

DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, June 28, 2016
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 June 28, 2016. Chairman Saunders called the meeting to order at 6:03 p.m. requesting the roll call. Ms. Regina Gibson called the roll of the Commission and established a quorum:

COMMISSIONERS PRESENT:

Mr. Keith Saunders, Chairman; Mr. Paul Bruns, Vice Chairman; Mr. Neil Sherman, Secretary; Mr. Ralph Smith; Mr. Henry Porter; Mr. Steve Landwehr; and Mr. Christopher Schmidt

DEVELOPMENT STAFF PRESENT:

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

1. Approval of Minutes for May 24, 2016

Mr. Bruns moved to approve the Design Review Commission minutes of May 24, 2016, seconded by Mr. Sherman, with no further comments or discussions.

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

MOTION PASSED

2. CONSENT AGENDA

- a. Southern Social restaurant – 2285 S. Germantown Road – Request Approval of a Wall-Mounted Building Identification Sign in the OG District (Case No. 16-624)
Mark Balton w/Balton Sign Company - Applicant/Representative
- b. Wild Beet Restaurant – Carrefour Shopping Center – 6641 Poplar Avenue – Request approval of a Wall-Mounted, Tenant Identification Sign (Case No. 16-627)
Chris Haskins w/Frank Balton Signs - Applicant/Representative
- c. Lice Clinics of America – 2182 West Street – Request Approval of a Wall-Mounted, Tenant Identification Sign (Case No. 16-628)
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 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.

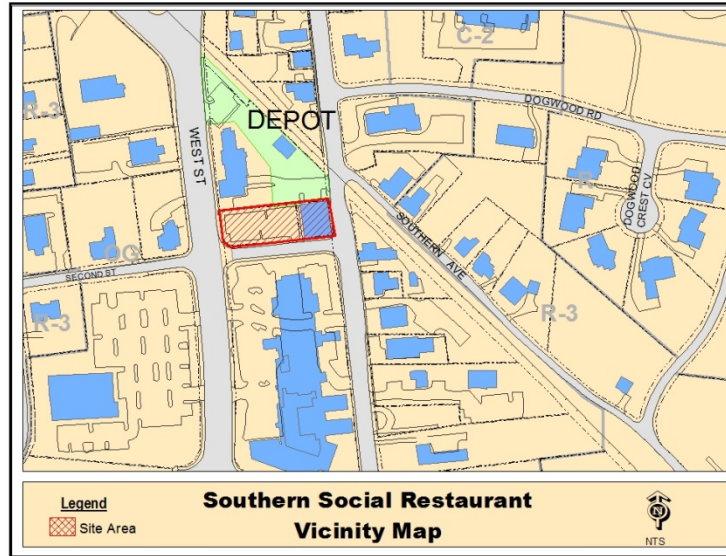
Mr. Landwehr made a motion to approve the Consent Agenda as discussed and seconded by Mr. Sherman.

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

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Southern Social Restaurant – 2285 S. Germantown Road – Request Approval of a Wall-Mounted Building Identification Sign in the OG District (Case No. 16-624)



BACKGROUND: Southern Social will be opening in the former site of Elfo’s restaurant at 2285 S. Germantown Road. Prior to Elfo’s opening in 2008, Three Rivers Grill operated in this space beginning in 1998. The Design Review Commission previously approved storefront modifications for Elfo’s in February 2008. The Design Review Commission recently approved exterior building modifications for this new restaurant, Southern Social, on May 24, 2016.

DISCUSSION: The applicant is requesting approval of a wall-mounted building identification sign for an existing commercial space in Old Germantown. The specifics of the request are as follows:

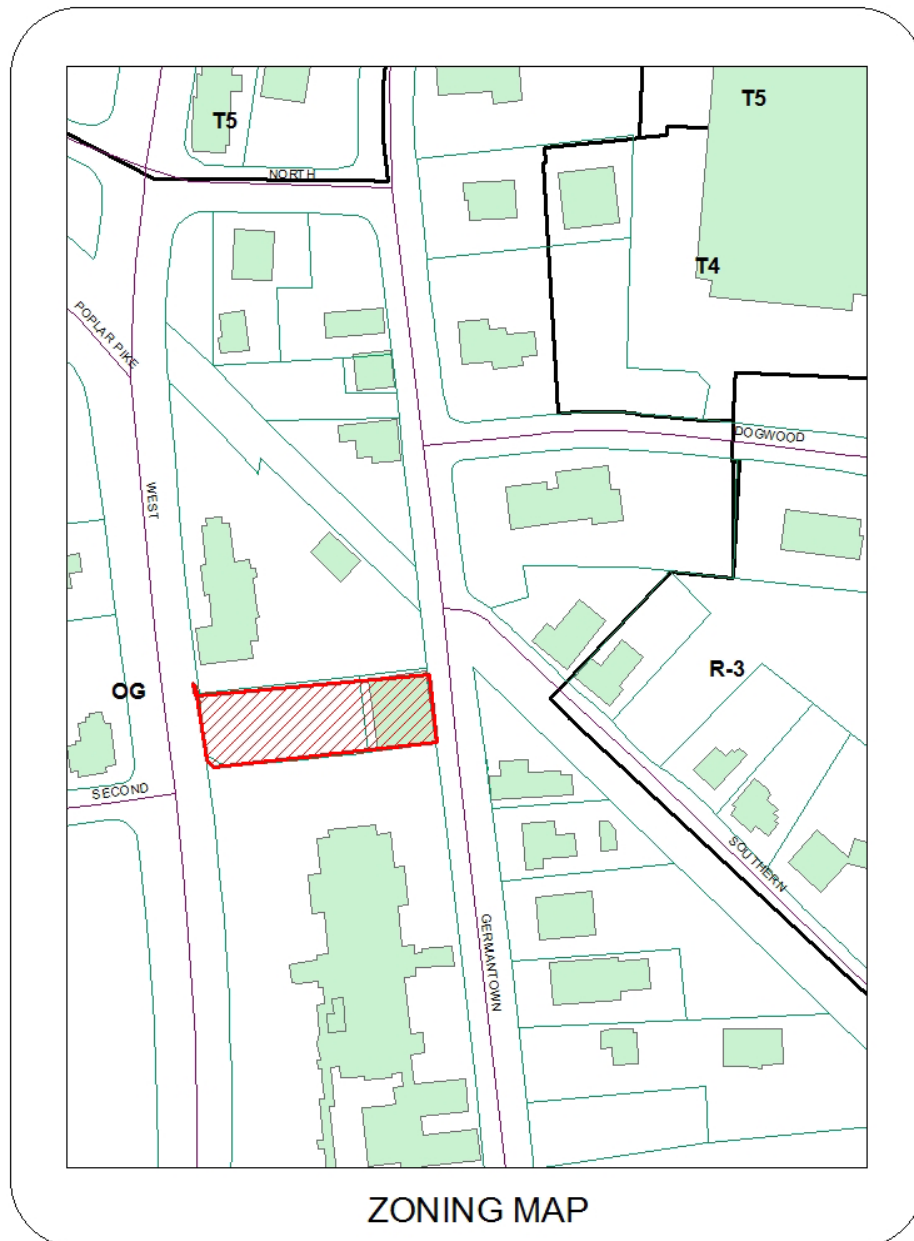
SIGN 1: Wall-Mounted Building Identification

Location & Height:	Sign to be mounted on the wall of the building above the public entrance facing West Street.
Total Sign Area:	21.30 sq. ft.
Content/Logo:	
Colors & Materials:	Color: Letters = PMS# 462C (Brown) PMS#7623C (Red) PMS#454C (Beige) Background = White Materials: Letters & Sign Face = High Density Foam (HDF)
Font:	Lakeside Regular, Copper Plate, & Futura
Letter Size:	Vary from 1.1” to 9.7” in height
Mounting Structure:	Lag bolts to mount to brick building facade
Lighting:	Existing Fixture (90 watt Par 38)

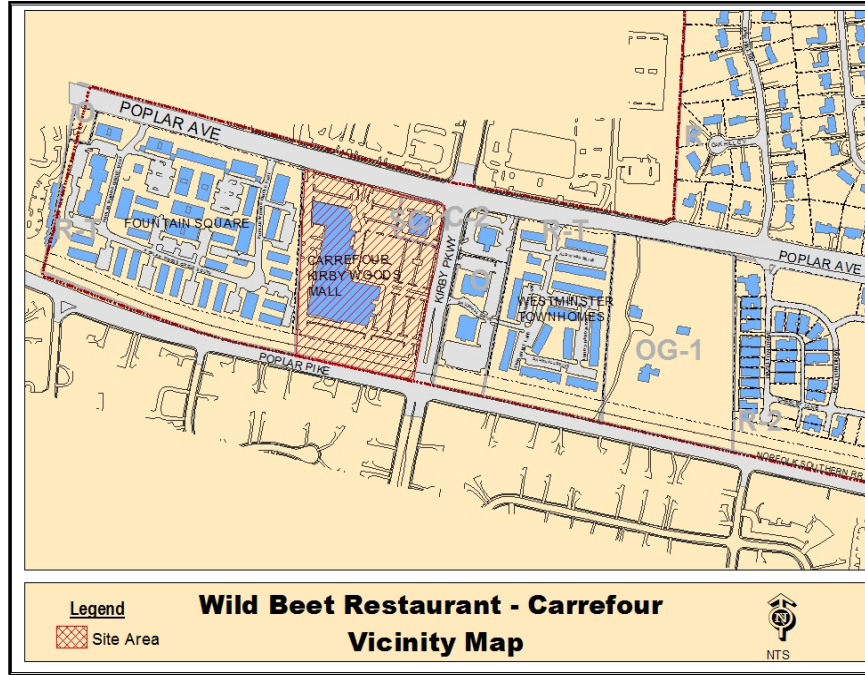
STAFF COMMENTS:

1. The total allowable sign area is 12 sq. ft., per Section 14-37 of the Code of Ordinance in the OG district. The DRC approved three signs totaling 27 sq. ft. of sign area for Three Oaks Grill on January 24, 1995 and two signs totaling 24 sq. ft. for Elfo's on February 26, 2008. Although, the currently requested sign area, 21.30 sq. ft., does not meet the size requirement of the Sign Regulations for Old Germantown it is less than that approved for the previous tenant, Elfo's.
2. Design Review Commission approval is required for all signs located within Old Germantown.
3. 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 the wall-mounted building identification sign for Southern Social Restaurant at 2285 S. Germantown Road in Old Germantown, subject to the Board's discussion, staff comments and the documents submitted with the application.




b. Wild Beet Restaurant – Carrefour Shopping Center – 6641 Poplar Avenue – Request Approval of a Wall-Mounted, Tenant Identification Sign (Case No. 16-627)



BACKGROUND: Lettuce Now Restaurant located at 6641 Poplar Avenue #106 is changing their name to Wild Beet. The current sign for Lettuce Now was administratively approved in 2013. Design Review Commission approved a comprehensive sign policy for the Carrefour Shopping Center in 1990, with approved updates throughout the subsequent years of the center.

DISCUSSION: The applicant is requesting approval of a wall-mounted tenant identification sign for to replace the sign approved for Lettuce Now in the Carrefour Shopping Center. The specifics of the request are as follows:

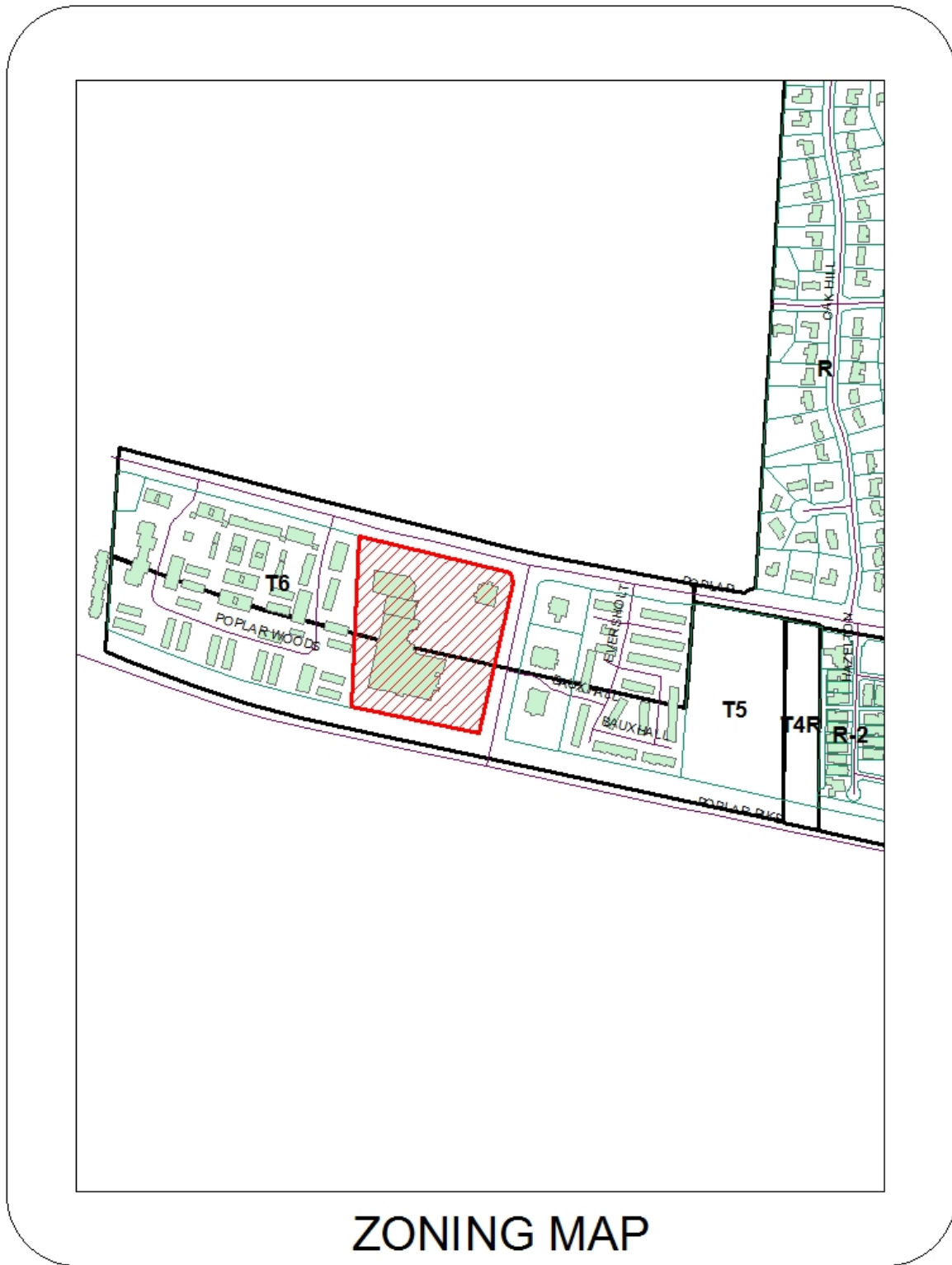
SIGN: *Wall-Mounted Tenant Identification*

Location & Height:	One sign to be mounted on the wall of the building above the public entrance facing Poplar Avenue.
Total Sign Area:	21.25 sq. ft.
Content/Logo:	
Colors & Materials:	Color: Letters = Outer letter color is PMS#209 (Burgundy) Inter letter color is PMS Pink Background = Existing building facade Materials: Letters = Aluminum
Font:	Custom Font
Letter Size:	Wild Beet = 18" in height Salad Co. = 7" in height
Mounting Structure:	¼ All thread support rods mounting to building facade
Lighting:	White LED (Reverse channel letters)

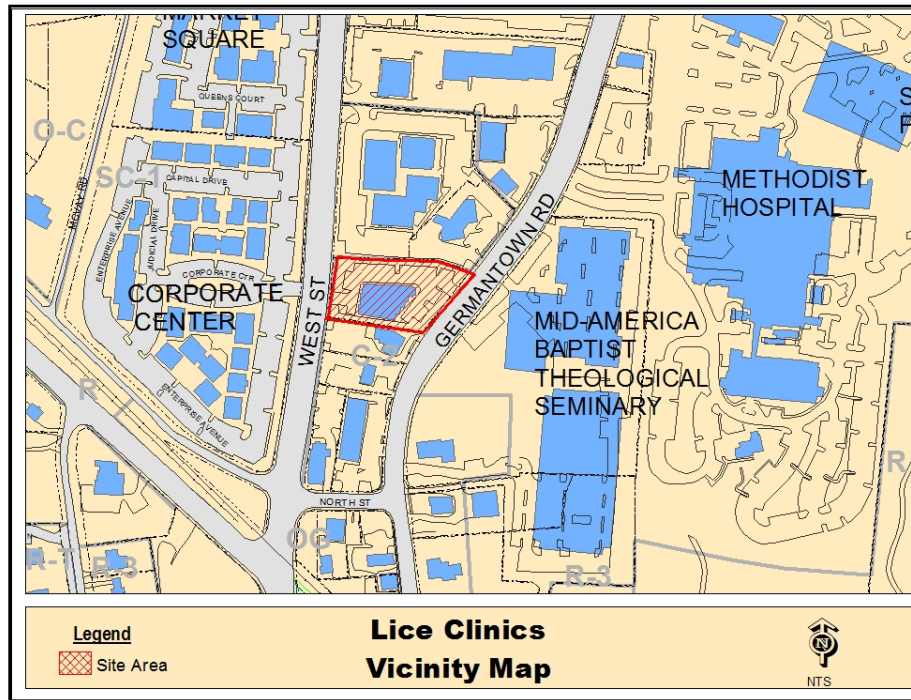
STAFF COMMENTS:

1. This site is developed using the pre-existing “C-2” Commercial zoning district sign regulations. The total allowable sign area is 25 sq. ft., (based on the lineal footage of the building wall). The requested sign area (21.25 sq. ft.) meets the size requirement of the Sign Regulations for the C-2 District and the currently approved Carrefour Shopping Center Policy.
2. The applicant has received approval, as required, from the shopping center management for the proposed sign.
3. Design Review Commission approval of this sign request is required because the proposed sign fails to meet the approved shopping center sign policy in three areas as follows:
 - a. Color: The proposed PMS 209C is equivalent to the Burgundy (SW 1567) color that the approved sign policy’s. PMS Pink C is not on the list of approved sign colors.
 - b. Font: The applicant proposes the use of corporate font which is not “within the scope provided by the sign policy”
4. 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 the wall-mounted tenant identification sign for Wild Beet Restaurant at 6641 Poplar Avenue #106 within the Carrefour Shopping Center, subject to the Board’s discussion, staff comments and the documents submitted with the application.





c. Lice Clinics of America – 2182 West Street – Request Approval of a Wall-Mounted, Tenant Identification Sign (Case No. 16-628)



BACKGROUND: Lice Clinic of America is to be located within one of three tenant bays on the west side of the existing building housing Germantown Animal Hospital with frontage along West Street. It is replacing the previous tenant, FAcademics of Tutoring and Learning. A wall sign for FAcademics was administratively approved on January 31, 2012.

DISCUSSION: The applicant is requesting approval of a wall-mounted tenant identification sign for an existing commercial space. The specifics of the request are as follows:

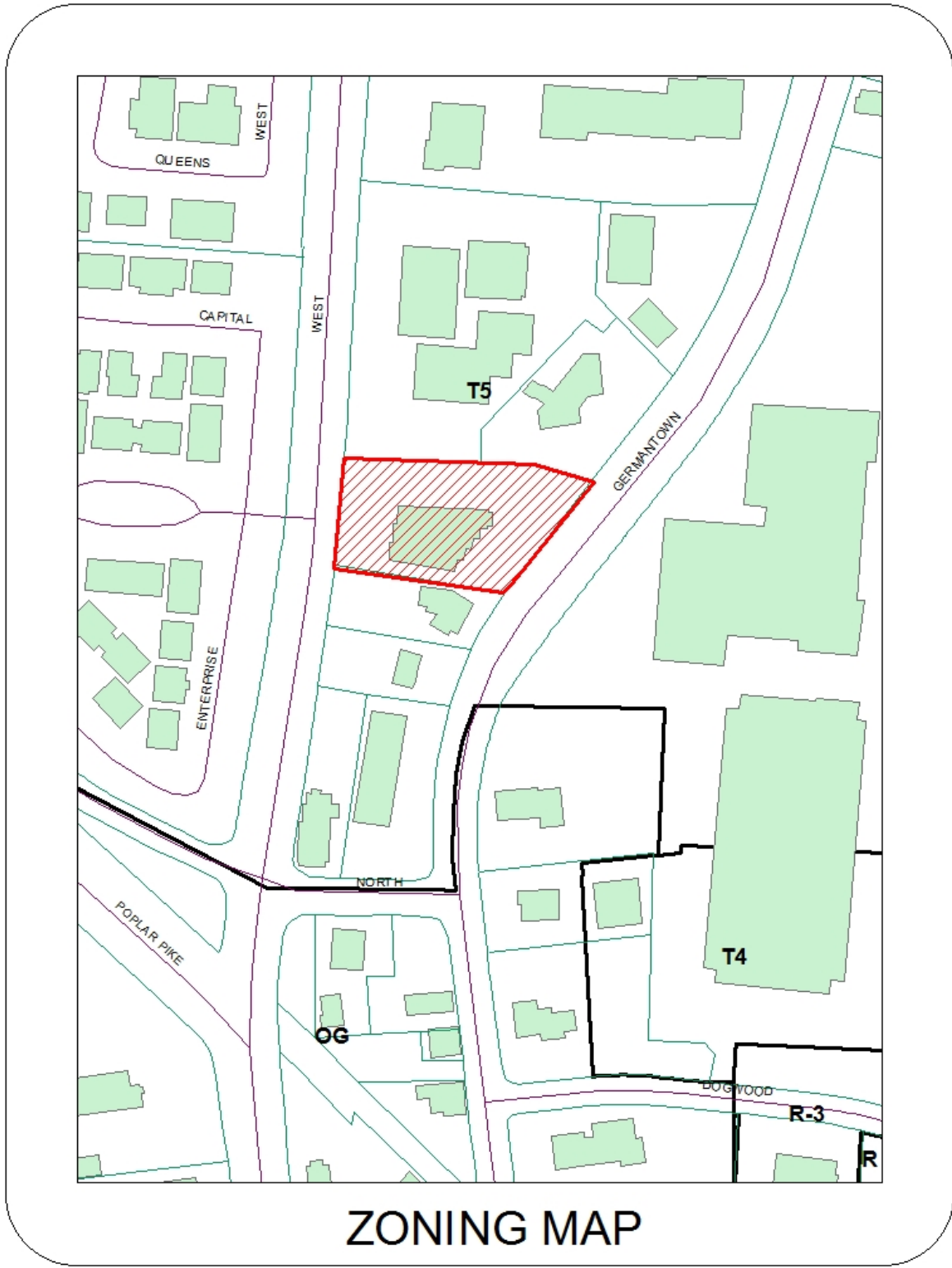
SIGN: *Wall-Mounted Tenant Identification*

Location & Height:	One sign to be mounted on the wall of the building to the right side of the public entrance facing West Street.
Total Sign Area:	12.4 sq. ft.
Logo Size:	0.11 sq. ft. (4"x4")
Content/Logo:	
Colors & Materials:	<p>Color: Letters = Black Green (Pantone 376 EC)  Background = White</p> <p>Materials: Letters = Vinyl Sign Face = Aluminum</p>
Font:	Custom Font
Letter Size:	Vary from 2" to 5" in height
Mounting Structure:	Bracket mounting to brick building facade
Lighting:	None

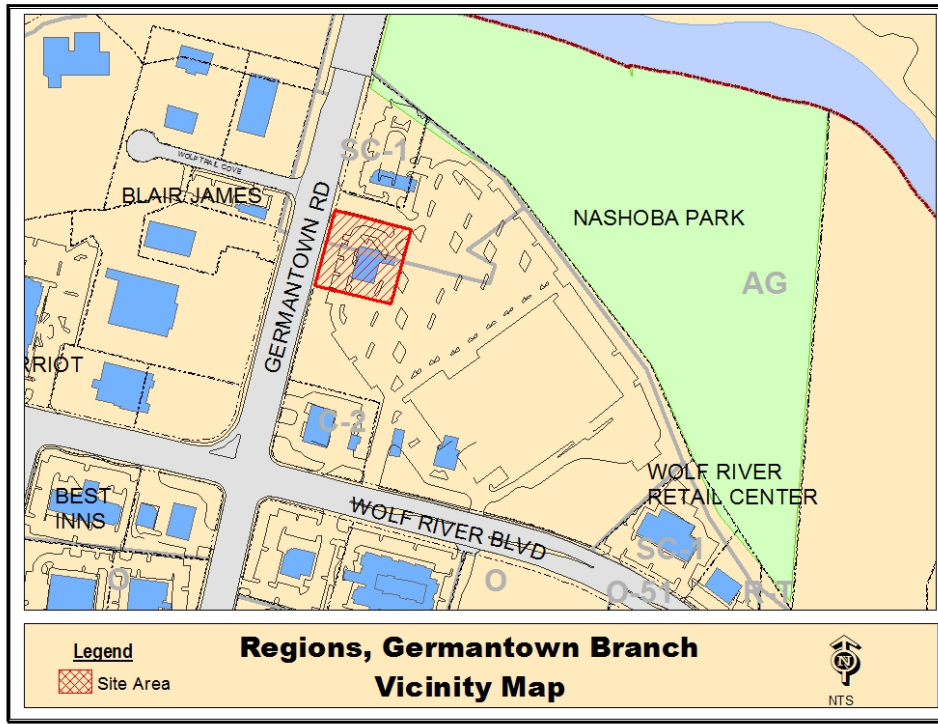
STAFF COMMENTS:

1. This site is developed using the pre-existing “C-2” Commercial zoning district sign regulations. The total allowable sign area is 20 sq. ft., (based on the lineal footage of the building wall). The requested sign area (12.25 sq. ft.) meets the size requirement of the Sign Regulations for the C-2 District.
2. Logos are allowed to be a maximum of 10% of the total allowable sign area for the site. The total sign logo area (0.11 sq. ft.) of this sign complies with the Sign Regulations.
3. Design Review Commission approval of this sign request is required based on:
 - a. Color: The proposed Green (Pantone 376 EC) color.
 - b. Logo: Use of a logo on a sign requires DRC approval.
 - c. Font: The applicant proposes the use of custom font.
4. 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 the wall-mounted tenant identification sign for Lice Clinics of America at 2182 West Street, subject to the Board’s discussion, staff comments and the documents submitted with the application.



3. Regions – Germantown Branch – 1284 S. Germantown Road – Request Approval of Internally Illuminated ATN/VTM Surrounds in the Bank Branch Drive-Thru (Case No. 15-516) Previously listed as Agenda Item No. 5



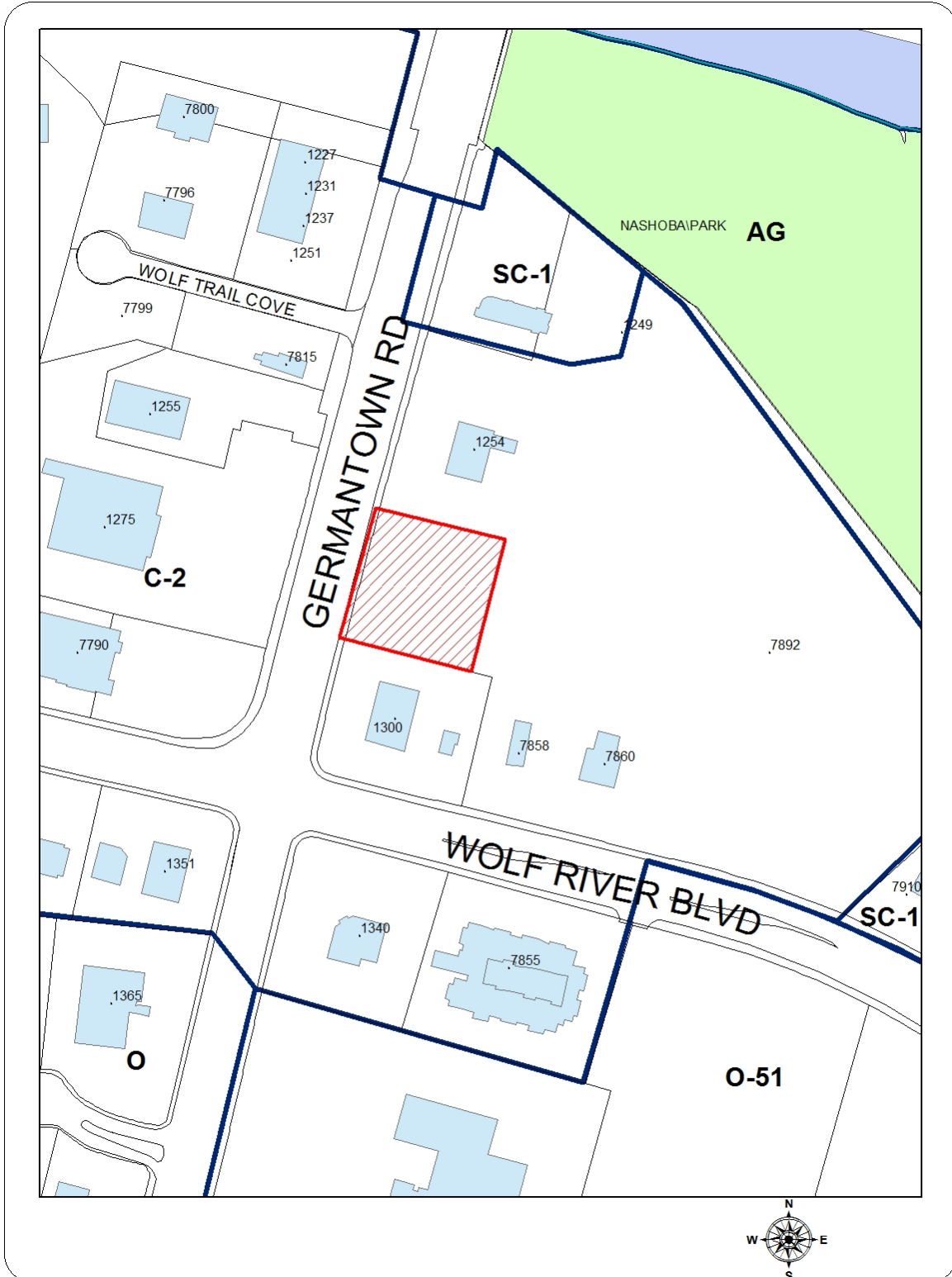
BACKGROUND: The Planning Commission on April 7, 2015, approved the preliminary and final site plan for this development. The Design Review Commission approved the preliminary and final site plans on April 28, 2015. A sign package that included a Ground Sign, Wall Signs, and Directional/General Drive-Thru for this project was approved by the Design Review Commission on December 15, 2015.

DISCUSSION: The applicant is requesting approval of internally illuminated ATM/VTM surrounds in their new Regions, Germantown Branch drive-thru. The proposed surrounds is a green vinyl material that will fully wrap the freestanding machines on three sides. The specific information about the surrounds and lighting is attached to this report.

STAFF COMMENTS:

1. The ATM machines inside the vestibule of the new bank, fronting on Germantown Road, located over 3' behind the windows appear to be illuminated at night due to their vibrant color, which is highly visible from the road.
2. The ATM/VTM shown on the DRC approved preliminary and final site plan were gray in color and non-illuminated.
3. Prior to approval, the previously approved photo metric plan should be updated to include lighting information for the newly exterior illuminated devices and their impact on the overall plan to ensure that the plan still meets the lighting requirements.
4. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement.

PROPOSED MOTION: To approve internally illuminated ATM/VTM surrounds in the bank branch drive-thru for Regions Bank, located at 1264 S. Germantown Road, subject to the Board's discussion, staff comments and the documents submitted with the application.



Mr. Jack Marshal w/BDG Architects explained that he was there to answer any questions the commissioners might have and felt staff's presentation explained what the bank is requesting to do.

Chairman Saunders explained that this commission had extensive discussion with Mr. Oliver about their concern over all of the green that was being used. Mr. Oliver agreed that all of the green would be removed from the outside including the band around the canopy, on the columns, and the night deposit box. They also discussed the green on the interior of the building because it was so exposed by all of the glass in the front that it would be turned off at night while it was not occupied. He further explained that although the City of Germantown was very proud to have such a nice building there is still not a lot of favor for this request. This commission was very firm and consistent in their decision in the April, 2015 meeting and Mr. Oliver agreed to make these changes as directed by this commission.

Mr. Ross reviewed the video discussion from the April 2015 meeting for this project and explained that there was a significant amount of discussion on the use of the green. It was not necessarily an issue with the color green but it was the amount of green that was used. From the video discussion, Mr. Oliver agreed to take the green down to a grey color to go along with the rest of the canopy.

After a brief discussion, Chairman Saunders called for a motion.

Mr. Bruns moved to approve internally illuminated ATM/VTM surrounds in the bank branch drive-thru for Regions Bank, located at 1264 S. Germantown Road, subject to the commission's discussion, staff comments, and the documents submitted with the application, seconded by Mr. Smith.

ROLL CALL: Mr. Porter – No, for the reasons that were stated in the discussion; Mr. Schmidt – No, for the same; Mr. Smith – No, for the same reasons as discussed; Mr. Landwehr – No, for the same reasons based on the discussion we have had this evening; Mr. Sherman – No, for the reasons that were stated in the discussion; Mr. Bruns – No, for all the same reasons; Chairman Saunders – No, for the same reasons stated in the discussion tonight.

MOTION FAILED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:24 p.m.