

DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, September 27, 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 September 27, 2016.

1. Chairman Saunders called the meeting to order at 6:05 p.m.
2. Chairman Saunders requested 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. Christopher Schmidt; Mr. Steve Landwehr; and Mr. Timothy Serfess

DEVELOPMENT STAFF PRESENT:

Mr. Cameron Ross, Economic and Community Development Director; Ms. Sheila Pounder, Planning Division Manager; Ms. Regina Gibson, Administrative Secretary and Mr. David Harris, City Attorney

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3. Approval of Minutes for August 23, 2016

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

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

MOTION PASSED

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4. CONSENT AGENDA

- a. Our Lady of Perpetual Help Catholic Church and School – 8151 Poplar Avenue – Request Approval of a Ground-Mounted Building Identification Sign (Case No. 16-636)  
Jeff Gates w/Balton Signs - Applicant/Representative
- b. Sephora – Saddle Creek South Shopping Center – 2055 West Street – Request Approval of a Second Wall-Mounted Tenant Identification Sign (Case No. 16-623)  
Chris Haskins w/Frank Balton Signs – Applicant/Representative
- c. Pizza Hut Restaurant – Washington Square Commercial Center – 1940 Exeter Road #1 – Request Approval of a Wall-Mounted Tenant Identification Sign (Case No. 16-640)  
John Ferguson w/Mid-South Signs – Applicant/Representative
- d. Pro-Active Heart & Vein Center – 7751 Wolf River blvd – Request Approval of a Sign Package that includes a Ground-Mounted Tenant Identification Sign and a Wall-Mounted Tenant Identification Sign (Case No. 16-641)  
John Ferguson w/Mid-South Signs – Applicant/Representative
- e. Casablanca Restaurant – 7609 Poplar Pike – Request Approval of Building Modifications in Old Germantown (Case No. 16-626). Previously Known as Agenda Item No. 5.  
Samir Shtaya – Applicant/Representative

- f. SEE Eyewear – The Shops at Saddle Creek Shopping Center – 7353 Poplar Avenue D-4- Request Approval of Store front Modifications (Case No. 16-642). Previously Known as Agenda Item No. 6  
Chris Haley w/LRK, Inc. – Applicant/Representative
- g. Victoria’s Secret – The Shops at Saddle Creek Shopping Center – 7615 Farmington Blvd N17 – Request Approval of a Storefront Modifications (Case No. 16-643). Previously Known as Agenda Item No. 7  
David Bartels w/PM Design Group – 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. Serfess.

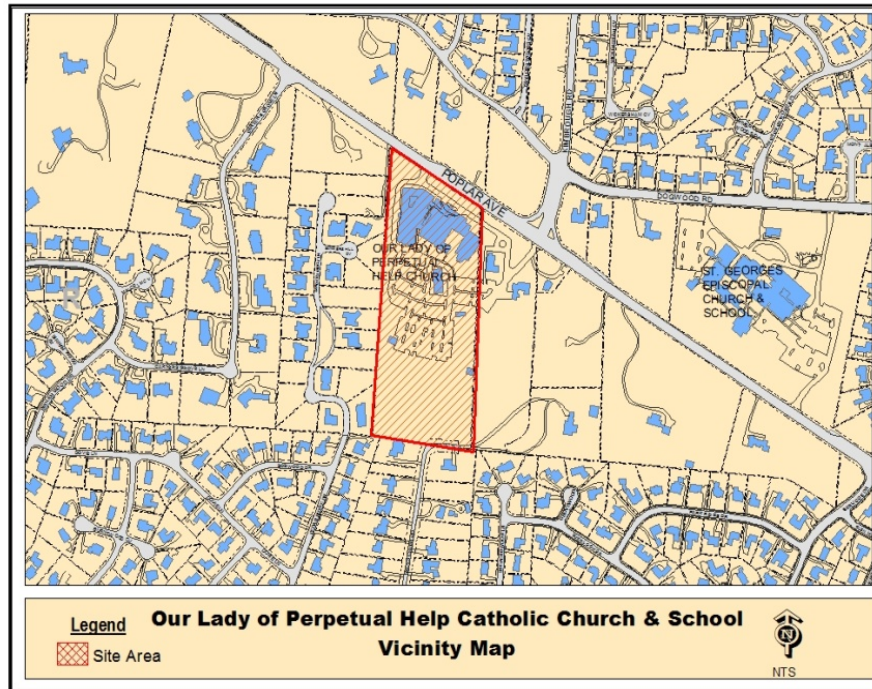
ROLL CALL: Mr. Landwehr – Yes; Mr. Schmidt – Yes; Mr. Sherman – Yes; Mr. Smith – Yes; Mr. Porter – Yes; Alderman Klevan – Yes; Mr. Serfess – Yes; Mr. Bruns – Yes; Chairman Saunders - Yes

MOTION PASSED

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**STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS**

- a. Our Lady of Perpetual Help Catholic Church and School – 8151 Poplar Avenue – Request Approval of a Ground Mounted Building Identification Sign (Case No. 16-636)



**DISCUSSION:** The applicant is requesting approval of a ground-mounted project identification sign for the church and school located at on the south side of Poplar Avenue, southwest of Kimbrough Road. The specifics of the request are as follows:

**SIGN: Ground-Mounted Project Identification**

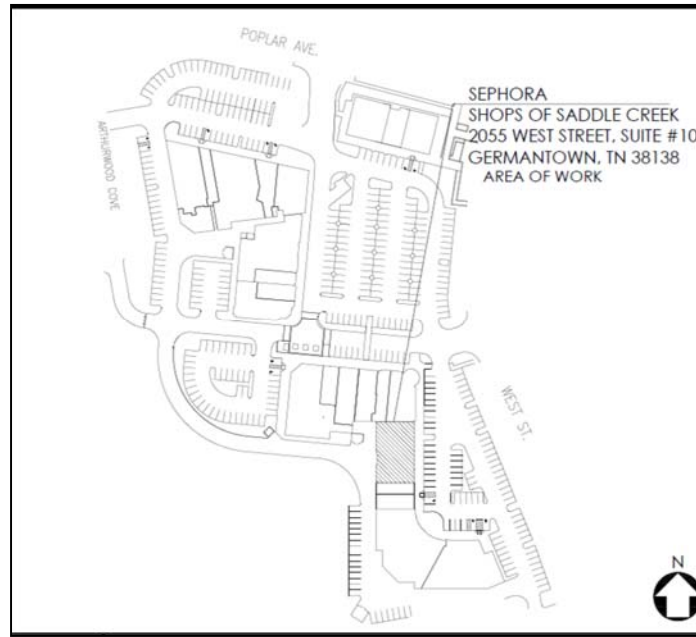
Location & Height:	One single faced parallel sign to be mounted approximately 56 feet from the back of the pavement on Poplar Avenue, 3 feet high from the surrounding grade.
Total Sign Area:	24 sq. ft. (2' x12')
Content/Logo:	
Colors & Materials:	Color: Letters = Bronze Background = Warm Gray 2C Materials: Letters = Aluminum
Font:	Helvetica
Letter Height Size:	Varies 5" to 6"
Mounting Structure:	Brick Base
Lighting:	2 - 100 Watt Metal Halide

**STAFF COMMENTS:**

1. The existing institutional use is located within the “R” Residential District and is govern by Section 14-33(b)(1) of the Germantown Sign Ordinance, which states in part that, “Church, public or semipublic building and public park identification signs shall be ground-mounted identification signs,” within and “R” Residential District. Section 14-33 permits a maximum “sign area of one face, not to exceed 25 sq. ft. or regardless of the number of faces, not to exceed 50 sq. ft”.
2. The Church has an existing single face, ground-mounted sign (approximately 23 sq. ft.) located parallel to the Poplar Avenue frontage approved by the DRC on July 24, 2001. If the current sign is approved, the existing sign is to be removed prior to installing the new sign.
3. The requested ground-mounted sign area is 24 sq. ft., which conforms to the sign regulations.
4. Section 14-33(d)(1) of the Germantown Sign Ordinance requires “ground-mounted identification signs located in the front yard shall be set back as follows: “Where the building setback is more than 40 feet, the sign location shall not be less 30 feet from the face of the curb or the edge of the pavement of any street... Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement”. There is a 57 foot from centerline right-of-way dedication along the front of this property for Poplar Avenue, which means the sign setback must be exclusive of this area, approximately. The applicant has provided a site plan that reflects a 10’ sign setback as recommended at DRC Subcommittee.
5. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the signs.

**PROPOSED MOTION:** To approve a ground-mounted project identification sign for Our Lady of Perpetual Help Catholic Church and School located at 8151 Poplar Avenue, subject to the Board’s discussion, staff comments and the documents submitted with the application.


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- b. Sephora – Saddle Creek South Shopping Center – 2055 West Street – Request Approval of a Second Wall-Mounted Tenant Identification Sign (Case No. 16-623)



**BACKGROUND:** The subject property is in the Saddle Creek South shopping center. A 13.56 sq. ft. wall sign was administratively approved on August 31, 2016.

**DISCUSSION:** The applicant is requesting approval of a second wall sign for the free standing brick arch wall located in front of the store between the pedestrian sidewalk and storefront.

**SIGN : *Wall-Mounted Building Identification***

Location & Height:	One sign to be mounted on the wall of the free standing brick arch wall located in front of the store between the pedestrian sidewalk and storefront.
Total Sign Area:	47.64 sq. ft.
Content/Logo:	
Colors & Materials:	Color: Letters = Black Background = Brick Facade Materials: Letters = Aluminum
Font:	Custom Corporate
Letter Height Size:	2'6"
Mounting Structure:	All thread to building facade
Lighting:	White LED

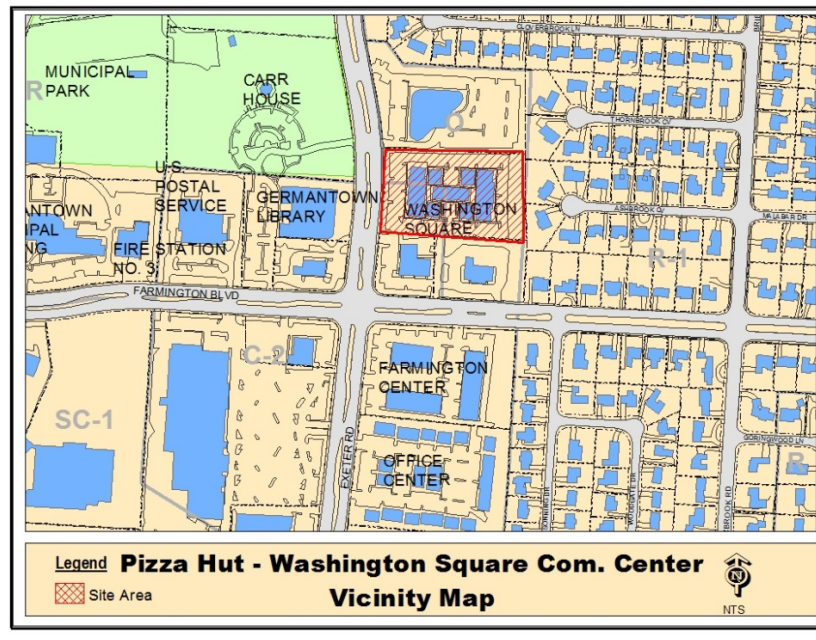
**STAFF COMMENTS:**

1. Previous sign policy allowed the location of tenant names on freestanding brick façade, the new policy is silent on this issues. However, it does allow for multiple tenant signs for a sign business.
2. A 13.56 sq. ft. wall sign and 3.42 blade sign was administratively approved on August 31, 2016.
3. The total allowable sign area is 75 sq. ft., (based on the lineal footage of the building wall & size of the building). If the second sign is approved as submitted for 47.64 sq. ft., the total sign area for wall signs will be 61.20 sq. ft., which conforms to the size requirement of the Sign Ordinance and the approved shopping center 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 a wall-mounted tenant identification sign for Sephora, located at Saddle Creek South Shopping Center, 2055 West Street, #10, subject to the Board’s discussion, staff comments and the documents submitted with the application.


- c. Pizza Hut Restaurant – Washington Square Commercial Center – 1940 Exeter Road #1 – Request Approval of a Wall-Mounted Tenant Identification Sign (Case No. 16-640)



**BACKGROUND:** The subject property is in the Washington Square Commercial Center.

**DISCUSSION:** The applicant is requesting approval of a new wall sign to replace the existing wall sign located on Exeter Road.

**SIGN :** *Wall-Mounted Tenant Identification*

Location & Height:	One sign to be mounted on the wall above the store entrance facing the customer parking lot and 13’6” above the surrounding grade.
Total Sign Area:	11 sq. ft.
Content/Logo:	
Colors & Materials:	Color: Letters = Duranodic Bronze – PM 412 Background = Roman Column – SW 7562 (White) Materials: Letters = Aluminum Face = Polycarbonate
Font:	Pizza Hut Branded Font
Letter Height:	Varies 13 5/8” to 1’6”
Mounting Structure:	Existing Wood Fascia
Lighting:	Existing external light (No detailed information provided on lighting)

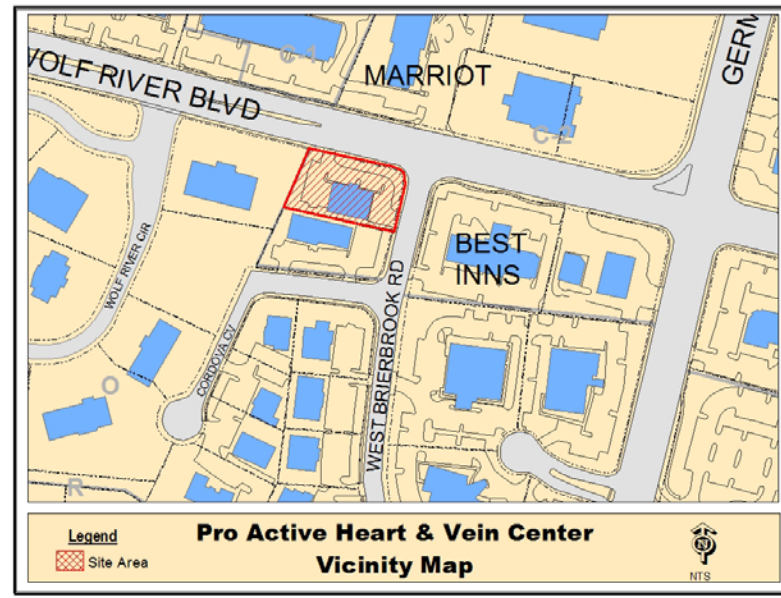


**STAFF COMMENTS:**

1. The applicant is requesting to replace the existing sign on the storefront. The sign message will remain the same but use the Pizza Hut branded font. The exiting sign policy for the Washington Square Commercial Center requires both the landlord and the City's approval of all sign's lettering size and style.
2. The existing sign was administratively approved in 1990 for 8 sq. ft.
3. The total allowable sign area is 11 sq. ft., in accordance with the approved sign policy for Washington Square Commercial Center. The new sign is 11 sq. ft., which conforms to the size requirement of the Sign Ordinance and the approved sign policy.
4. The applicant proposes to use the existing external light that is affix to the building façade. However, they have indicated that they have no information available concerning the type of lighting being used for the existing sign. Information concerning the lighting was also not shown on the previously sign approval documentation filed in 1990. The light fixture itself can be seen on the attached before and after pictures submitted with this application. Given the lack of lighting information available for this sign, the applicant is asking DRC approval to retain the existing light fixture for the new sign.
5. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the signs.

**PROPOSED MOTION:** To approve a wall-mounted tenant identification sign for Pizza Hut located at Washington Square Commercial Center, 1940 Exeter Road, #1, subject to the Board's discussion, staff comments and the documents submitted with the application.


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- d. Pro Active Heart & Vein Center – 7751 Wolf River Blvd. – Request Approval of a Sign Package that includes a Ground-Mounted Tenant Identification Sign and a Wall-Mounted Tenant Identification Sign (Case No. 16-641)




**BACKGROUND:** The subject property is the previous location of Welch Realty, Co. The 8 sq. ft. existing ground sign was approved by the DRC in 2006. The property has transferred to a new owner, Hannah Nelson, with Pro Active Heart & Vein Center.

**DISCUSSION:** The applicant is requesting approval of a ground and a wall-mounted building/tenant identification sign to reflect the name change for the new business, Pro Active Heart & Vein Center. The ground sign will be placed in the same locations as the existing sign for Welch Realty Co. on the west side of the entrance driveway from Wolf River Blvd. The proposed wall sign is new and will be located on the building façade above the main business entrance. The specifics of the request are as follows:

**SIGN 1 – Ground Mounted Tennant/Building Identification**

Location & Height:	The sign will be 18 feet behind the curb line of Wolf River Blvd., double-sided, perpendicular to the street, with a maximum height of 6 feet above the ground.
Total Sign Area:	48 sq. ft. total (24 sq. ft. per face)
Content/Logo:	
Colors & Materials:	<p>Color: Letters &amp; Logo = Dark Blue MP 25808/Light Blue PMS 7688                      Background = Matt White Face w/Textured Finish                      Base = Mindful Gray SW 7016</p> <p>Materials: Letters = Aluminum                      Background = Aluminum                      Base = Existing Brick (Painted)</p>
Font:	Branded Font
Logo:	2.36 sq. ft.
Letter Height:	Varies from 3 7/8 inches to 18 inches
Mounting Structure:	Existing brick base
Lighting:	None
Landscaping	Existing (See attached picture of existing sign)

**SIGN 2: Wall Mounted Tenant/Building Identification**

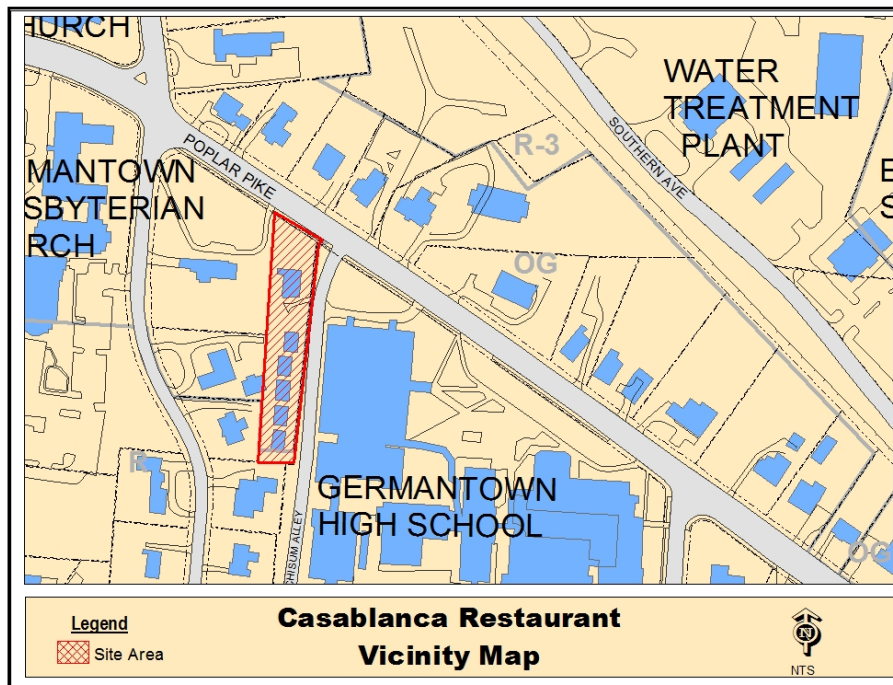
Location & Height:	One single faced parallel sign to be mounted on the wall of the building above the public entrance facing Wolf River Blvd, 12'3" high from the surrounding grade.
Total Sign Area:	24.71 sq. ft.
Content/Logo:	
Colors & Materials:	<p>Color: Letters &amp; Logo = Dark Blue MP 25808/Light Blue PMS 7688                      Background = Mindful Gray SW 7016</p> <p>Materials: Letters = Aluminum                      Background = Existing Building Façade (Painted)</p>
Font:	Branded Font
Logo:	2.2 sq. ft.
Letter Height:	Varies from 19 5/8 inches to 21.25 inches
Mounting Structure:	Dryvit building stud mount & Aluminum clip mount lighted letters
Lighting:	LED – 3400 Lumens (.78 Watts Total) (No information indicated on sign drawing detail)

**STAFF COMMENTS:**

1. The total allowable sign area is 75 sq. ft., (based on the lineal footage of the building wall) for a combination of ground and wall signs on this site. Only one face of a perpendicular ground sign area, as seen when traveling, is counted when combined with a wall sign area to calculate total signage square footage for a site. If approved, the total sign area combined for both signs is 48.71 sq. ft., which conforms to the size requirement of the sign ordinance.
2. The site also has 4 existing bronze wall plaques that the applicant wishes to remain in place. The combined square footage of these 4 plaques is 7.19 sq. ft. When added to the proposed 48.71 sq. ft. of sign area for the combined ground and wall signs the total requested sign area for this project is 55.90 sq. ft. The request sign area is still in conformance with the sign ordinance requirements.
3. The previous ground sign (Welch Realty Co.) location was approved by the DRC as a parallel sign at 18 feet behind the curb of Wolf River Blvd. The DRC can approve a lesser distance where the sign is oriented parallel to the street and three feet (3') or less in height. However, the sign was installed perpendicular instead of parallel at an 18 foot setback. The proposed ground sign for Pro Active Heart & Vein Center is to be located in the same location, 18 feet behind the curb, which requires the approval of the DRC.
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 ground-mounted and wall-mounted tenant identification signs for Pro Active Heart & Vein Center, located at 7751 Wolf River Blvd, subject to the Board's discussion, staff comments and the documents submitted with the application.

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- e. Casablanca Restaurant – 7609 Poplar Pike – Request Approval of Building Modification in Old Germantown (Case No. 16-626). Previously Known as Agenda Item No. 5





REQUEST SUMMARY: This request is for modifications to the existing building, construction of a new 2 story building addition, and a revised Site Plan that includes lighting and landscaping plans. The applicant also held a neighborhood meeting on August 10, 2016 to review his application with the community and received a favorable response from those present at the meeting.

DESIGN REVIEW COMMISSION CHECKLIST:

1. *Site Layout:*
2. *Building Elevations:* The proposed exterior building will consist of new plywood siding and modular brick veneer, vinyl windows with wood clad with PVC matching shutters, residential wooden doors, asphalt shingles, metal gutters and downspouts. (See attached plans for colors and material descriptions; applicant has provided color and material samples)
3. *Street Improvements and Curb Cuts:*
4. *Parking Lots:* 43 surface parking spaces. (*The site plan has been revised to reflect the number and location of handicap spaces.*)
5. *Exterior Lighting:* The maximum height of light poles within 50 feet of residential property with include O-G zone properties is 14 feet, which is reflected on the site plan.

*Photometric analysis* perimeter lighting requirements per the DRC Design Manual states that “lighting levels adjacent to residential properties shall not exceed 0.25 footcandle of illumination at the property line and shall not exceed 0.10 footcandle of illumination 10 feet beyond the property line”. (*The revised photometric plan submitted complies with this requirement.*) Cut sheets of the proposed light poles and a lighting photometric plan are attached to this report.

6. *Garbage Collection Area:*
7. *Vents:*
8. *Gas, Electric and Water:*
9. *Mechanical Units:*
10. *Emergency Generators:*
11. *Landscaping:* Landscaping to be as shown on site plan.
12. *Mailboxes:*
13. *Signs:* Signs submitted by a separate application for approved by the DRC.

STAFF COMMENTS:

1. Prior to approval, the applicant should provide information concerning building square footage (existing and new addition). (*The revised plans did include this information as requested by staff.*)
2. The applicant must file a separate application for signage approval for this project.
3. If approved, the applicant shall obtain a building permit from Shelby County Construction Code Enforcement Office prior to commencing work.

**PROPOSED MOTION:** To approve a building modifications and site plan for Casablanca Restaurant, located in Old Germantown, 7609 Poplar Pike, subject to the Board's discussion, staff comments and the documents submitted with the application.

- f. SEE Eyewear – The Shops at Saddle Creek Shopping Center – 7353 Poplar Avenue D-4 – Request Approval of a Store front Modifications (Case No. 16-642). Previously Known as Agenda Item No. 6.



**BACKGROUND:** The subject property is in the Saddle Creek South shopping center, which was originally approved by the Planning Commission and the Board of Mayor and Aldermen in 1987. The site plan for the 5,418 sq. ft., free-standing, single story retail building located 12 feet from Poplar Ave. and 12 feet from West Farmington Blvd. was approved by the Planning Commission on November 4, 2014 and by the Design Review Commission on November 25, 2014. The Board of Mayor and Alderman approved the development contract on December 31, 2014.

**DISCUSSION:** SEE Eyewear will be located in the end bay at the west end of the free-standing building. The plan proposes overall changes to the exterior appearance of the storefront for SEE Eyewear that consist of new paint colors and materials (composite trim, aluminum storefront, metal panels, exterior insulation finishing system) for the façade. The proposed modification also includes the construction of illuminated exterior display windows. All proposed storefront changes have been approved by the property management as required by the DRC. A complete set of existing and proposed building elevations are provided, as well as samples of the colors and materials.

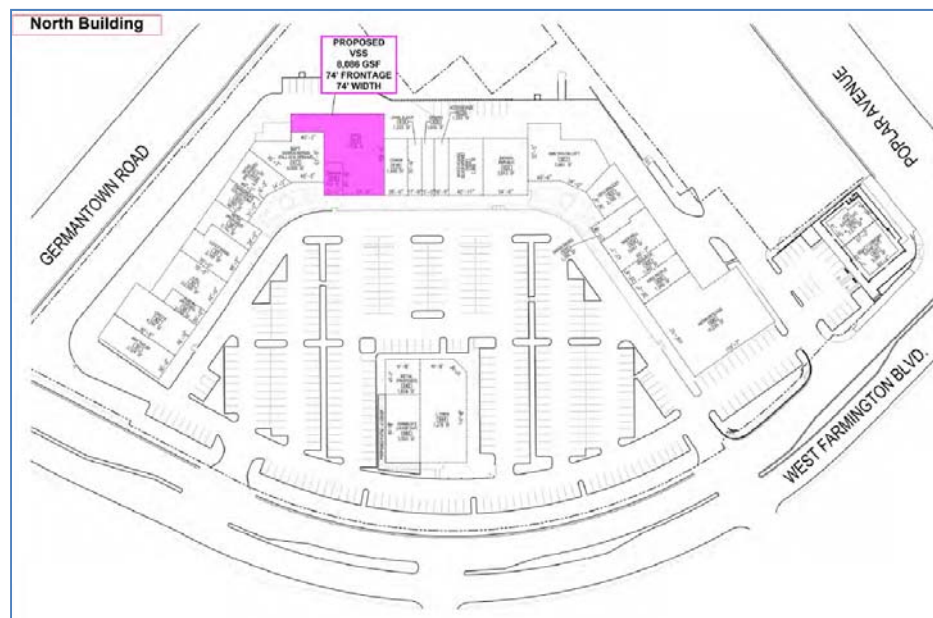
**COMMENTS:**

1. Signage as shown on the proposed elevations was administratively approved on September 13, 2016.

2. The proposal for illuminated exterior display windows have only recently been approved for storefronts in Saddle Creek Shopping Centers, for example Michael Kors. The display windows will be used display individuals wearing the latest eyewear fashion. Potential images to be used in the display windows have been provided by the applicant and attached to this report. DRC approval of these windows is required, especially given that these windows will be illuminated with back lighting. The applicant has modified the windows to create a bay that will place the images three feet back from the façade of the building as measured across the front plane of the west side.
3. Prior to DRC approval, detailed information on the lighting to be used in the display windows should be provided for review.
4. If approved, the applicant shall obtain a building permit from Shelby County Construction Code Enforcement Office prior to commencing work.

**PROPOSED MOTION:** Proposed Motion: To approve storefront modifications for SEE Eyewear, located in Saddle Creek South Shopping Center, 7353 Poplar Avenue D-4, subject to the Board's discussion, staff comments and the documents submitted with the application.

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- g. Victoria's Secret – The Ships at Saddle Creek Shopping Center – 7615 Farmington Blvd. N17 – Request Approval of a Store Front Modifications (Case No. 16-643). Previously Known as Agenda Item No. 7.



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

**DISCUSSION:** The subject store will be located within the tenant space where the Apple Store and Teavana were previously situated within Saddle Creek. The plan proposes an overall change to the exterior appearance of the storefront that consists of new paint colors, window glazing, and storefront mullions for the façade. The proposed storefront changes have been approved by the property owners and

management. A complete set of existing and proposed building elevations are provided by the applicant. The applicant's has indicated that they will have samples of the colors and materials at the September 27 meeting.

The new paint colors will be black and white with black window glazing and pink awnings. This black, white, and pink color scheme is the corporate brand used to identify the store and will be reflected in the interior of the store as well as in some of their product packaging. The applicant submittal package included examples of their storefronts in other cities for your review.

COMMENTS:

1. Although signage is shown on the proposed elevations, it has not been approved at this time. The applicant has filed a separate application for signage approval for this project, but it is currently on hold for revisions to bring it in conformance with the technical requirements of the DRC manual, City's Sign Ordinance, and the approved shopping center policy.
2. The proposed window glazing would cover all windows and possible impair the transparency of the storefront. Section 3.2 of the Design Manual states the following about windows:

***Windows, Doors and Entries***

**An essential characteristic of Germantown architecture is a traditional appearance of building walls and openings. Walls define the overall form of buildings, while openings give them a human scale and appearance of being occupied. Buildings have "faces" on the street.**

The glazing could be considered as a logo or graphic element that is similar to signage. If so, then it should be considered in conjunction with the proposed sign application to be reviewed for this project at a later date and in conformance with Section 3.3.2 of the Design Manual requirement as follows:

Signs should normally consist of letters and numbers only, but the use of logos or some graphic elements may be permitted in specific districts. Generally, such graphic elements are restricted to no more than 10 percent of the allowable sign area.

*The applicant has modified the Victoria's Secret storefront to have a black finish glazing. They have added "Sunbrella Pink" awnings for the Victoria's Secret frontage. The Pink frontage has been modified to white storefront with a limited dot pattern on the top portion of the storefront.*

3. The proposal for illuminated exterior display windows have only recently been approved for storefronts in Saddle Creek Shopping Centers, for example Michael Kors. The display windows will be used display individuals wearing their latest fashion product. Examples of some of the images shown in the applicant's submittal materials that are attached to this report. DRC approval of these windows, especially given that these windows will be illuminated lighting.  
*The applicant has removed the exterior display windows from the storefront.*
4. If approved, the applicant shall obtain a building permit from Shelby County Construction Code Enforcement Office prior to commencing work.

PROPOSED MOTION: To approve storefront modifications for Victoria's Secret, located in Saddle Creek NE Shopping Center, 7615 Farmington Street, Suite N17, subject to the Board's discussion, staff comments and the documents submitted with the application.

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ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:10 p.m.