

DESIGN REVIEW COMMISSION
CITY HALL COUNCIL CHAMBERS

Tuesday, March 22, 2016

6:00 p.m.

The regular meeting of the Design Review Commission was scheduled and held in the Council Chambers of the City Hall on March 22, 2016. 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. Henry Porter; and Mr. Timothy Serfess

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 February 23, 2016

Mr. Sherman moved to approve the Design Review Commission minutes of February 23, 2016, seconded by Mr. Smith, with no further comments or discussions.

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

MOTION PASSED

2. CONSENT AGENDA

- a. Peak Cryotherapy Spa – StoneCrest Shopping Center – 9067 Poplar Avenue, Suite 103 – Request Approval of a Wall-Mounted Tenant Identification Sign (Case No. 16-608) Previously Known as Agenda Item No. 5
Tom Brackett - Applicant/Representative
- b. Rock N Dough Restaurant – Germantown Collection Shopping Center – 7850 Poplar Avenue – Request Approval of a Wall-Mounted Tenant Identification Sign (Case No. 16-609) Previously Known as Agenda Item No. 6
Amie Shumaker w/ Nation Sign – Applicant/Representative
- c. Chiropractic Rehab – Farmington Center – 1996 Exeter Road – Request Approval of a Wall-Mounted Tenant Identification Sign (Case No. 16-610) Previously Known as Agenda Item No. 7
Bruce Littman W/Balton Sign Co. – Applicant/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 have read and reviewed the application materials/plans/staff reports and determined 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.

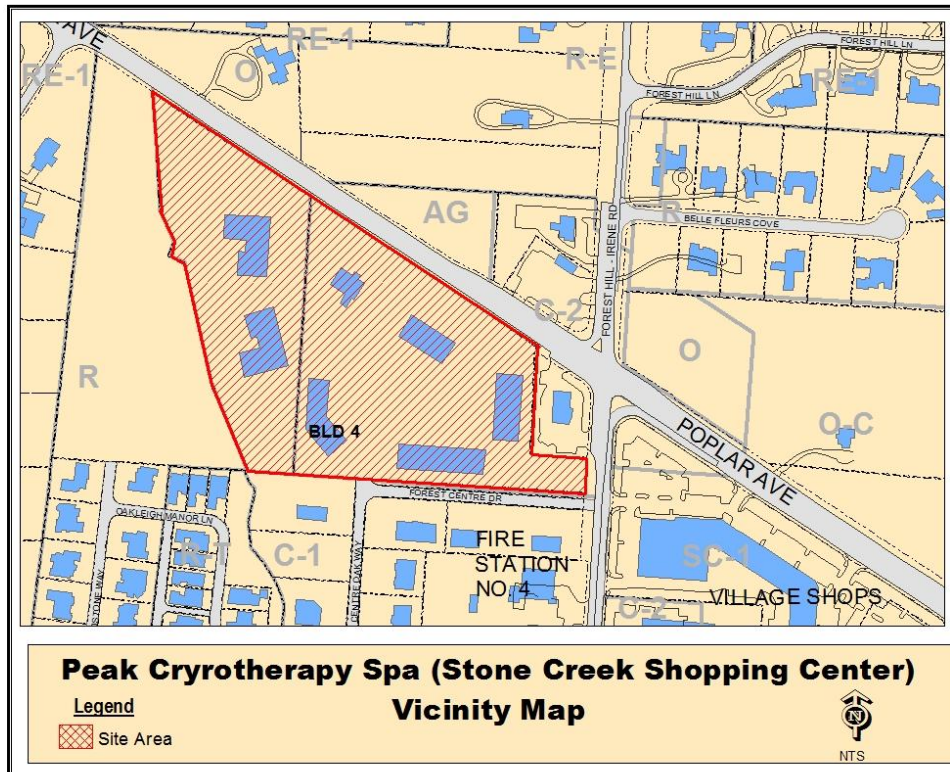
Mr. Bruns made a motion to approve the Consent Agenda as discussed and seconded by Mr. Porter.

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

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Peak Cryotherapy Spa – StoneCrest Shopping Center – 9067 Poplar Avenue, Suite 103 – Request Approval of a Wall-Mounted Tenant Identification Sign (Case No. 16-608) Previously Known as Agenda Item No. 5



BACKGROUND: On November 28, 2006, the Design Review Commission approved a Sign Policy for StoneCreek Center that granted Staff the authority to administratively approve signs within the StoneCreek Center, provided the proposed signs meet the criteria as set forth in the sign policy. On September 25, 2010, the DRC approved a ground-mounted project identification sign for the shopping center. On October 26, 2010, the DRC approved a permanent project directory sign for the entire shopping center to replace the previously approved project identification sign.

DISCUSSION: The applicant is requesting approval of a wall-mounted tenant identification sign for a new tenant in Building 4 of the StoneCreek Shopping Center. Building 4 is located along the north/south internal private access drive, via Poplar Avenue. The center’s sign policy requires review and approval by the DRC of signs that do not conform to the sign policy. The specifics of the request are as follows:

SIGN - Wall-Mounted Building Identification

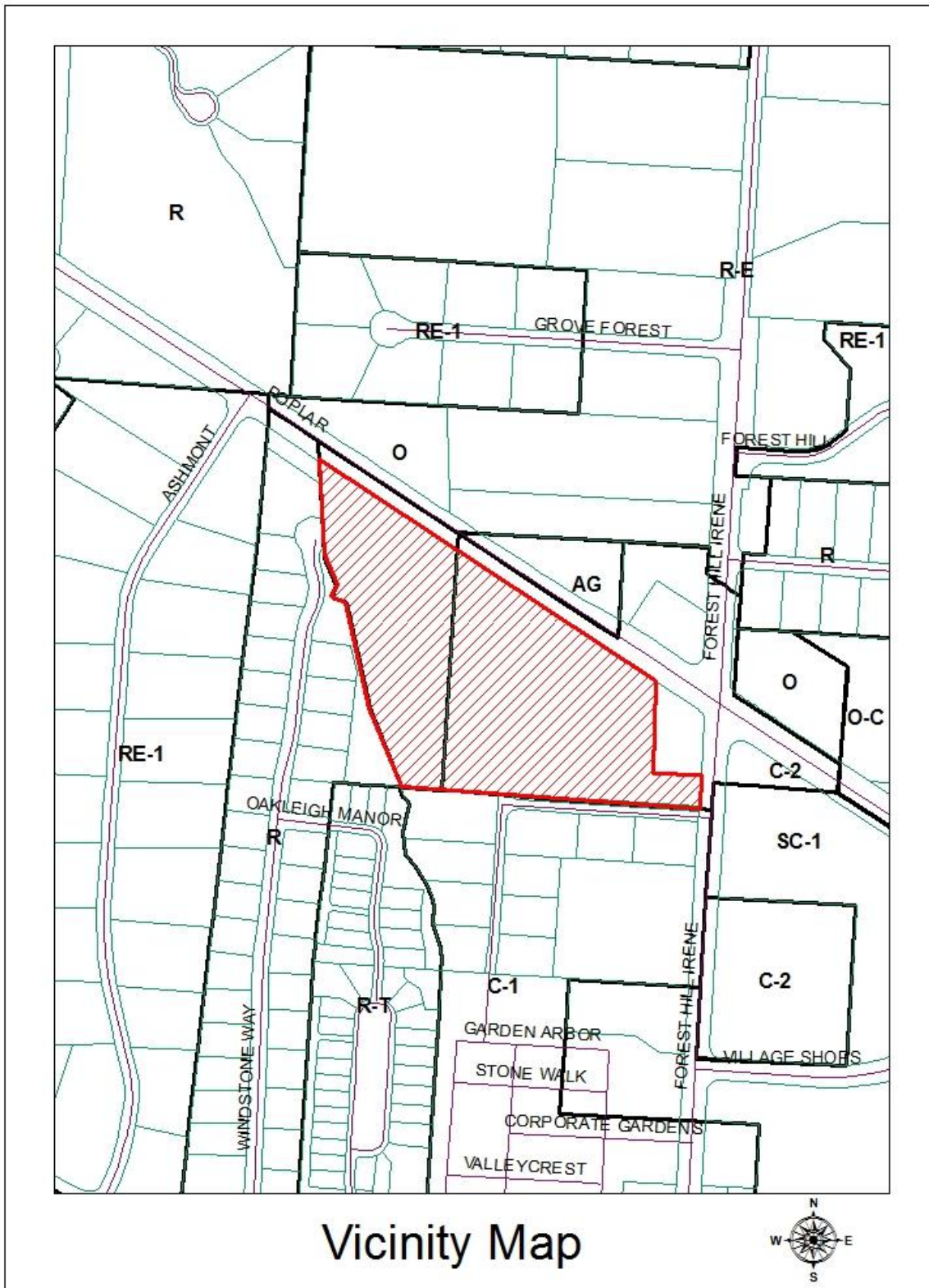
Location & Height:	To be mounted within the sign band above the customer entrance, 18 feet above the ground.
Total Sign Area:	24.90 sq. ft.
Content:	PEAK CRYOTHERAPY SPA
Colors & Materials:	Letters to be aluminum, Dark Bronze color – Metal Flex 313E
Font:	Ariel Bold

Logo Sign Area:	0.25 sq. ft.
Mounting Structure:	Individual letters mounted directly to the wall with aluminum studs.
Lighting:	White 12 Volt LED, back lighting

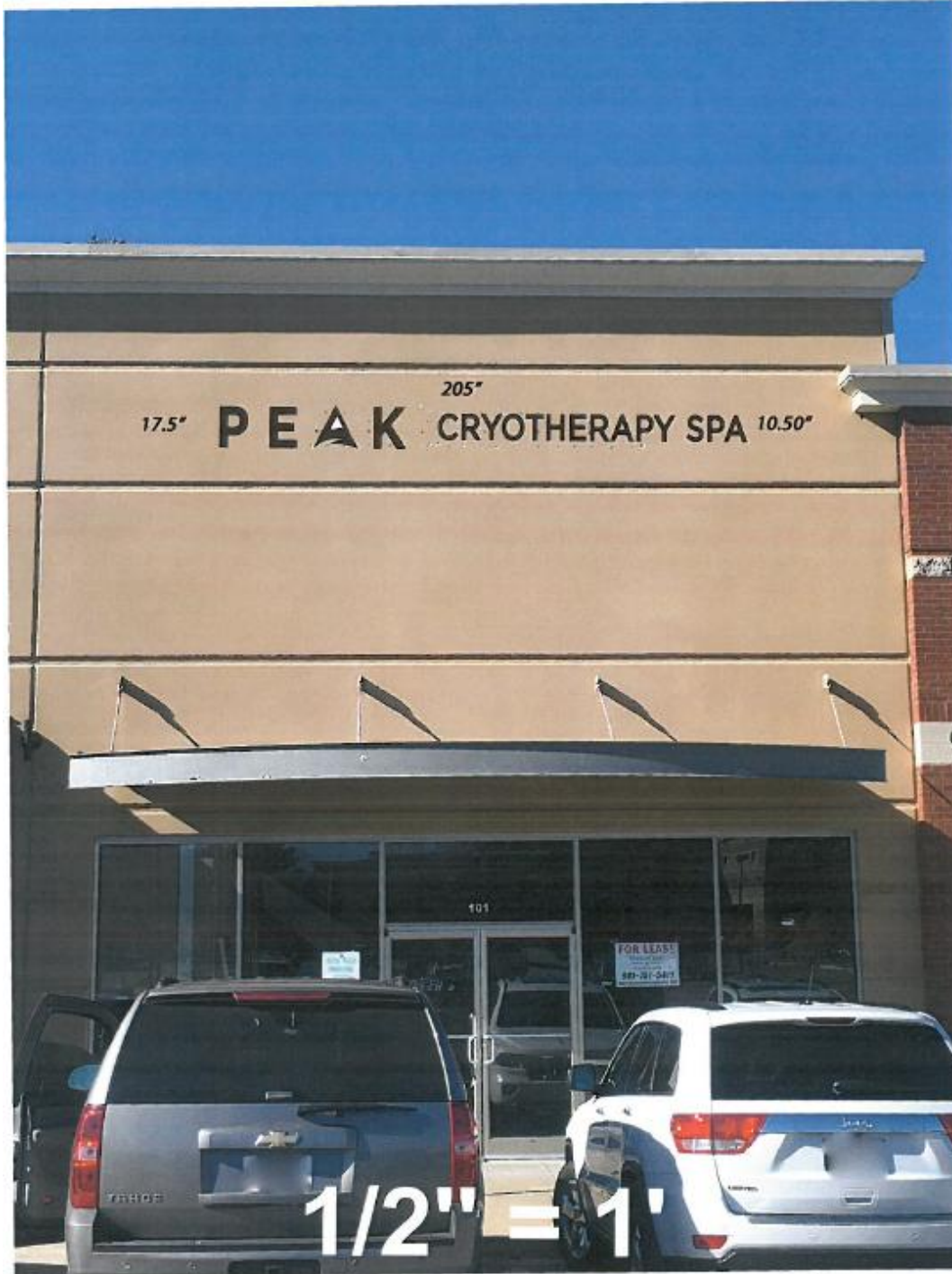
STAFF COMMENTS:

1. The StoneCreek Shopping Center's sign policy requires review and approval by the Design Review Commission for signs that do not conform to the approved policy criteria. The following items are inconsistent with the approved shopping center sign policy:
 - A. The Ariel Bold font is not an approved letter style;
 - B. The logo requires DRC approval since it is not a national or regional logo;
 - C. Letter dept is 5" where the policy requires 4";
 - D. The minimum letter height is 10.5" where the policy's minimum is 12"; and
 - E. Letters shown as 2" from face of wall where the policy's requires 2½.

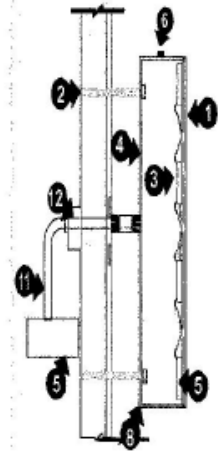
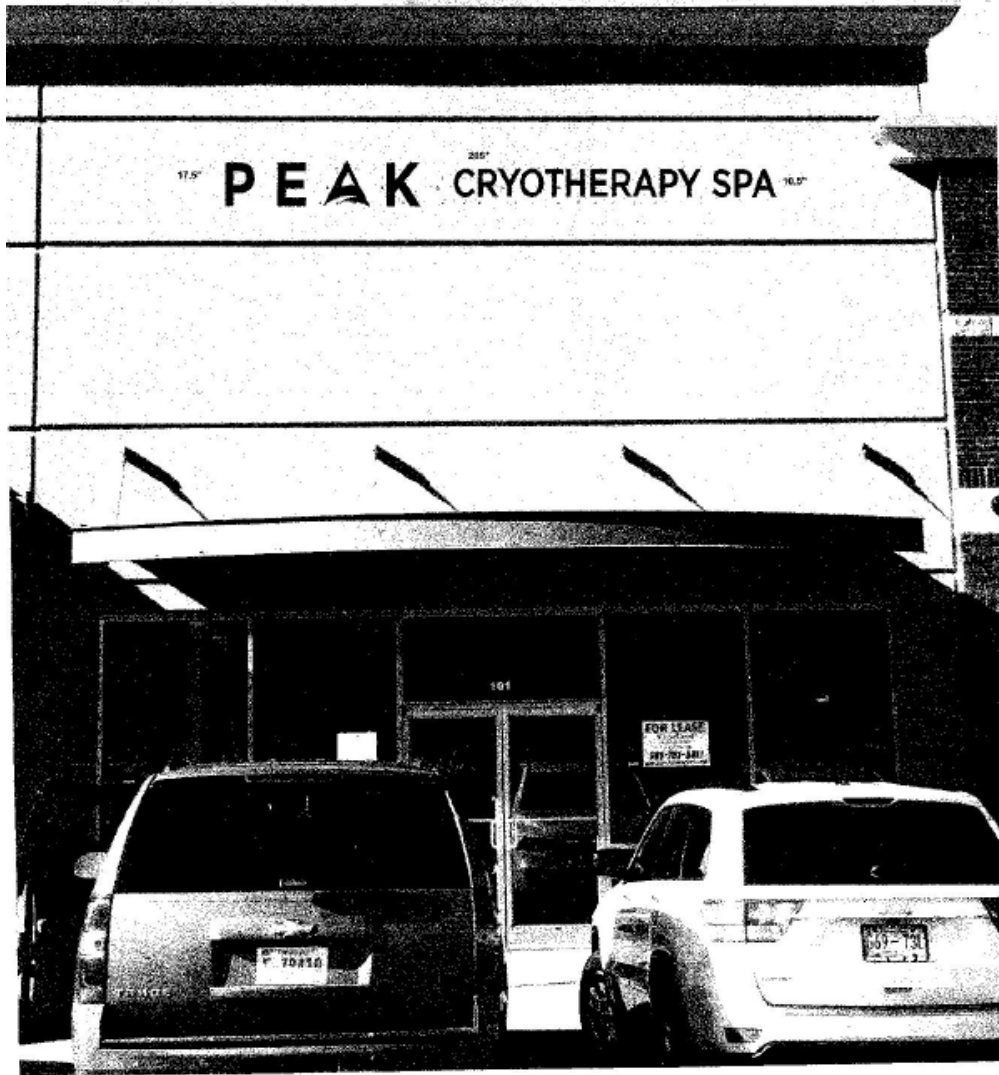
If approved, the applicant must obtain a permit from the Memphis /Shelby County Office of Code Enforcement prior to installing the signs.



Vicinity Map



NATIONAL SIGN EMAIL: NATIONAL_SIGN@YAHOO.COM	6515 GOODMAN RD. STE. 4 UNIT 293 OLIVE BRANCH MS 38654	SKETCH DATE _____ FILE NAME _____ LOCATION _____	S.F. 24.9 SF	CLIENT APPROVAL _____ LANDLORD APPROVAL _____ SIGNATURE DATE _____
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1.	.125 ALUMINUM FACES	BRONZE
2.	1/4" ZINC COATED ALL THREAD ROD	
3.	12 V LED LIGHTS	WHITE
4.	.125 CLEAR LEXAN BACKS	
5.	LED POWER SUPPLY	
6.	DISCONNECT SWITCH	
7.	18 GAUGE WIRE PORCELAIN BUSHINGS	
8.	.263 ALUMINUM RETURNS	BRONZE
9.		
10.	NON-CORROSIVE ATTACHMENT HARDWARE	
11.	PRIMARY ELECTRICAL SUPPLY W/SEDE CONDUIT	
12.	STANDARD ELECTRICAL JUNCTION BOX	
	CIRCUITS REQUIRED ONE (1) 20 AMP 120 VOLT CIRCUIT DEDICATED TO SIGN ONLY SIGN MUST BE GROUNDED IN COMPLIANCE W ARTICLE 600 OF NATIONAL ELECTRIC CODE.	

NATIONAL SIGN

EMAIL: NATIONAL_SIGN@YAHOO.COM

6515 GOODMAN RD.
STE 4 UNIT 293
OLIVE BRANCH MS 38654

SKETCH DATE

FILE NAME

LOCATION

S.F. 24.9 SF

CLIENT APPROVAL _____

LANDLORD APPROVAL _____

SIGNATURE DATE _____



CITY OF GERMANTOWN TENNESSEE

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

DATE RECEIVED: _____
 RECEIVED BY: _____

DESIGN REVIEW COMMISSION APPLICATION FOR PERMANENT SIGN

Action Requested (Please circle one): Administrative Sign Approval / Design Review Commission Approval
 If request is for administrative sign approval does this sign meet every criteria included in the sign policy for this location? Yes: ___ No: ___ If no, explain: _____

- *****
- Sign Owner: Tom Brackett Phone No: 901-277-6384
 - Sign Owner's Address: 10736 Hidden Cove Ln, East TN, 38028 Email Address: Thbrackett84@gmail.com
 - Sign Location Address and Name of Shopping Center: 9067 Poplar Ave, Suite 103 Germantown, TN, Stonecrest Shopping Center 38138
 - Zoning District: Commercial C-2; Residential ___; Old Germantown ___; Office ___
 - Sign will be mounted on: Wall X; Ground ___
 - Type Sign: X Tenant Identification _____ Project Identification _____
 _____ Building Identification _____ Traffic Directional _____
 _____ Exterior Directory _____ Subdivision Identification _____
 _____ Service Station Sign _____ Other (If other, explain on separate page)
 - Number of Sign Faces: One X; Two ___
 - Linear feet of building frontage occupied by business where sign will be located: 25.2 feet.
 - Size of Sign: Width: 17 feet 0 inches; Height: ___ feet 17.5 inches
 TOTAL AREA OF SIGN IN SQUARE FEET: 24.9
 - Height of sign at its highest point above the surrounding grade: 18 feet X inches.
 - Size of Letters: 1) Height 17.5" Width ___ Font: Ariel Bold
 2) Height 10.5" Width ___ Font: Ariel Bold
 3) Height ___ Width ___ Font: _____
 - Colors: Letters: Dark Bronze - Metal Flex 3138 SUBMIT COLOR SAMPLES
 Background: N/A SUBMIT COLOR SAMPLES
 - Orientation of Sign to the Street: Parallel ___; Perpendicular ___; Angled X
 - Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).
390' Feet 0 Inches Name of Street: Poplar Avenue
 ___ Feet ___ Inches Name of Street: _____
 - Distance building is set back from street curb or edge of pavement (corner lots, provide distance from both streets).
360' Feet 0 Inches Name of Street: Poplar Avenue
 ___ Feet ___ Inches Name of Street: _____
 - Sign Content (words, letters, logos): See Attached Rendering
 - Size of logo: Horizontal ___ feet 17.75 inches; Vertical ___ feet 17.5 inches.
 - Sign Materials: Letters Metal; Sign Face Metal
 Mounting Structure (type and materials): N/A
 - Sign Illumination, if applicable (type, location and wattage): LED 12 volt white
 - Sign Landscaping, if applicable landscape plan shall be submitted
 - Additional Comments: N/A

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:

- 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: Thomas G. Brackett
Address: 10756 Hidden Grove Ln. Eads, TN. 38028

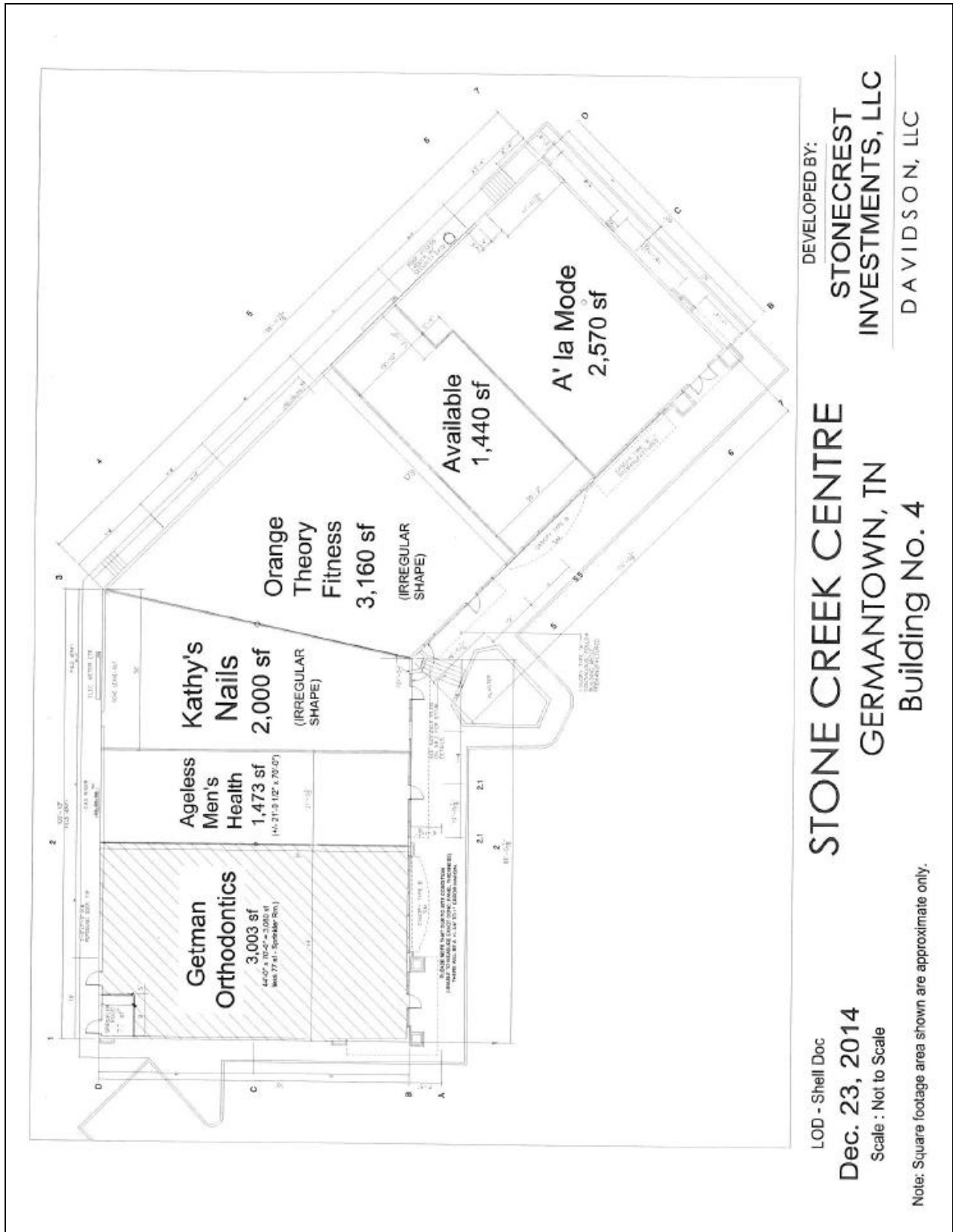
Lessee: Thomas G. Brackett
Address: _____

Developer: StoneCrest Investments
Address: 9037 Poplar Ave. #104 Germantown, TN. 38138

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

Name	Business or Home Address
<u>Thomas G. Brackett</u>	<u>10756 Hidden Grove Ln. Eads, TN. 38028</u>
<u>Lisa M. Brackett</u>	<u>10756 Hidden Grove Ln. Eads, TN. 38028</u>
_____	_____
_____	_____
_____	_____
_____	_____

*See language in parenthesis above.




PROPOSED MOTION: To approve a wall-mounted tenant identification sign for Peak Cyrotherapy Spa at 9067 Poplar Avenue, Suite 103, Stone Crest Shopping Center, subject to the discussion, plans filed with the application, and staff comments.

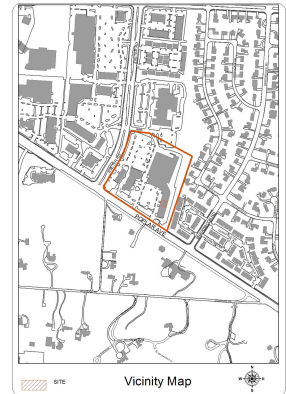
- b. Rock N Dough Restaurant – Germantown Collection Shopping Center – 7850 Poplar Avenue – Request Approval of a Wall-Mounted Tenant Identification Sign (Case No. 16-609) Previously known as Agenda Item No. 6

BACKGROUND: The subject property is in the Germantown Collection shopping center, in the space formerly occupied by Maui Brick Oven Pizza.

DISCUSSION: The applicant is requesting approval to use a custom font for the wall sign. The shopping center’s sign policy allows administrative-approval only of Palatino or Palatino Bold font.

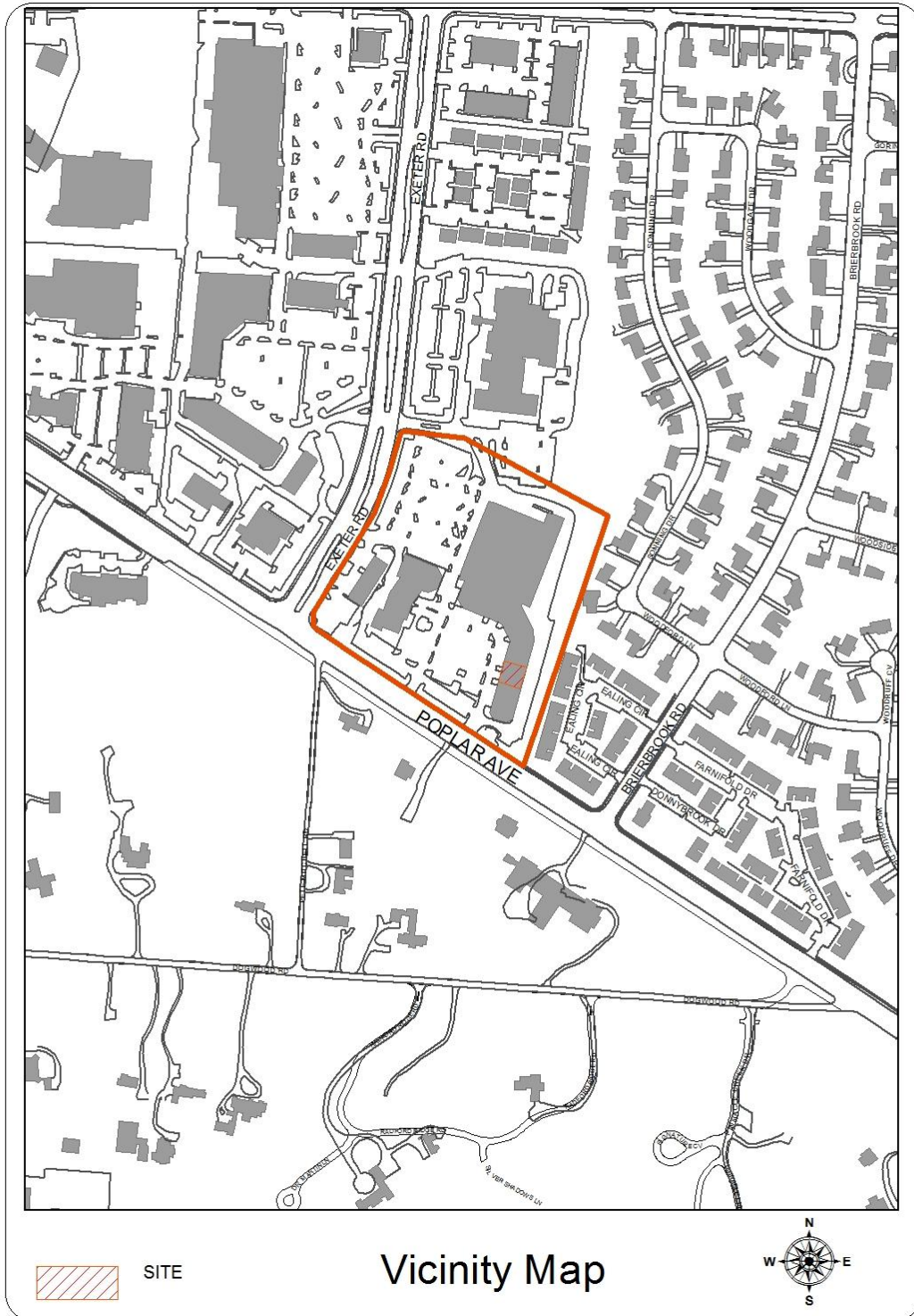
Wall-Mounted Sign)

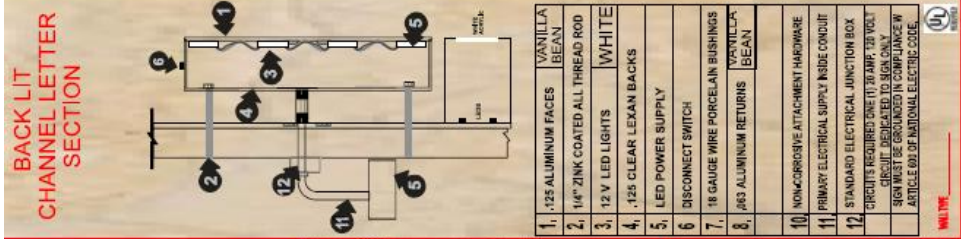
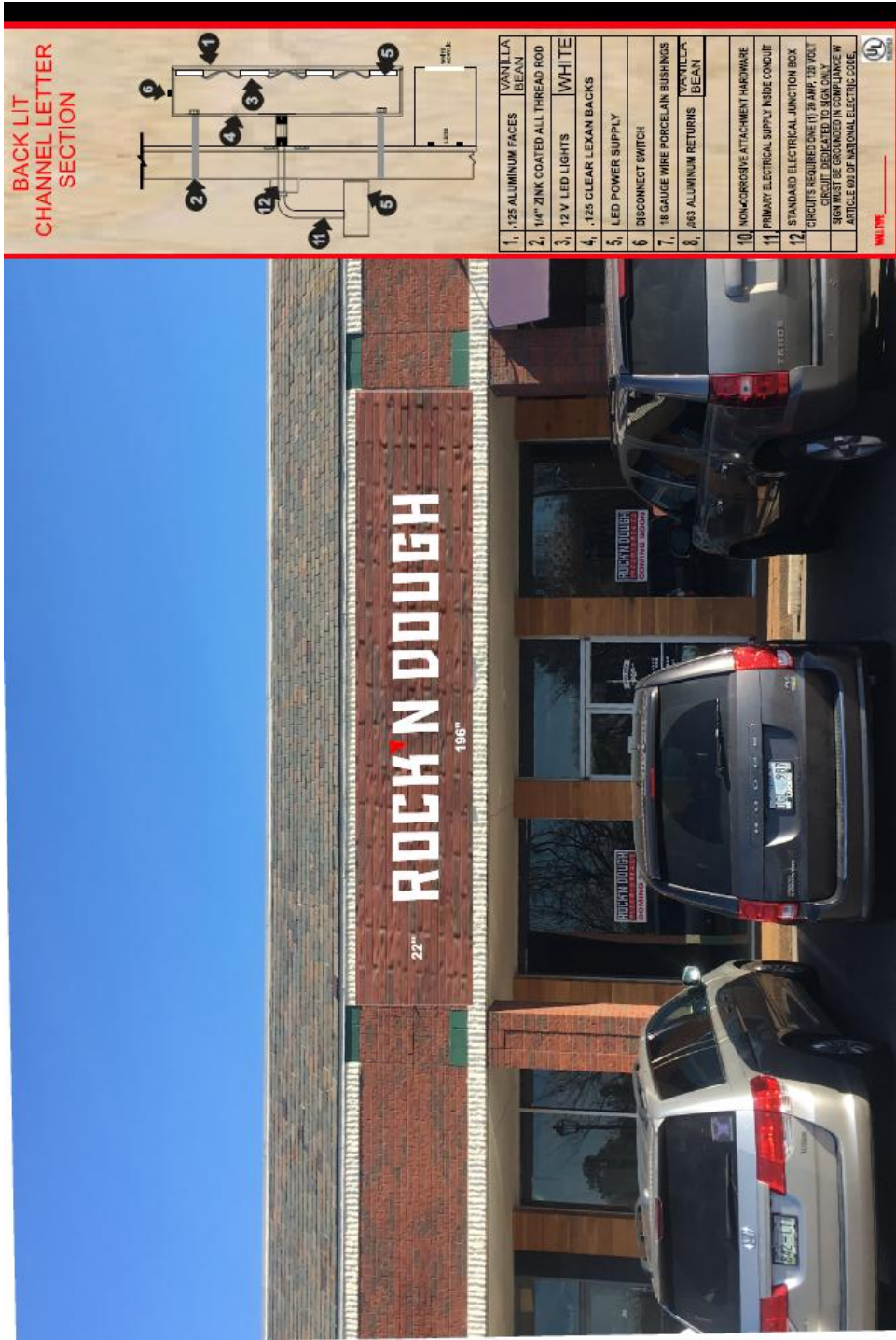
Location & Height:	To be mounted above the customer entrance,
Content:	
Sign Area	29.94 square feet
Color & Materials:	Letters to be aluminum, Vanilla Bean color
Font:	Custom
Logo Sign Area:	Less than 1 sq. ft.
Mounting Structure:	Individual Letters mounted directly to the wall with aluminum studs.
Lighting:	12 volt LED, back lighting



STAFF COMMENTS:

1. The Germantown Collection Sign Policy requires a custom font as proposed to be approved by the Design Review Commission.
2. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the signs.





NATIONAL SIGN EMAIL: NATIONAL_SIGN@YAHOO.COM	6515 GOODMAN RD. STE. 4 UNIT 293 OLIVE BRANCH MS 388654	SKETCH DATE FILE NAME LOCATION	S.F. 29.94	CLIENT APPROVAL LANDLORD APPROVAL SIGNATURE DATE
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CITY OF GERMANTOWN TENNESSEE

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

DATE RECEIVED: _____
 RECEIVED BY: WM

DESIGN REVIEW COMMISSION APPLICATION FOR PERMANENT SIGN

Action Requested (Please circle one): Administrative Sign Approval / Design Review Commission Approval
 If request is for administrative sign approval does this sign meet every criteria included in the sign policy for this location? Yes: _____ No: _____ If no, explain: _____

- (Rock N Dough)
1. Sign Owner: Richard Corley Phone No: 731-217-7335
2. Sign Owner's Address: 25 Rowlandwood Cove Jackson Email Address: jerry.corley@gmail.com
3. Sign Location Address and Name of Shopping Center: GERMANTOWN COLLECTON - POPLAR AVE
7850 Poplar Ave Memphis 38138
4. Zoning District: Commercial _____ Residential _____; Old Germantown _____; Office _____.
5. Sign will be mounted on: Wall X; Ground _____.
6. Type Sign: X Tenant Identification _____ Project Identification _____
 _____ Building Identification _____ Traffic Directional _____
 _____ Exterior Directory _____ Subdivision Identification _____
 _____ Service Station Sign _____ Other (If other, explain on separate page)
7. Number of Sign Faces: One X; Two _____.
8. Linear feet of building frontage occupied by business where sign will be located: 31 feet.
9. Size of Sign: Width: 18 feet 6 inches; Height: 2 feet 2 inches
 TOTAL AREA OF SIGN IN SQUARE FEET: 40.7
10. Height of sign at its highest point above the surrounding grade: _____ feet _____ inches.
11. Size of Letters: 1) Height 2 1/2 Width 1 1/2 Font: Rock-N-Dough
 2) Height _____ Width _____ Font: _____
 3) Height _____ Width _____ Font: _____
12. Colors: Letters: Vanilla Bean SUBMIT COLOR SAMPLES
 Background: Vanilla Bean SUBMIT COLOR SAMPLES
13. Orientation of Sign to the Street: Parallel _____; Perpendicular _____; Angled X.
14. Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).
7-170 Feet _____ Inches Name of Street: POPLAR AVE.
 _____ Feet _____ Inches Name of Street: _____
15. Distance building is set back from street curb or edge of pavement (corner lots, provide distance from both streets).
4-80 Feet _____ Inches Name of Street: POPLAR AVE
 _____ Feet _____ Inches Name of Street: _____
16. Sign Content (words, letters, logos): _____
17. Size of logo: Horizontal _____ feet _____ inches; Vertical _____ feet _____ inches.
- *18. Sign Materials: Letters ALUMINUM; Sign Face ALUMINUM
 Mounting Structure (type and materials): BRICK OVER CONVENTIONAL WOOD FRAME
19. Sign Illumination, if applicable (type, location and wattage): LED POWER SUPPLY - 12V LED WHITE
20. Sign Landscaping, if applicable landscape plan shall be submitted
21. Additional Comments: _____

DISCLOSURE OF OWNERSHIP INTERESTS

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

- 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 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: WPCM-BAYER GERMANTOWN, LLC
Address: 2222 ALLINGTON AVE S. BIRMINGHAM, AL 35205

ⓧ Lessee: [Signature]
Address: 25 Rawlinswood Cove Jackson, TN. 38305

Developer: _____
Address: _____

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

Name	Business or Home Address
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*See language in parenthesis above.




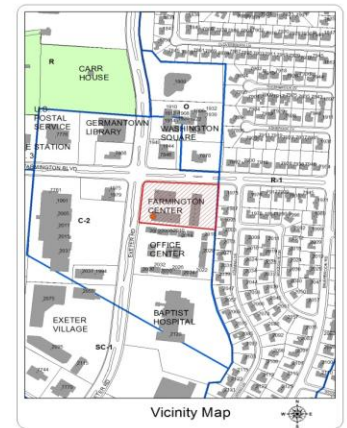
PROPOSED MOTION: To approve a wall-mounted tenant identification sign for Rock N Dough, located at 7850 Poplar Ave.

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- c. Chiropractic Rehab – Farmington Center – 1996 Exeter Road – Request Approval of a Wall-Mounted Tenant Identification Sign (Case No. 16-610) Previously Known as Agenda Item No. 7

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.

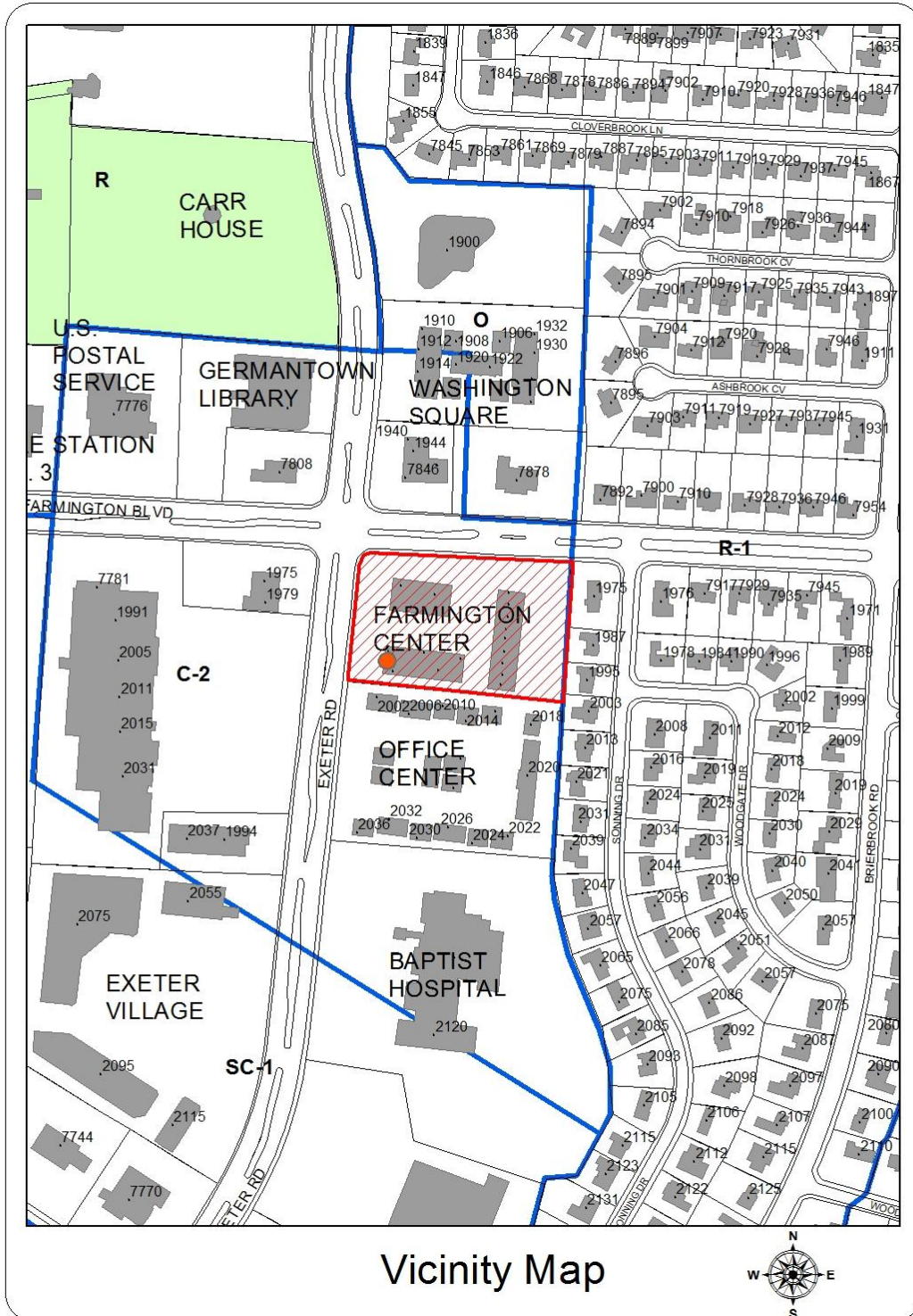
DISCUSSION: The tenant is occupying 1996 Exeter, which is the end of the southwestern building of Farmington Centre. The center’s sign policy requires all logos to be reviewed/approved by the DRC.

Location & Height:	To be mounted within the sign band above the customer entrance, 10 feet above the ground.
Content:	
Sign Area	18.5 square feet
Color & Materials:	Letters to be aluminum, Antique White color
Font:	Avant Garde
Logo Sign Area:	1 sq. ft.
Mounting Structure:	Individual Letters mounted directly to the wall with aluminum studs.
Lighting:	White neon, back lighting



STAFF COMMENTS:

1. The center’s sign policy requires all logos to receive DRC approval.
2. The sign application notes the color to be “white”, but the sign diagram notes color as “antique white”. Most existing signs in Farmington Centre are “cream” in color.



FONT = AvantGarde Md Bt

13'-1" ^{OK}

SHERWIN WILLIAMS # 6119
 ANTIQUE WHITE

Chiropractic Rehab

Chiropractic

MANUFACTURE AND INSTALL ONE SET INTERNALLY ILLUMINATED
 REVERSE CHANNEL LETTER INDIVIDUALLY FLUSH / STUD MOUNTED TO FASCIA
 (WHITE FACES) (DARK DURANODIC BRONZE RETURNS)

C = 12" ^{OK}
 a = 9" ^{OK}
 = 17" ^{OK}

NEON W / LEXAN BACKS

MANUFACTURE & INSTALL ONE SET OF INDIVIDUALLY MOUNTED BACKLIT CHANNEL LETTERS. TO HAVE CLEAR LEXAN BACKS FOR ADDED PROTECTION. ^{OK}

LETTER PROFILE

A LURED DISCONNECT SWITCH
 B MOUNTING VIBES
 C PRIMARY ELECTRICAL SOURCE
 D MOUNTING PLATE
 E TRANSDUCER 30 IMA
 F INTERIOR OF LETTER PRATED VIBRE
 G GASKET OF SPACER

PLEASE SPECIFY COLORS FOR THE PARTS LISTED BELOW

H 6119 ANTI WHITE ^{OK}
 I 690 GAUGE ALUM FACE 6119 ANTI WHITE ^{OK}
 J NEON 6500 WHITE ^{OK}

Tom Jeff
 LAMIA
 CAPRI

BALTON SIGN CO.
 CUSTOM SIGNS • VEHICLE WRAPS • LIGHTING • NEON
 ELECTRIC MESSAGE CENTERS • FULL COLOR DIGITAL PRINTING

Bruce Littman
 CELL 901-596-3303
 bruce@baltonsigns.com

3045 SADDLEWOOD ST. MEMPHIS TN 38118
 PH. 901-452-7371 • FAX 901-456-2637 • BALTONSIGNS.COM

THIS DESIGN IS PROTECTED BY THE
 COPYRIGHT LAWS OF THE UNITED STATES

SKETCH DATE 02/16/2016 DRAWN BY: SP
 SCALE 1/4" = 1'-0"
 FILE NAME PYRAMID CHIROPRACTIC 02-16-16

Please note: This is an original design and remains the exclusive property of Balton Sign Company, LLC.
 It is not to be duplicated or reproduced in any manner without written consent. Primary wiring in the sign if applicable, is not included.

CREATED FOR 1996 EXETER
 ADDRESS GERMANTOWN, TN 38168

CLIENT APPROVAL _____
 LANDLORD APPROVAL _____
 SIGNATURE DATE 2.16.16





PROPOSED MOTION: To approve an antique white colored sign with logo for Chiropractic Rehab at 1996 Exeter Rd. in Farmington Center, as described in the sign application and subject to staff comments.

NEW BUSINESS: Chairman Saunders announced that long time employee Mr. Wade Morgan would be retiring from the City of Germantown after 15 years of service. He expressed his appreciation for Mr. Morgan's professionalism and research abilities that made the Design Review Commissioner's job much easier.

ADJOURNMENT

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