

DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, February 28, 2017
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 February 28, 2017.

1. Chairman Bruns called the meeting to order at 6:00 p.m.
2. Chairman Bruns requested the roll call. Ms. Regina Gibson called the roll of the Commission and established a quorum:

COMMISSIONERS PRESENT:

Mr. Paul Bruns, Chairman; Mr. Christopher Schmidt, Vice Chairman; Mr. Steve Landwehr, Secretary; Ms. Burrow; Alderman Barzizza; Mr. Neil Sherman; Mr. Greg Hurley; and Mr. Neeraj Kumar

DEVELOPMENT STAFF PRESENT:

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

3. Approval of Minutes for January 24, 2017

Mr. Landwehr moved to approve the Design Review Commission minutes of January 24, 2017, and asked the staff to correct the minutes to reflect Mr. Kumar voting "Yes" on these minutes, seconded by Mr. Sherman, with no further comments or discussions. (Staff has verified that the DRC Minutes 1-24-17 were correct as presented at the meeting).

ROLL CALL: Mr. Hurley – Yes; Mr. Landwehr – Yes; Mr. Kumar – Yes; Mr. Schmidt – Yes; Mr. Sherman – Yes; Ms. Burrow – Yes; Alderman Barzizza – Yes; Chairman Bruns – Yes.

MOTION PASSED

4. CONSENT AGENDA

- a. Corporate Gardens Office and Shopping Center – Poplar Pike and Forest Hill Irene – Request Approval of an Amended Sign Policy (Case No. 17-701)
Jason Speed - Agent/Representative
- b. The Feathered Nest – 7582 Southern Avenue – Request Approval of a Façade Modification (Case No. 17-703).
Lisa Hogue - Agent/Representative
- c. The Feathered Nest – 7582 Southern Avenue – Request Approval of a Hanging Sign (Case No. 17-703).
Lisa Hogue - 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 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.

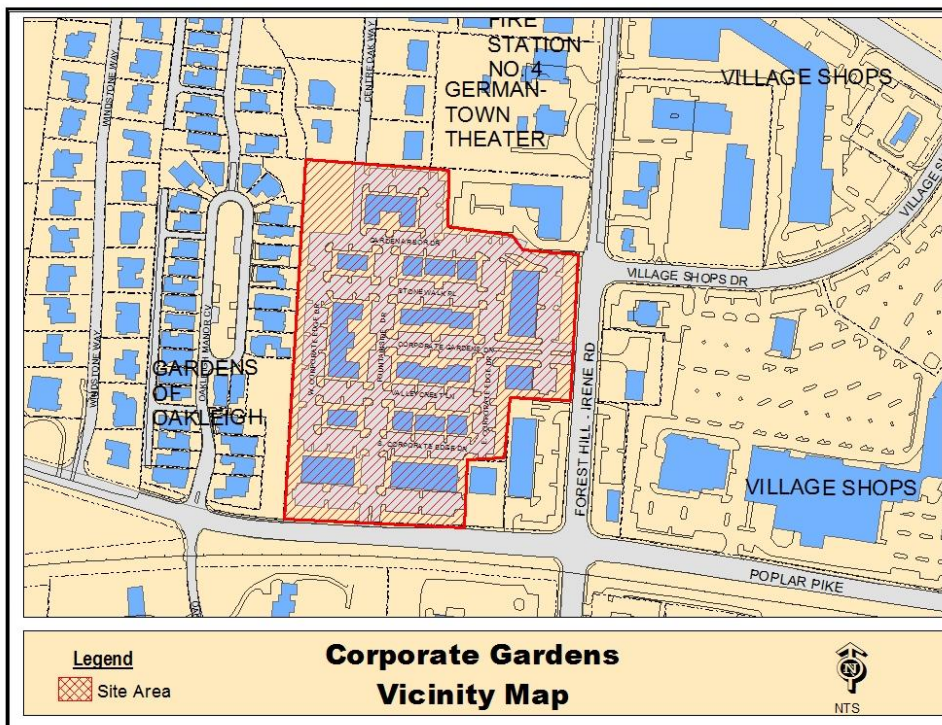
Ms. Burrow made a motion to approve the Consent Agenda as discussed and seconded by Mr. Landwehr.

ROLL CALL: Mr. Landwehr – Yes; Mr. Kumar – Yes; Mr. Sherman – Yes, Recused himself from Item 4A; Ms. Burrow – Yes; Alderman Barzizza – Yes; Mr. Hurley – Yes; Mr. Schmidt – Yes; Chairman Bruns – Yes, Recused himself from Item 4A

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Corporate Gardens Office and Shopping Center – Poplar Pike and Forest Hill Irene – Request Approval of an Amended Sign Policy (Case No. 17-701).



BACKGROUND: On May 22, 2000 the Board of Mayor and Aldermen approved Project Development Contract No. 1054 for Corporate Gardens. On July 24, 2001, the Design Review Commission granted approval for the sign policy for Corporate Gardens and approved an amended policy on September 25, 2001.

DISCUSSION: The specific request by the applicant is approval of an amended Sign Policy that includes changes to update the policy to align with the current City Sign Ordinance. The most significant changes are as follows:

1. All Tenants in Area 1 and 2 shall be permitted to use their standard typography logo script and logo instead of this being limited to national or regional chain store tenants only as allowed by the current sign policy. This requirement will still be subject to the logo conforming to the City Sign Ordinance.
2. Sign lettering in Area 1 shall not exceed 6 inches in height. This is an increase in height from 5 inches in height permitted by the current sign policy.
3. Sign material is to be changed to cast aluminum instead of cast bronze as required by the current sign policy.

4. Sign will be required to fit within the signage space above the tenant space and do not have to be individual letters as currently required by the current sign policy.
5. All sign panel backgrounds on the retail buildings in Area 2 shall be painted Sherwin Williams “Iron Ore” (SW7069) with satin finish instead of the previous approved “Forest Green” (PMS 350C). The applicant has submitted a sample of the new paint color.
6. All letters in the sign panels on the retail buildings in Area 2 shall be “Palais White” (SW 2429), which is the same color as the existing panel and trim on the buildings, instead one of three colors (Maroon, Black, “Palais White”) that were previously allowed by the current sign policy.
7. The maximum total sign area is being revised to align with the current requirement of the City Sign Ordinance; 75 square feet or one square foot for each linear foot of building wall on which the sign is erected, whichever is the smaller sign area.

STAFF COMMENTS:

1. Both the current and proposed revised Corporate Gardens Sign Policy for Permanent Tenant Identification Signs are included within this staff report.
2. Prior to DRC approval, the applicant shall submit a completed ownership disclosure form for this project.
3. If approved, Corporate Gardens Sign Policy will allow staff to grant administrative approval to signs that meet the criteria of the Policy and the City Sign Ordinance.
4. Any sign request submitted to staff for administrative approval must be accompanied by a letter from Corporate Gardens Condominium Association with a ‘Letter of Approval’ from the Corporate Gardens Board of Directors.
5. If a sign is granted administrative approval based on this policy, the applicant must obtain a sign permit from the Shelby County Office of Construction Code Enforcement for installation of the sign.

PROPOSED MOTION: To approve the amended sign policy for Corporate Gardens, located on the north side of Poplar Pike & West of Forest Hill Irene, subject to the Board’s discussion, staff comments and the documents submitted with the application.

SUGGESTED POLICY: (blue text indicates changes by applicant; red text indicates additions and ~~strike-through~~ indicates deletion by Staff)

SIGNAGE DESIGN GUIDELINES
Building address, Suite number, and Tenant Identification Directory
CORPORATE GARDENS
GERMANTOWN, TENNESSEE

(AS SUBMITTED TO THE DESIGN REVIEW COMMISSION)

SUBMITTED BY
CORPORATE GARDENS CONDOMINIUM ASSOCIATION
P.O. BOX 38288, GERMANTOWN, TN 38183-0288
901-484-8557

GENERAL REQUIREMENTS

The purpose of this Manual is to define and specify the exterior signage criteria, as it pertains to Building Address, Suite Number, and Tenant Identification, for Corporate Gardens in Germantown, Tennessee. As a part of this application, we are requesting that the City of Germantown Design Review Commission grant the Department of **Economic and Community** Development the authority to approve the signs for **all buildings within** Corporate Gardens which meet the approved center guidelines and the City of Germantown Sign Ordinance. There will be two different types of sign design **within** Corporate Gardens. One for the interior **office** buildings (AREA 1) and another for the street frontage **retail** buildings, **consisting of 9030, 9056, & 9076 Poplar Pike and 3093 & 3075 Forest Hill Irene Road** (AREA 2) as shown on a Site Plan attached. There shall be no canopies or awnings, with or without signage, allowed on the exterior of any building unless approved by the City of Germantown Design and Review Commission and Corporate Gardens Condominium Association. Any proposed signage that does not comply with this sign policy must be approved by the Design Review Commission under a separate application. Any sign request presented to the Germantown Department of **Economic and Community** Development must be accompanied by a letter from Corporate Gardens Condominium Association with a **'Letter of Approval' from the Corporate Gardens Board of Directors.**

Once signs are approved by the City of Germantown Department of **Economic and Community** Development, the applicants must obtain a sign permit from the Memphis and Shelby County Office of Construction Code Enforcement prior to erecting any proposed sign.

TENANT/ BUILDING IDENTIFICATION SIGNS

AREA 1 - Office Buildings (as shown in elevations and on site plan)

Each building shall be permitted a Tenant/ Building Identification sign per Tenant up to a maximum of two (2) signs per public entrance, not to exceed more than two of the same sign per building. These signs will be located next to the major public entrance doors and project no more than two (2) inches from the face of the building. All of the Tenant Identification signs will be 18" x 24" (3 square feet) with sign content restricted to tenant name and suite number. **Tenant/ Building signs shall be located at a height of approximately four (4) feet above the surrounding grade and directly adjacent to the entrance.** The name of the business shall be the primary element of the sign. Lettering shall not exceed five (5) inches in height. The Tenant/ Building signs will not be illuminated. No additional signs and/or information will be approved by the city of Germantown Design Review Commission without the joint request of Corporate Gardens Condominium Association.

Where more than two (2) Tenants occupy a building, or where tenants do not have an exterior entrance or do not qualify for an exterior sign, each building shall be permitted an exterior Directory sign. There shall be one (1) Directory permitted per major public entrance, not to exceed two (2) Directories per building. Each Directory shall be 24" x 36" (6 square feet). Directory lettering shall not exceed two (2) inches in height. Directory signs will not be illuminated. **Directory signs shall be located at a height of approximately four (4) feet above the surrounding grade and directly adjacent to the entrance.**

Building Street Address Numbers

There shall be Building Identification Numbers for each address. Building address numbers shall be above the entrance door. (Areas 1 and 2)

Directional Signs

- There will be no directional signs.

Typography and Letter/Number Height

The main Tenant Sign will be within the allotted signage space. Tenants shall be permitted to use their standard typography logo script and logos (**provided logos meet the City of Germantown Sign Ordinance**).

The letters shall be raised. Tenant/ Building Identification Sign lettering shall not exceed **6 inches** in height. Directory Sign lettering shall not exceed 2 inches in height. Building Street Address Numbers shall be 6 inches in height.

Materials

The materials of the signs shall be of cast **aluminum** with an antique finish. The backgrounds of the signs shall be a textured finish of dark bronze. All signs must have a clear protective coating so as to protect them from the elements.

AREA 2 - Retail (as shown on elevations and in site plan)

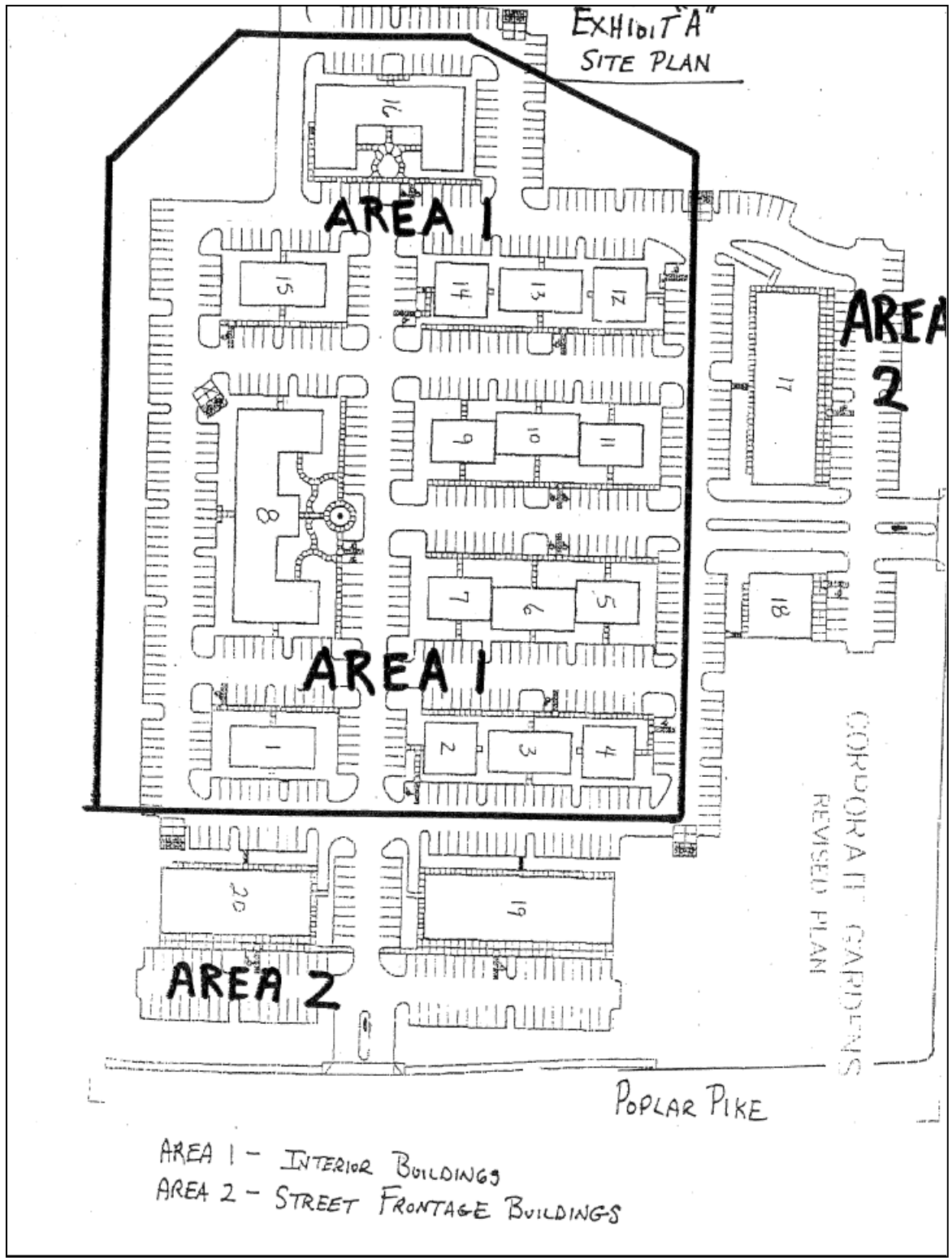
Each Tenant main sign unit ~~shall be all individual letters,~~ **must fit** within the signage space above the tenant premises (as shown in the elevations for AREA 2). Tenants shall be permitted to use their standard typography logo script and logos (**provided logos meet the City of Germantown Sign Ordinance**). Owner/Tenant signs shall be located at a height of approximately twelve (12) feet above the surrounding grade. **The sign panel background color shall be Sherwin Williams 'Iron Ore' SW7069 Satin finish.**

The name of the business shall be the primary element of the sign. Lettering **and logos** shall not exceed ten (10) inches in height or one (1) inch in depth. Lettering **and logo** materials shall consist of PVC lettering with concealed fasteners

Letters in the sign panel shall be;

PALAIS WHITE SHERWIN WILLIAMS - SW2429 (SAME AS CORNICE COLOR)

The Owner/Tenant signs will not be back lighted. Additional signs and/or information will be allowed as long as primary sign and additional signage comply with City of Germantown Sign Ordinance of a maximum total sign area of **75 square feet**, or **one square foot for each lineal foot of building wall on which sign is erected, whichever is the smaller sign area.** Other sign materials or colors will not be approved by the City of Germantown Design Review Commission without the joint request of Corporate Gardens Condominium Association.



CURRENT APPROVED SIGN POLICY:

GENERAL REQUIREMENTS

The purpose of this Manual is to define and specify the exterior signage criteria, as it pertains to Building Address, Suite Number, and Tenant Identification, for Corporate Gardens in Germantown, Tennessee. As a part of this application, we are requesting that the City of Germantown Design Review Commission grant the Department of Development the authority to approve the signs for lots 1 through 20 in Corporate Gardens which meet the approved center guidelines and the City of Germantown Sign Ordinance. There will be two different types of sign design in Corporate Gardens. One for the interior buildings (AREA 1) and another for the street frontage buildings (AREA 2) as shown on a Site Plan attached. There shall be no canopies or awnings, with or without signage, allowed on the exterior of any building unless approved by the City of Germantown Design and Review Commission and Corporate Gardens Condominium Association. Any proposed signage that does not comply with this sign policy must be approved by the Design Review Commission under a separate application. Any sign request presented to the Germantown Department of Community Development must be accompanied by a letter from Corporate Gardens Condominium Association.

Once signs are approved by the City of Germantown Department of Development, the applicants must obtain a sign permit from the Memphis and Shelby County Office of Construction Code Enforcement prior to erecting any proposed sign.

TENANT/ BUILDING IDENTIFICATION SIGNS

AREA 1 (as shown in elevations and on site plan)

Each building shall be permitted an Tenant/ Building Identification sign per Tenant up to a maximum of two (2) signs per public entrance, not to exceed more than two of the same sign per building. These signs will be located next to the major public entrance doors and project no more than two (2) inches from the face of the building. All of the Tenant Identification signs will be 18" x 24" (3 square feet) with sign content restricted to tenant name and suite number. The name of the business shall be the primary element of the sign. Lettering shall not exceed five (5) inches in height. The Tenant/ Building signs will not be illuminated. No additional signs and/or information will be approved by the city of Germantown Design Review Commission without the joint request of Corporate Gardens Condominium Association.

Directories

Where more than two (2) Tenants occupy a building, or where tenants do not have an exterior entrance or do not qualify for an exterior sign, each building shall be permitted an exterior Directory sign. There shall be one (1) Directory permitted per major public entrance, not to exceed two (2) Directories per building. Each Directory shall be 24" x 36" (6 square feet). Directory lettering shall not exceed two (2) inches in height. Directory signs will not be illuminated. Tenant/ Building and Directory signs shall be located at a height of approximately four (4) feet above the surrounding grade and directly adjacent to the entrance.

Building Street Address Numbers

There shall be Building Identification Numbers for each address. Building address numbers shall be above the entrance door. (Areas 1 and 2)

Directional Signs

- There will be no directional signs.

Typography and Letter/Number Height

The main Tenant Sign will be all individual letters, within the allotted signage space. The typography shall be upper and lower case letters or just upper case. National or regional chain store tenants shall be permitted to use their standard typography logo script and logos (provided logos meet the City of Germantown sign ordinance). The type of typography shall be similar in character and overall appearance to the following:

Time Roman Bold

Cooper
Caslon

The letters shall be raised. Tenant/ Building Identification Sign lettering shall not exceed 5 inches in height. Directory Sign lettering shall not exceed 2 inches in height. Building Street Address Numbers shall be 6 inches in height.

Materials

The materials of the signs shall be of cast ^{bronze} ~~aluminum~~ with an antique finish. The backgrounds of the signs shall be a textured finish of dark bronze. All signs must have a clear protective coating so as to protect them from the elements.

AREA 2 (as shown on elevations and in site plan)

Each owner/tenant main sign unit shall be all individual letter, within the signage space above the tenant premises (as shown in the elevations for AREA 2). National or regional chain store tenants shall be permitted to use their standard typography logo script and logos (provided logos meet the City of Germantown sign ordinance). The typography shall be upper and lower case letters or just upper case. The type of typography shall be similar in character and overall appearance to the following:

Owner/Tenant signs shall be located at a height of approximately twelve (12) feet above the surrounding grade.

Time Roman Bold

Cooper
Caslon

The name of the business shall be the primary element of the sign. Lettering shall not exceed twelve (12) inches in height or three (3) inches in depth. Lettering materials shall consist of either of the following;

- Reverse channel aluminum letters with concealed fasteners
- PVC lettering with concealed fasteners

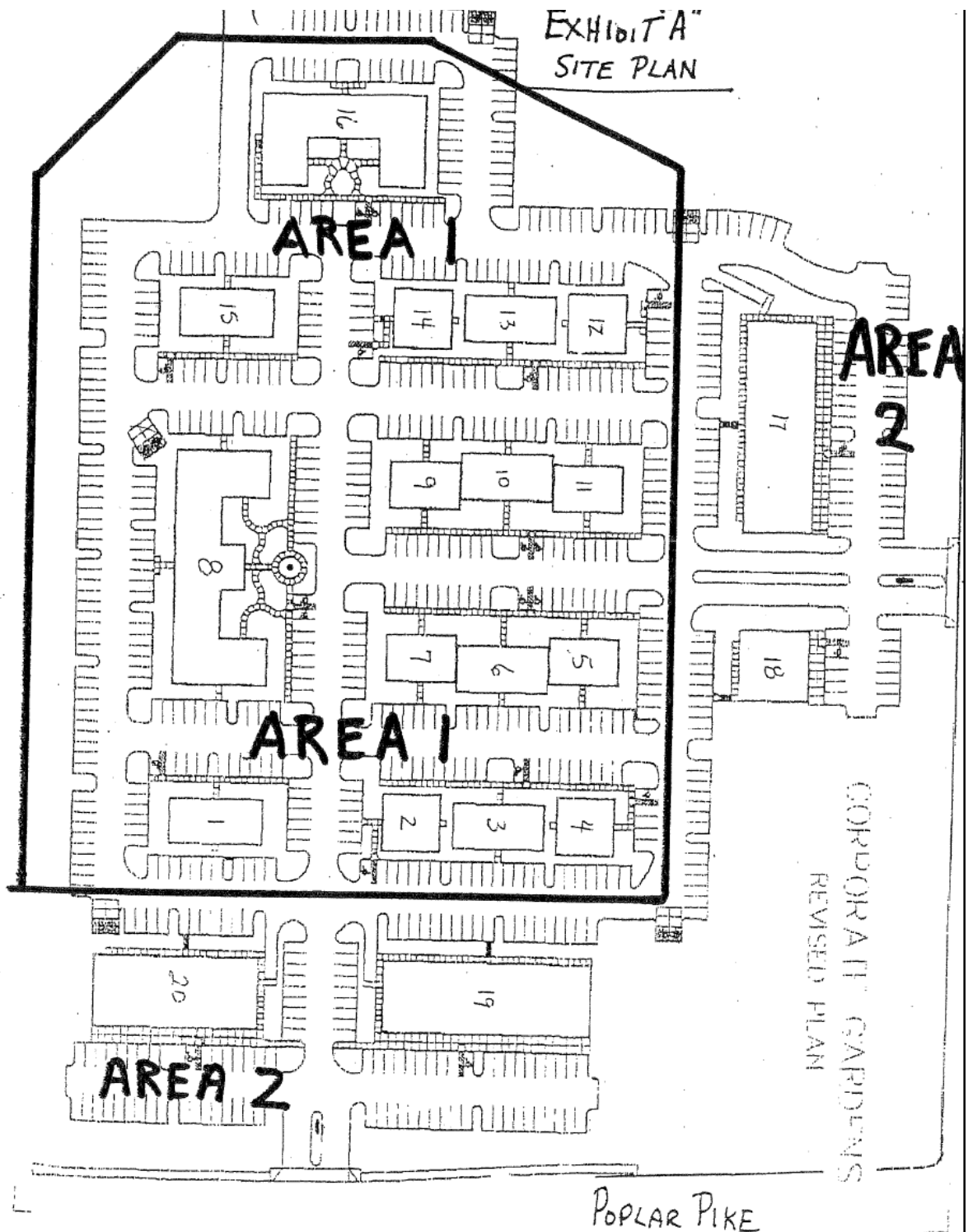
Letters in the sign panel shall be one of the colors listed below;

MAROON
BLACK

PMS color- **1945-C**
PMS color- **one shot bulletin black**

Amended 9/25/01
Background: Forest Green
(PMS-350C)
Letters: Palais White
(SW 2429)

The Owner/Tenant signs will not be back lighted. Additional signs and/or information will be allowed as long as primary sign and additional signage comply with City of Germantown Sign Ordinance of a maximum total sign area of 50 square feet, or one-half square foot for each lineal foot of building wall on which sign is erected, which ever is the smaller sign area. Other sign materials or colors will not be approved by the City of Germantown Design Review Commission without the joint request of Corporate Gardens Condominium Association.



AREA 1 - INTERIOR BUILDINGS
AREA 2 - STREET FRONTAGE BUILDINGS

Existing Signage in Area 1 (Interior Office Buildings)



Existing Signage in Area 2(Street Frontage Retail Building)





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: 2/3/2017
RECEIVED BY: Goralwski

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: _____

- *****
1. Sign Owner: CORPORATE GARDENS Phone No: 901-484-8557
 2. Sign Owner's Address: PO BOX 38284 GERM TN Email Address: _____
 3. Sign Location Address and Name of Shopping Center:
CORPORATE GARDENS CONDO ASSOCIATION
 4. Zoning District: Commercial ; Residential _____; Old Germantown _____; Office _____
 5. Sign will be mounted on: Wall ; Ground _____
 6. Type Sign: _____ Tenant Identification _____ Project Identification _____
_____ Building Identification _____ Traffic Directional _____
_____ Exterior Directory _____ Subdivision Identification _____
_____ Service Station Sign Other (If other, explain on separate page) *Sign Policy Amended*
 7. Number of Sign Faces: One ; Two _____
 8. Linear feet of building frontage occupied by business where sign will be located: _____ feet.
 9. Size of Sign: Width: _____ feet _____ inches; Height: _____ feet _____ inches
TOTAL AREA OF SIGN IN SQUARE FEET: _____
 10. Height of sign at its highest point above the surrounding grade: _____ feet _____ inches.
 11. Size of Letters: 1) Height _____ Width _____ Font: _____
2) Height _____ Width _____ Font: _____
3) Height _____ Width _____ Font: _____
 12. Colors: Letters: PALAIS WHITE SUBMIT COLOR SAMPLES - 5W2429
Background: IRON ORE SUBMIT COLOR SAMPLES - 5W7069
 13. Orientation of Sign to the Street: Parallel ; Perpendicular _____; Angled _____
 14. Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).
____ Feet ____ Inches Name of Street: _____
____ 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).
____ Feet ____ Inches Name of Street: _____
____ 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 PVC; Sign Face _____
Mounting Structure (type and materials): _____
 19. Sign Illumination, if applicable (type, location and wattage): _____
 20. Sign Landscaping, if applicable landscape plan shall be submitted
 21. Additional Comments: _____

Name of Applicant (please print) JASON SPEED

Address: _____

Phone No: 901-484-9857 Email Address: jason@speedcompanies.com

Applicant Signature: [Signature]

Name of Owner (please print) _____

Address: _____

Phone No: _____ Email Address: _____

Owner Signature: _____

Name of Developer (please print) _____

Address: _____

Phone No: _____ Email Address: _____

Developer Signature: _____

Name of Sign Erecting Company _____

Address: _____

Phone No: _____ Email Address: _____

***ALL APPLICATIONS MUST BE SUBMITTED IN PERSON AND THE SUBMITTER MUST RECEIVE A RECEIPT FROM STAFF**

.....
Please Note: Following approval of your sign application from the City of Germantown, a sign permit must be obtained from Shelby County Construction Code Enforcement for the installation of the approved sign(s) on the subject property. SCCCE may be contacted at 901-222-8374.
.....

FOR APPROVING AUTHORITY ONLY

APPROVED COMMENTS: _____

DISAPPROVED

Date Signature Title

- b. The Feathered Nest – 7582 Southern Avenue – Request Approval of a Façade Modification (Case No. 17-703).



BACKGROUND:

In 1986, a rezoning request for this property was considered to re-zone it from “R-3” Two-Family Residential to “OG” Old Germantown, as the surrounding area functioned as a business district. In 1987, the rezoning request was withdrawn, but the City’s Zoning Committee studied the area. In 1988, as part of a possible street relocation at that time, it was determined that properties on the west side of Southern Avenue would be re-zoned “OG” and those on the east side would remain “R.” At that time, though, it was considered that this property was not a good location for residential, due to its dangerous location near the railroad tracks.

Per the property owner, this property has functioned as a business for many years, first as administrative offices, and more recently as the Southern Avenue Company (interior design business). Per the Shelby County Assessor’s tax records, the use of this property is categorized as commercial.

DISCUSSION:

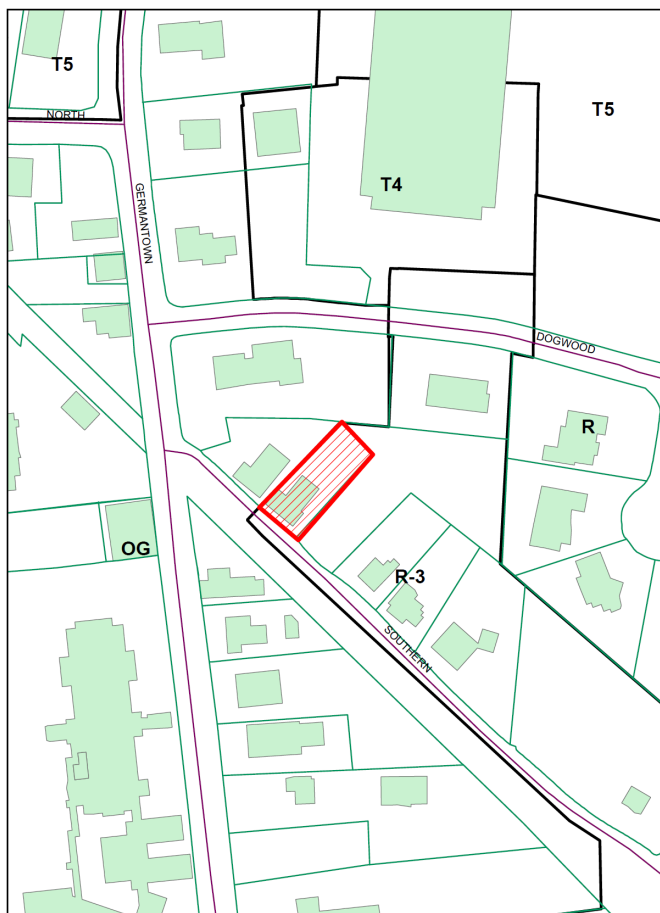
The applicant is requesting approval of a façade improvement (specifically painting of siding and trim) for an existing commercial space in the “R-3” Two-Family Residential Zoning District. The Feathered Nest (home interior business) will be opening at the former site of Southern Avenue Company (a home interior business).

STAFF COMMENTS:

1. Although this business is technically in the R-3 two-family residential zoning district, it is one parcel over from the Old Germantown “OG” zoning district, and being analyzed under the regulations of Old Germantown. Records indicate that the property has been used as a commercial building for a significant time. (Please see enclosed zoning verification letter.)

2. This space was most recently occupied by Southern Avenue Company, an interior design business, which did not receive any approvals for their exterior improvements.
3. This application is coming before the Design Review Commission due to the nature of its transitional zoning. (Per Section 2-176(a)(1)b., “the development director shall have the authority to approve an application relating to the following: (1) Minor revisions to existing or approved architectural elements for a development in any zoning district. Minor revisions are alterations to the approved plans that maintain the major design elements but change, add or delete components of those elements due to changes in the availability of natural materials, unique needs of tenants, oversights in initial planning and similar events, and include, but are not limited to: b. Changes to exterior roofing, masonry or siding material or color that are similar to the approved material/color and maintain the original intent.”)
4. The proposed colors of the façade improvement are neutral (wool skein for the siding and panda white for the trim), and are in keeping with the character with Old Germantown.
5. No landscaping improvements are being proposed as part of this application.

PROPOSED MOTION: To approve a façade improvement (paint only) for The Feathered Nest at 7582 Southern Avenue, subject to the Commission’s discussion, staff comments, and the documents and plans submitted with the application.



ZONING MAP



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: 2/6/2017
RECEIVED BY: C. C. [Signature]

DESIGN REVIEW COMMISSION PROJECT REVIEW APPLICATION

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)
- Revision/amendment to an approved plan
Description of requested change: _____
- Other; Explain Change of exterior Paint Color

Project Name: The Feathered Nest - Paint Exterior

Project Address: 7582 Southern Avenue

Previous Tenant: Southern Avenue Company

Applicant's Name: Lisa Hogue

Mailing Address: 3098 Oakleigh manor Cove, Germantown, TN 38138

Email Address: lisahoguedesigns@gmail.com Telephone: 901-573-0945

Owner's Name: George R. Pidgeon

Mailing Address: 18540 Highway 57, Moscow, TN 38057

Email Address: vkburcham@bellsouth.net Telephone: (901) 877-6821

Developer's Name: N/A

Mailing Address: _____

Email Address: _____ Telephone: _____

Lessee's Name: Same As Applicant

Mailing Address: _____

Email Address: _____ Telephone: _____

DRC Project Review Application
Page 2

Zoning District where project is to be located: Old Germantown

Describe project item(s) to be reviewed: (please attach additional sheets or letter of description if needed)

Paint color to change to Sherwin Williams Paint Colors
Exterior - Wool Skein Trim - Panda White
These colors are very similar to exterior colors of buildings in the area including Germantown Parks & Recreation, Southern Social, and historic Germantown Presbyterian Church

Lisa Hogue
Print Name of Applicant


Signature of Applicant

George R Pidgeon
Print Name of Owner

on separate sheet
Signature of Owner

N/A
Print Name of Developer

Signature of Developer

Same as Applicant
Print Name of Lessee

Signature of Lessee

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 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 (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: George R Pidgeon Sr. Revocalbe Living Trust
Address: 18540 Hwy 57, Moscow, TN 38057

Lessee: Lisa Hogue / The Feathered Nest
Address: 3098 Oakleigh Manor Cove, Germantown, 38138

Developer: N/A
Address: _____

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

Name	Business or Home Address
George R. Pidgeon Sr. George R. Pidgeon Sr.	18540 Hwy 57 Moscow, TN
_____	_____
_____	_____
_____	_____
_____	_____

*See language in parenthesis above.



CITY OF
GERMANTOWN
TENNESSEE

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

January 23, 2017

RE: Zoning Verification Letter
7582 Southern Avenue, Germantown, TN
Parcel ID#: G0231 00121C

To Whom It May Concern:

In response to your request concerning the zoning and use verification for 7582 Southern Avenue, please consider the following:

- (1) This letter is to confirm that the property is currently within the City of Germantown's "R-3" Residential zoning district, however records indicate that the property has been used as a commercial building for a significant period.
- (2) The City is currently preparing a request to present to the BMA and the Planning Commission to rezone this property and others in the area as "OG" Old Germantown that would allow for the current uses of retail trade establishments, as well as restaurants, offices, and personal services that are permitted in the OG zoning district by request to the Design Review Commission. Please review this property under the regulations for OG in Chapter 23 and Chapter 14 of the City of Germantown's Code of Ordinances and follow those guidelines accordingly.

This office may be contacted at 901-757-7281, if you need additional information on this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cameron Ross".

Cameron Ross, AICP
Economic and Community Development Director

cc: Sheila Pounder, Planning Division Manager
Sarah Goralewski, Planner II

PREVIOUS BUSINESS (SOUTHERN AVEUNE COMPANY)

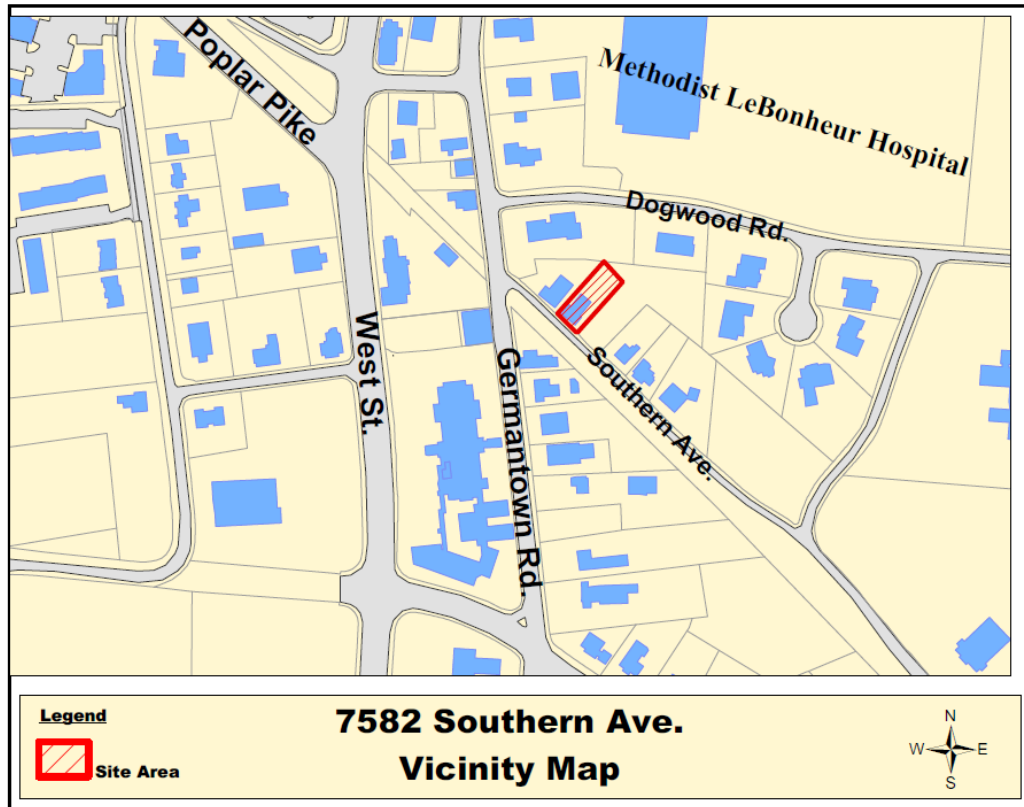


CURRENT PROPOSAL



The Feathered Nest
7582 Southern Ave.
Exterior - Wool Skein (Sherwin Williams)
Trim - Panda White (Sherwin Williams)

- c. The Feathered Nest – 7582 Southern Avenue – Request Approval of a Hanging Sign (Case No. 17-703).



BACKGROUND:

In 1986, a rezoning request for this property was considered to re-zone it from “R-3” Two-Family Residential to “OG” Old Germantown, as the surrounding area functioned as a business district. In 1987, the rezoning request was withdrawn, but the City’s Zoning Committee studied the area. In 1988, as part of a possible street relocation at that time, it was determined that properties on the west side of Southern Avenue would be re-zoned “OG” and those on the east side would remain “R.” At that time, though, it was considered that this property was not a good location for residential, due to its dangerous location near the railroad tracks.


Per the property owner, this property has functioned as a business for many years, first as administrative offices, and more recently as the Southern Avenue Company (interior design business). Per the Shelby County Assessor’s tax records, the use of this property is categorized as commercial.

DISCUSSION:

The applicant is requesting approval of a tenant identification hanging sign for an existing commercial space in the “R-3” Two-Family Residential Zoning District. The Feathered Nest (home interior business) will be opening in the former site of both the Southern Avenue Company (home interior business) and the management offices of Mr. Pidgeon. The specifics of the request are as follows:

SIGN: Tenant Identification (Hanging)

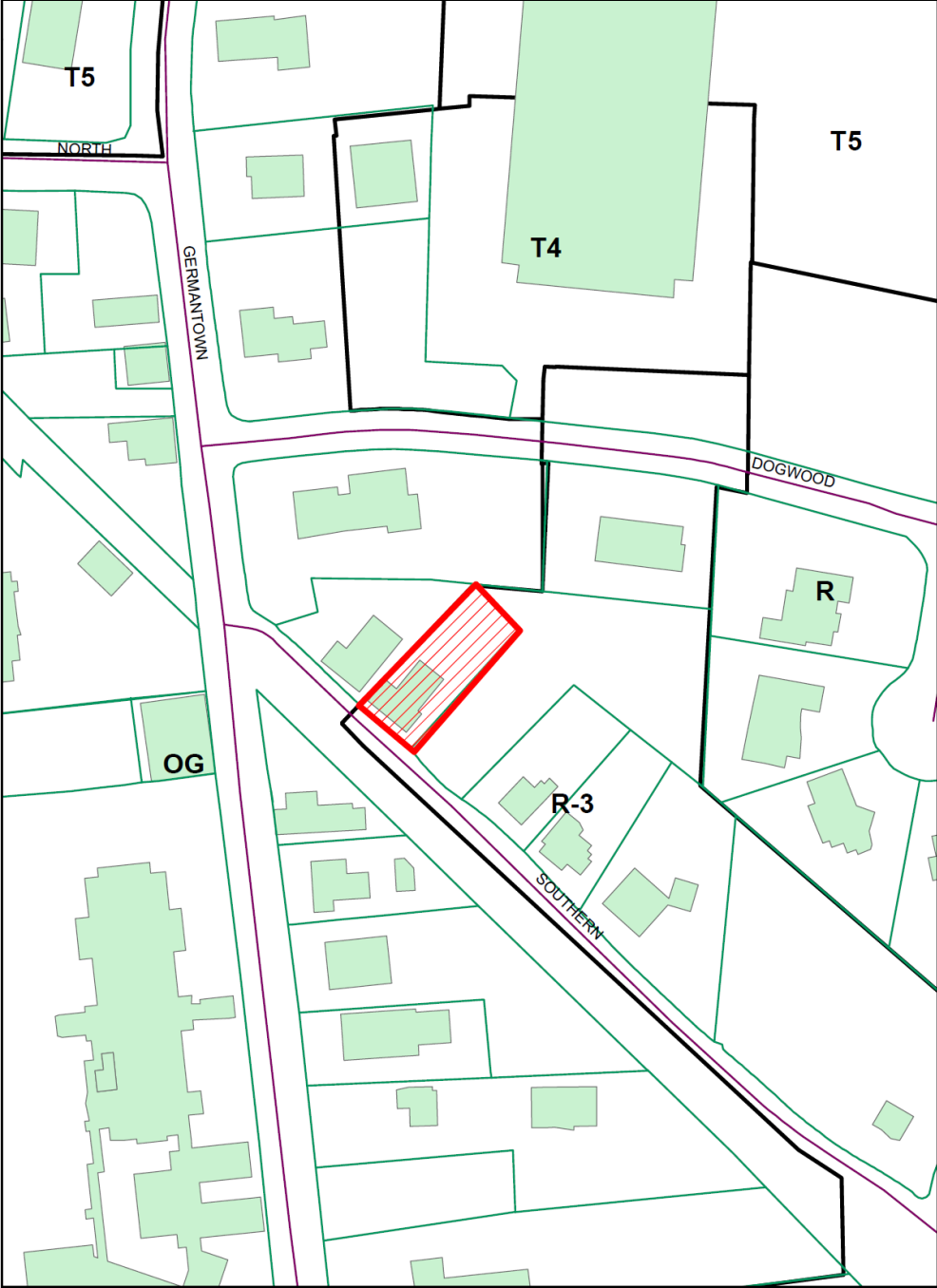
Location & Height:	Sign to be mounted on metal hooks, hanging from the front porch roof of the building facing Southern Avenue. It is proposed to be in the same location as the sign from the previous tenant, Southern Avenue Company.
Total Sign Area:	5.33 sq. ft. (48” x 16”)

Content/Logo:	
Colors & Materials:	Color: Letters = Clinton Brown (Benjamin Moore) Background = Panda White (Sherwin Williams) Materials: Letters & Sign Face = High Density Foam (HDF)
Font:	Lavanderia
Letter Size:	8" high
Mounting Structure:	Metal hook and chains

STAFF COMMENTS:

1. Although this business is technically in the R-3 two-family residential zoning district, it is one parcel over from the Old Germantown "OG" zoning district, and being analyzed under the regulations of Old Germantown. Records indicate that the property has been used as a commercial building for a significant time. (Please see enclosed zoning verification letter.)
2. This space was most recently occupied by Southern Avenue Company, an interior design business, which did not receive any approvals.
3. Design Review Commission approval is required for all signs located at businesses in residential zoning districts and within Old Germantown.
4. The proposed colors of the sign are to match the paint colors of the proposed façade improvement. The lettering is to be engraved into the sign face and painted.
5. The total allowable sign area is 12 sq. ft. in the OG district (per Section 14-37) or 12.5 sq. ft. in a residential district (per Section 14-38) for a wall sign. The proposed sign for the Feathered Nest complies with this requirement. Per the applicant, the proposed sign is the same size as the previous sign for Southern Avenue Company.
6. If approved, the applicant must obtain a permit from the Memphis /Shelby County Office of Code Enforcement prior to installing the sign.

PROPOSED MOTION: To approve a hanging sign for the The Feathered Nest at 7582 Southern Avenue, subject to the Commission's discussion, staff comments, and the documents and plans submitted with the application.



ZONING MAP



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: 2/6/2017
 RECEIVED BY: GoSaunders

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: _____

- *****
1. Sign Owner: Lisa Hogue Phone No: 901-573-0945
 2. Sign Owner's Address: 3098 Oakleigh Manor Cove, Germantown, 38138 Email Address: lisahoguedesigns@gmail.com
 3. Sign Location Address and Name of Shopping Center: 7582 Southern Ave. 38138
 4. Zoning District: Commercial ___; Residential ___; Old Germantown X; 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: _____ feet.
 9. Size of Sign: Width: 4 feet 0 inches; Height: 1 feet 4 inches
TOTAL AREA OF SIGN IN SQUARE FEET: 5.3 square feet
 10. Height of sign at its highest point above the surrounding grade: 7 feet 0 inches.
 11. Size of Letters: 1) Height 8" Width 4" Font: Lavanderia
 2) Height _____ Width _____ Font: _____
 3) Height _____ Width _____ Font: _____
 12. Colors: Letters: Benjamin Moore (Clinton Brown) SUBMIT COLOR SAMPLES
 Background: Sherwin Williams (Panda White) SUBMIT COLOR SAMPLES
 13. Orientation of Sign to the Street: Parallel X; Perpendicular ___; Angled ___.
 14. Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).
15 Feet 0 Inches Name of Street: Southern Avenue
 _____ 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).
15 Feet 0 Inches Name of Street: Southern Avenue
 _____ Feet _____ Inches Name of Street: _____
 16. Sign Content (words, letters, logos): Words "The Feathered Nest"
 17. Size of logo: Horizontal N/A feet _____ inches; Vertical _____ feet _____ inches.
 18. Sign Materials: Letters _____; Sign Face 3/4" High Density Urethane
 Mounting Structure (type and materials): Hanging by chain
 19. Sign Illumination, if applicable (type, location and wattage): N/A
 20. Sign Landscaping, if applicable landscape plan shall be submitted
 21. Additional Comments: Face of sign flat with letters engraved into material of sign.



CITY OF
GERMANTOWN
TENNESSEE

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

January 23, 2017

RE: Zoning Verification Letter
7582 Southern Avenue, Germantown, TN
Parcel ID#: G0231 00121C

To Whom It May Concern:

In response to your request concerning the zoning and use verification for 7582 Southern Avenue, please consider the following:

- (1) This letter is to confirm that the property is currently within the City of Germantown's "R-3" Residential zoning district, however records indicate that the property has been used as a commercial building for a significant period.
- (2) The City is currently preparing a request to present to the BMA and the Planning Commission to rezone this property and others in the area as "OG" Old Germantown that would allow for the current uses of retail trade establishments, as well as restaurants, offices, and personal services that are permitted in the OG zoning district by request to the Design Review Commission. Please review this property under the regulations for OG in Chapter 23 and Chapter 14 of the City of Germantown's Code of Ordinances and follow those guidelines accordingly.

This office may be contacted at 901-757-7281, if you need additional information on this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cameron Ross".

Cameron Ross, AICP
Economic and Community Development Director

cc: Sheila Pounder, Planning Division Manager
Sarah Goralewski, Planner II

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.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: George R Pidgeon Sr. Revocalbe Living Trust
Address: 18540 Hwy 57, Moscow, TN 38057

Lessee: Lisa Hogan / The Feathered Nest
Address: 3098 Oakleigh Manor Cove, Germantown, 38138

Developer: N/A
Address: _____

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

Name	Business or Home Address
<u>George R. Pidgeon, Sr.</u>	<u>18540 Hwy 57 Moscow, TN</u>
_____	_____
_____	_____
_____	_____
_____	_____

*See language in parenthesis above.

FORM NO. 1000 (REV. 1/15) PERMITS SECTION 15000 1-0000-0001 1-0000-0001

January 17, 2017

To City of Germantown:

I, George R. Pidgeon Sr., am the authorized representative for the owner, George R Sr Revocable Living Trust, of the property located at 7582 Southern Avenue. I have reviewed the proposed signage (size, graphics, colors, and placement) and hereby grant Lisa Hogue and The Feathered Nest permission to erect proposed signage on my property.

✓ George R. Pidgeon Sr.
G.R.P.
George R. Pidgeon Sr.

Jan 31, 2017
Date



Sign Size 48" x 16"



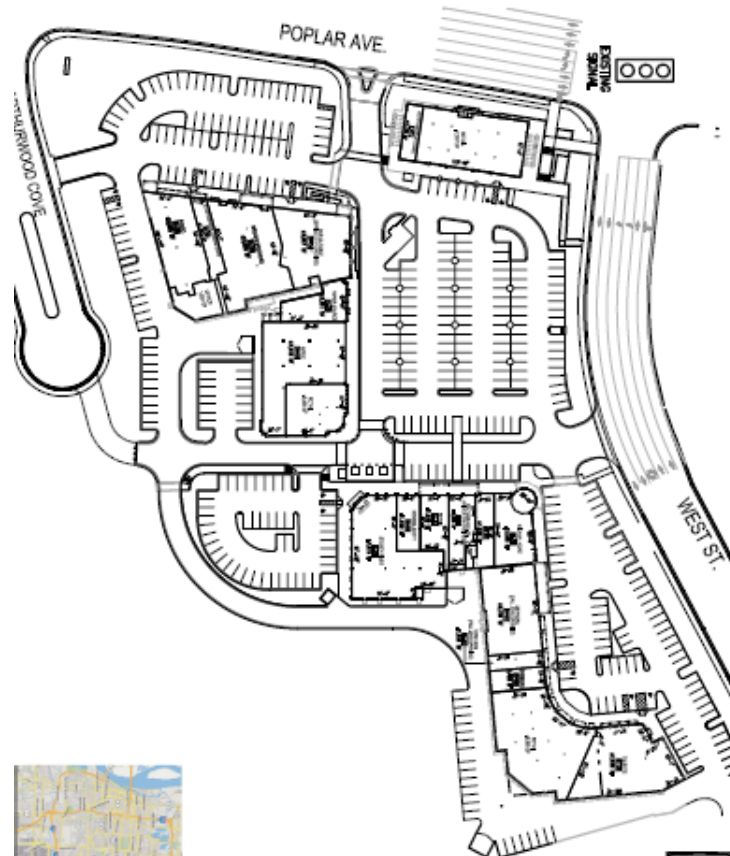
Face Color - Panda White (Sherwin Williams)

Letters - Clinton Brown (Benjamin Moore)



The Feathered Nest 7582 Southern Avenue

5. Lululemon – The Shops of Saddle Creek Center (South) – 2031 West St. Ste 111 – Request Approval of a Storefront Modification (Case No. 17-706).



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 development contract No. 1185 on December 31, 2014.

DISCUSSION:

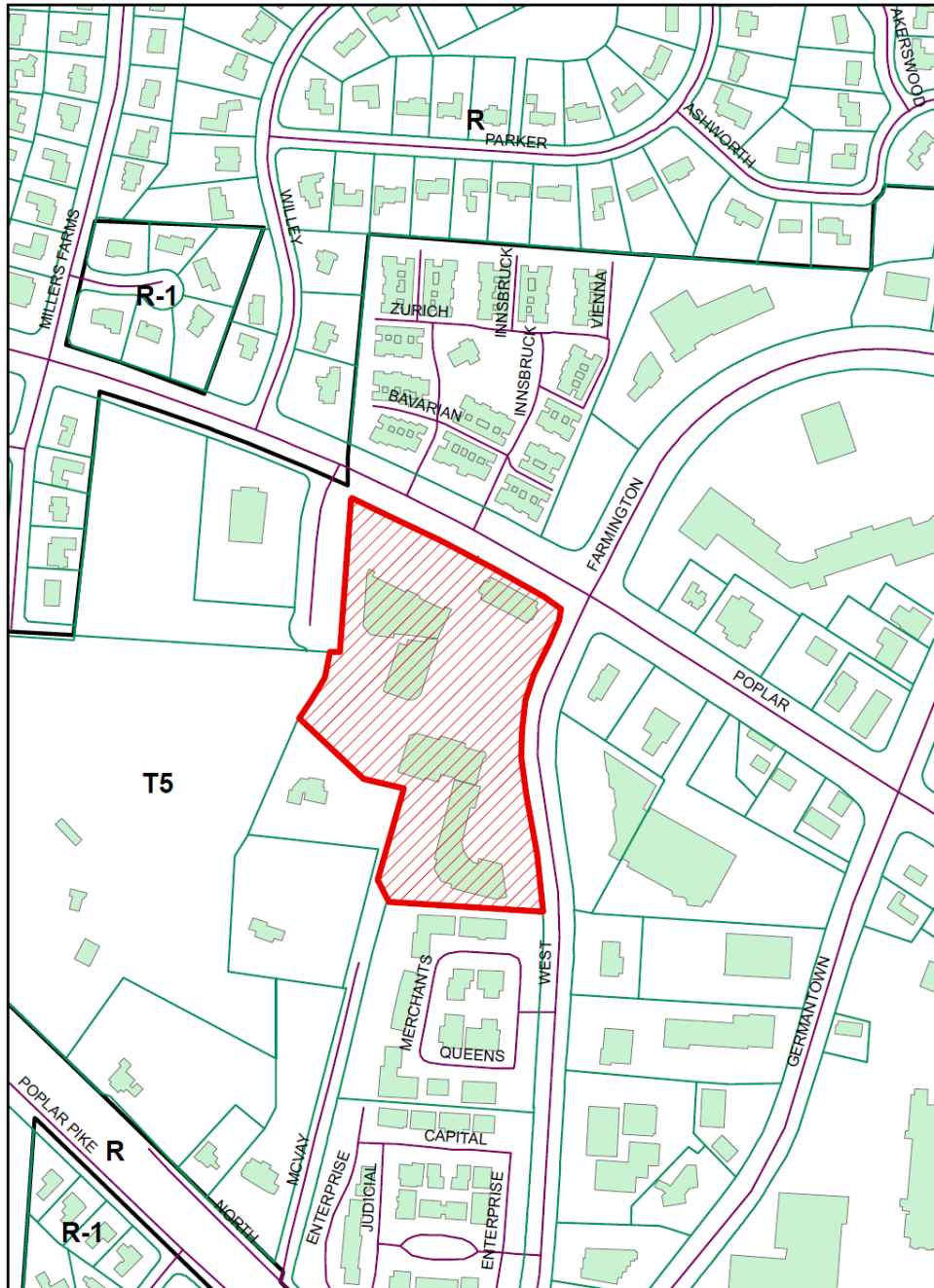
The subject property is in the Saddle Creek South Shopping Center. The subject store, Lululemon, will be located in a corner tenant space next to the Apple Store. The plan proposes an overall change to the exterior appearance of the storefront that consists of new white brick tile and new transparent glazing with matte black trim for the building façade. The existing cornices and columns will remain with new white paint, and new black metal column bases will be added. Sconce lights will be placed on the corner façade. The proposed storefront changes have been approved by the property owners and management. Drawings of the proposed building elevations as well as material samples have been provided by the applicant.

STAFF COMMENTS:

1. Although signage is shown on the proposed elevations, it has not been approved at this time. The applicant will be filing a separate application for signage approval as part of this project.

2. 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 modification for Lululemon at Saddle Creek South Shopping Center, 2031 West St., Ste. 111, subject to the Commission's discussion, staff comments, and the documents and plans submitted with the application.



ZONING MAP



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: 2/9/2017
RECEIVED BY: G. Galinski

DESIGN REVIEW COMMISSION PROJECT REVIEW APPLICATION

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)
- Revision/amendment to an approved plan
Description of requested change: _____
- Other; Explain _____

Project Name: lululemon

Project Address: 2031 West St. Suite 111, Germantown, TN

Previous Tenant: n/a

Applicant's Name: Brynne Pennington

Mailing Address: 1701 River Run Suite 500, Fort Worth, TX 76107

Email Address: bpennington@trademarkproperty.com Telephone: 817.639.2705

Owner's Name: Shops at Saddle Creek, Inc., c/o Heitman

Mailing Address: 191 N. Wacker Dr. Suite 2500 Chicago, IL 60606

Email Address: mark.hugins@heitman.com Telephone: 312.849.4160

Developer's Name: Trademark Property

Mailing Address: 1701 River Run Suite 500, Fort Worth, TX 76107

Email Address: bpennington@trademarkproperty.com Telephone: 817.639.2705

Lessee's Name: lululemon

Mailing Address: _____

Email Address: _____ Telephone: _____

DRC Project Review Application
Page 2

Zoning District where project is to be located: T5

Describe project item(s) to be reviewed: *(please attach additional sheets or letter of description if needed)*

We are requesting an elevation change and storefront modification.

Brynne Pennington

Print Name of Applicant



Signature of Applicant

Print Name of Owner

Signature of Owner

Brynne Pennington

Print Name of Developer

Signature of Developer

Print Name of Lessee

Signature of Lessee

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.

DRC Project Review Application
Page 3

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 (including all owners, lessees and developers) is a for-profit entity, i.e. individual or 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: Shops at Saddle Creek, Inc., c/o Heitman
Address: 191 N. Wacker Dr. Suite 2500 Chicago, IL 60606

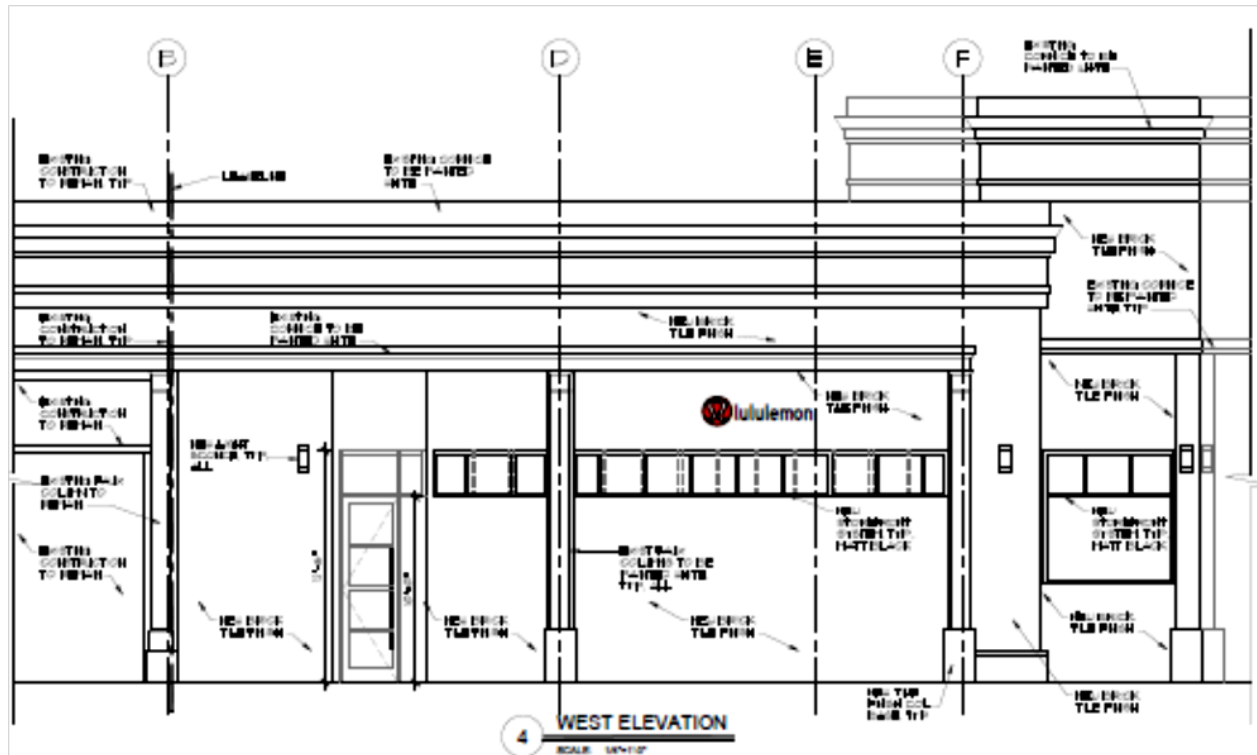
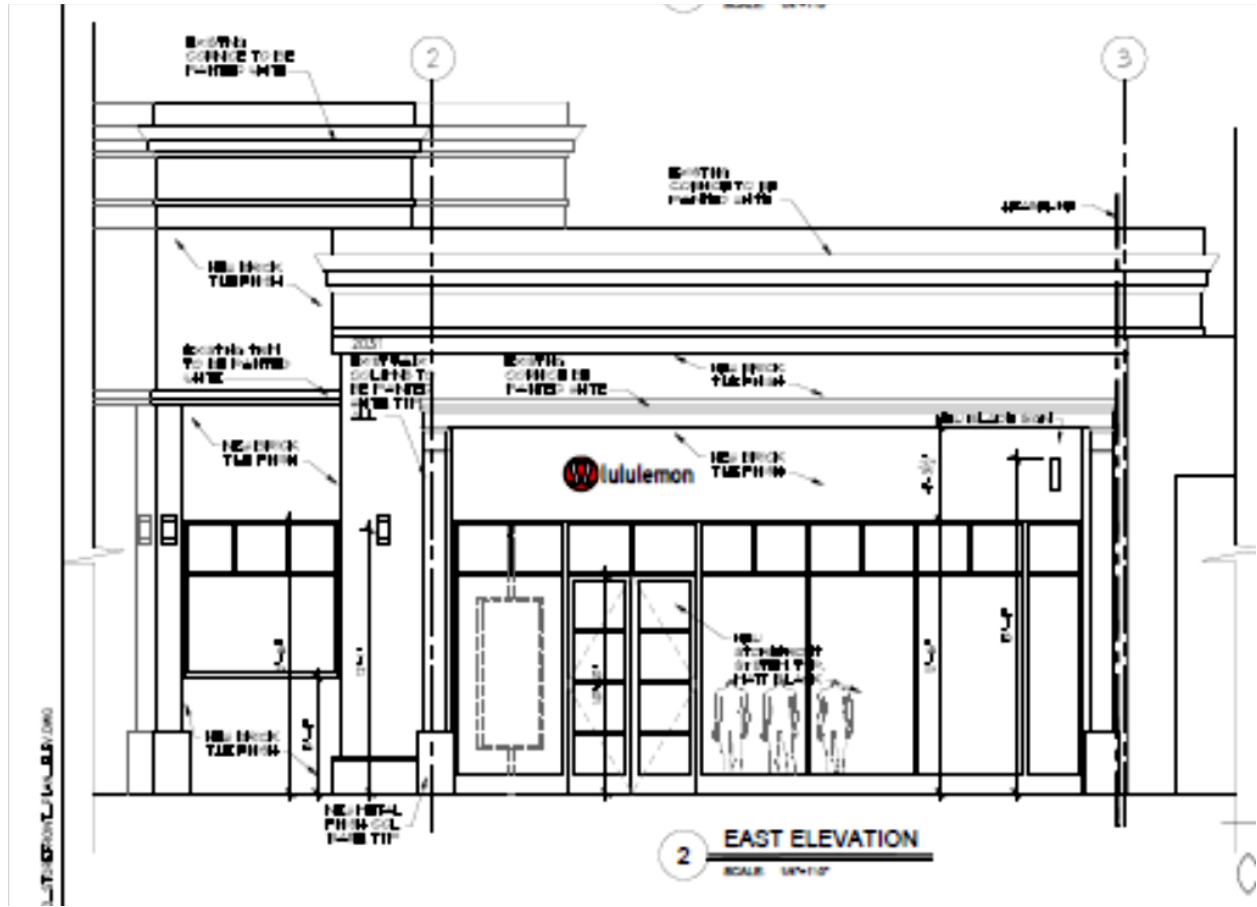
Lessee: _____
Address: _____

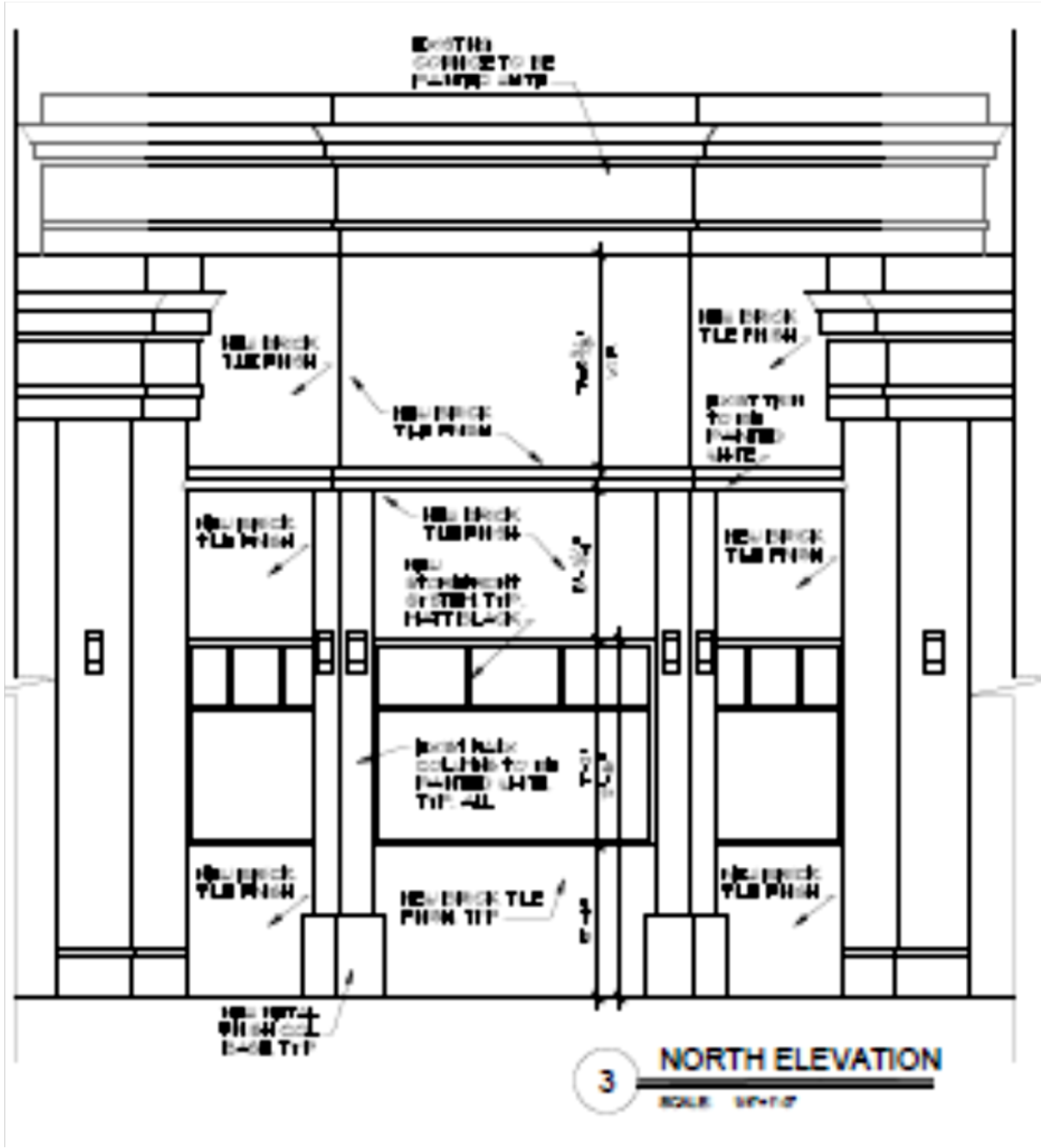
Developer: Trademark Property
Address: 1701 River Run Suite 500, Fort Worth, TX 76107

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

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

*See language in parenthesis above.









PRODUCT SPECIFICATIONS

*Image shown may not reflect your configured options



Twilight Outdoor Sconce

Base Item #304903
Configured Item #304903-1002
 304903-SKT-07

FINISH
 Dark Smoke - 07

LAMPING
 Incandescent

OPTIONS

FINISH

- Mahogany - 03
- Bronze - 05
- Dark Smoke - 07
- Burnished Steel - 08
- Coastal Black - 10
- Coastal Natural Iron - 20
- Coastal Mahogany - 73
- Coastal Bronze - 76
- Coastal Dark Smoke - 77
- Coastal Burnished Steel - 78

LAMPING

- Fluorescent
- Incandescent

SPECIFICATIONS

Twilight Outdoor Sconce

Base Item #: 304903
 Configured Item #: 304903-1002
 304903-SKT-07

Outdoor sconce: Twilight; aluminum, medium.

- Handcrafted to order by skilled artisans in Vermont, USA
- Lifetime Limited Warranty when installed in residential setting
- A coastal finish is required for warranty eligibility for outdoor installations within 20 miles of the coast.
- US Patent D703,372S

Dimensions

Height	8.90"
Width	8.60"
Projection	7.40"
Product Weight	5.00 lbs
Backplate	8.60" x 8.90"
Vertical Mounting Height	5.30"
Packed Weight	8.00 lbs
Shipping (DIM) Weight	19.00 lbs

Incandescent Lamping

Socket: Medium
 Bulb: A-15, 60W Max
 Number of Bulbs: 1 (not included)
 Voltage: 120V

Location Rating

Outdoor Wet

Safety Rating

UL, CUL listed

Old Item Number

304903-07-CTO

Ms. Brynne Pennington w/Trademark was there to answer any questions the commission might have.

Mr. Landwehr asked how the brick was going to be applied to the façade.

Ms. Pennington explained that they would remove the existing EIFS and apply it to new backer board that will be flush with the EIFS that is above and beside it.

Chairman Brunns asked about the location of the door.

Ms. Pennington explained that it has to do with the interior design so they would have a smooth flow between all of the different departments so as to open up the space for the different programs they will be

having. Also they feel their direct customer will be coming from Apple so they wanted to be along the same run. After much discussion, Chairman Bruns called for a motion.

Mr. Sherman moved to approve the storefront modification for lululemon at Saddle Creek South Shopping Center, located at 2031 West St. Ste 111, as discussed, subject to staff comments and the documents submitted with the application, seconded by Mr. Landwehr.

ROLL CALL: Mr. Kumar – Yes; Mr. Sherman - Yes; Mr. Landwehr – Yes; Ms. Burrow – Yes; Mr. Hurley – Yes; Mr. Schmidt – Yes; Alderman Barzizza – Yes; Chairman Bruns - Yes

MOTION PASSED

ADJOURNMENT

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