK BALTON & CO.
 Electric Signs
 5th GENERATION FAMILY BUSINESS

UL LISTED

© 2015 FRANK BALTON & CO.

Resale property of FRANK BALTON & CO. and cannot be copied, exhibited or shown to anyone outside of your organization without the authorized written consent of FRANK BALTON & CO.

PROPOSED MOTION: To approve an acrylic, non-illuminated, ivory colored sign for Robbins Construction Co. at 7849 Farmington Blvd. in Farmington Center, as described in the sign application and subject to staff comments.

ADJOURNMENT

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