

DESIGN REVIEW COMMISSION
CITY HALL COUNCIL CHAMBERS
Tuesday, October 24, 2017
6:00 p.m.

The regular meeting of the Design Review Commission was scheduled and held in the Council Chambers of City Hall on October 24, 2017.

1. Chairman Bruns called the meeting to order at 6:04 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; Alderman John Barzizza; Mr. Ralph Smith; Ms. Susan Burrow; Mr. Greg Hurley and Mr. Neil Sherman.

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 September 26, 2017

Mr. Sherman moved to approve the Design Review Commission minutes of September 26, 2017, seconded by Mr. Landwehr, with no further comments or discussions.

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

MOTION PASSED

4. CONSENT AGENDA

- a. Rise Biscuits and Donuts – 7535 Poplar Ave. Ste 108 (Saddle Creek South) – Approval of a Storefront Modification (Case No. 17-750).
Debbie Ross w/Ross Witt Architecture

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 determine 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.

Chairman Bruns called for a motion.

Alderman Barzizza made a motion to approve the Consent Agenda as presented and seconded by Ms. Burrow.

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

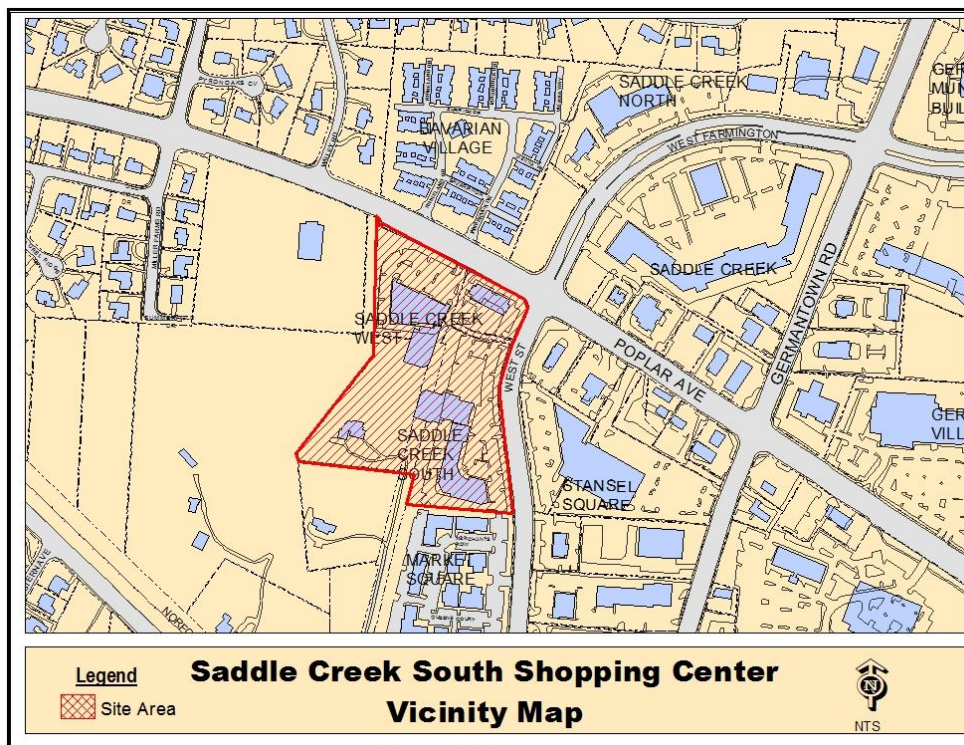
MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Rise biscuits and Donuts – 7535 Poplar Ave. Ste 108 (Saddle Creek South) – Approval of a Storefront Modification (Case No. 17-750).

INTRODUCTION:

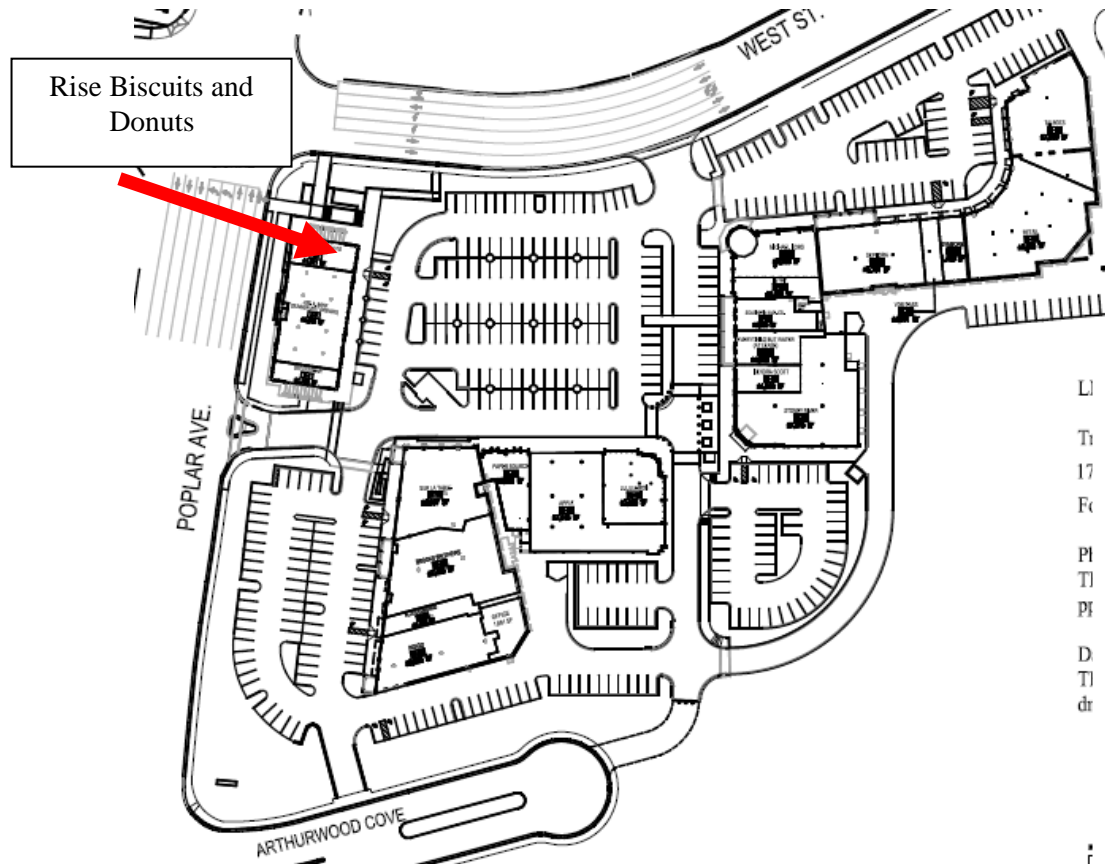
Case #: 17-750
Location: 7535 Poplar Ave.
Applicant/Representative Name: Debbie Ross w/ Ross Witt Architecture
Current Zoning District: “T5” Urban Center District, using the pre-existing “SC-1” Shopping Center Zoning District Sign Regulations
Description of Request: Approval of a Storefront Modification
*Refer to the Disclosure Form attached for more information



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 St. 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: Rise Biscuits and Donuts will be located in the eastern end bay of the free-standing building at the southwest corner of Poplar Avenue and West Street within Saddle Creek South Shopping Center. The plan proposes overall changes to the exterior appearance of the storefront for the new tenant that consist of new paint colors and materials (doors, windows, awnings, and decorated trim work) for the façade. The proposed modification is to match the façade of the SEE Eyewear, located in the western end bay of this building. This includes filling in some of the window panels with EIFS. All proposed

storefront changes have been approved by the property management as required by the DRC. A complete set of proposed building elevations and renderings are provided, as well as samples of the colors and materials.

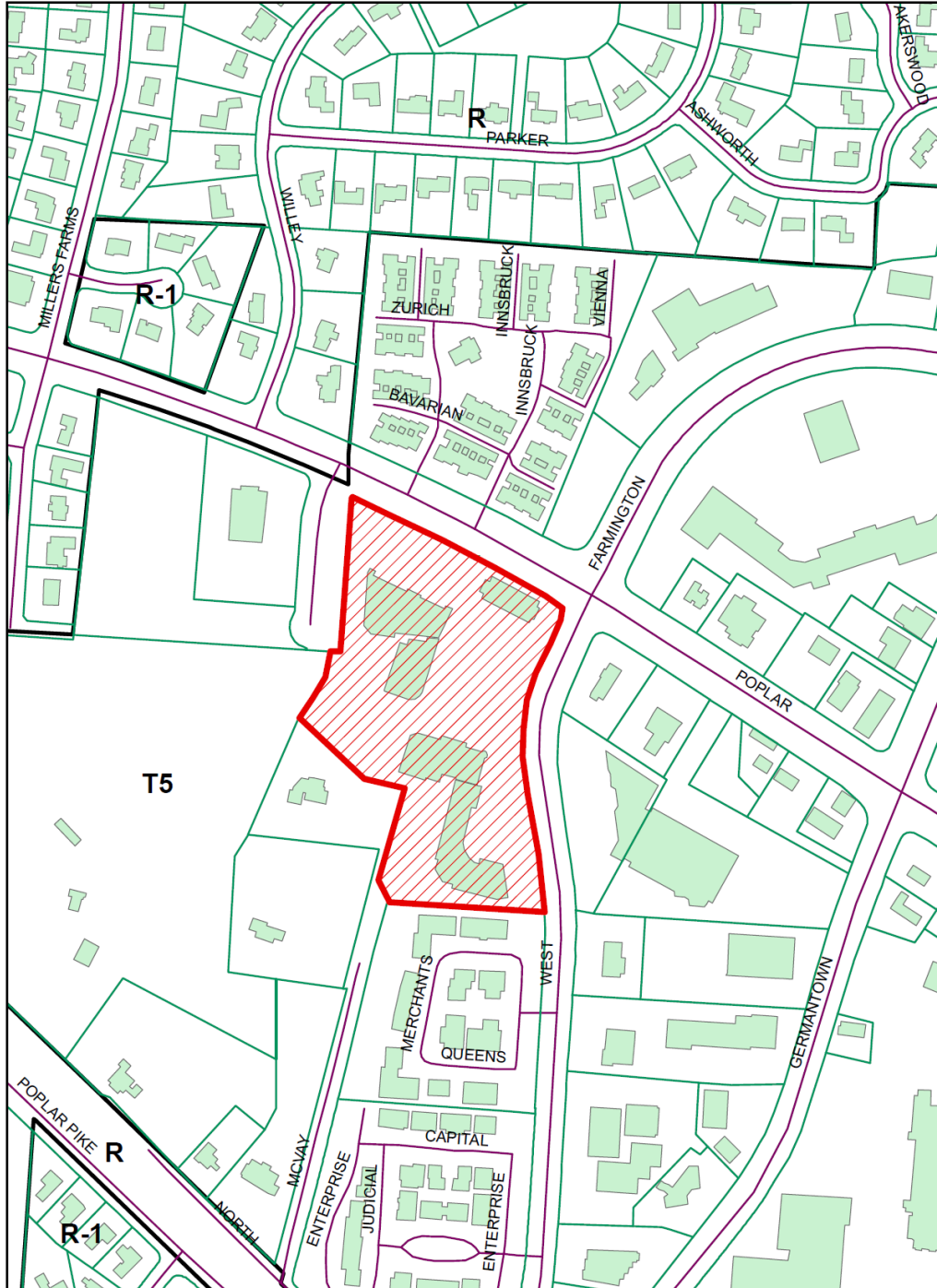


STAFF COMMENTS:

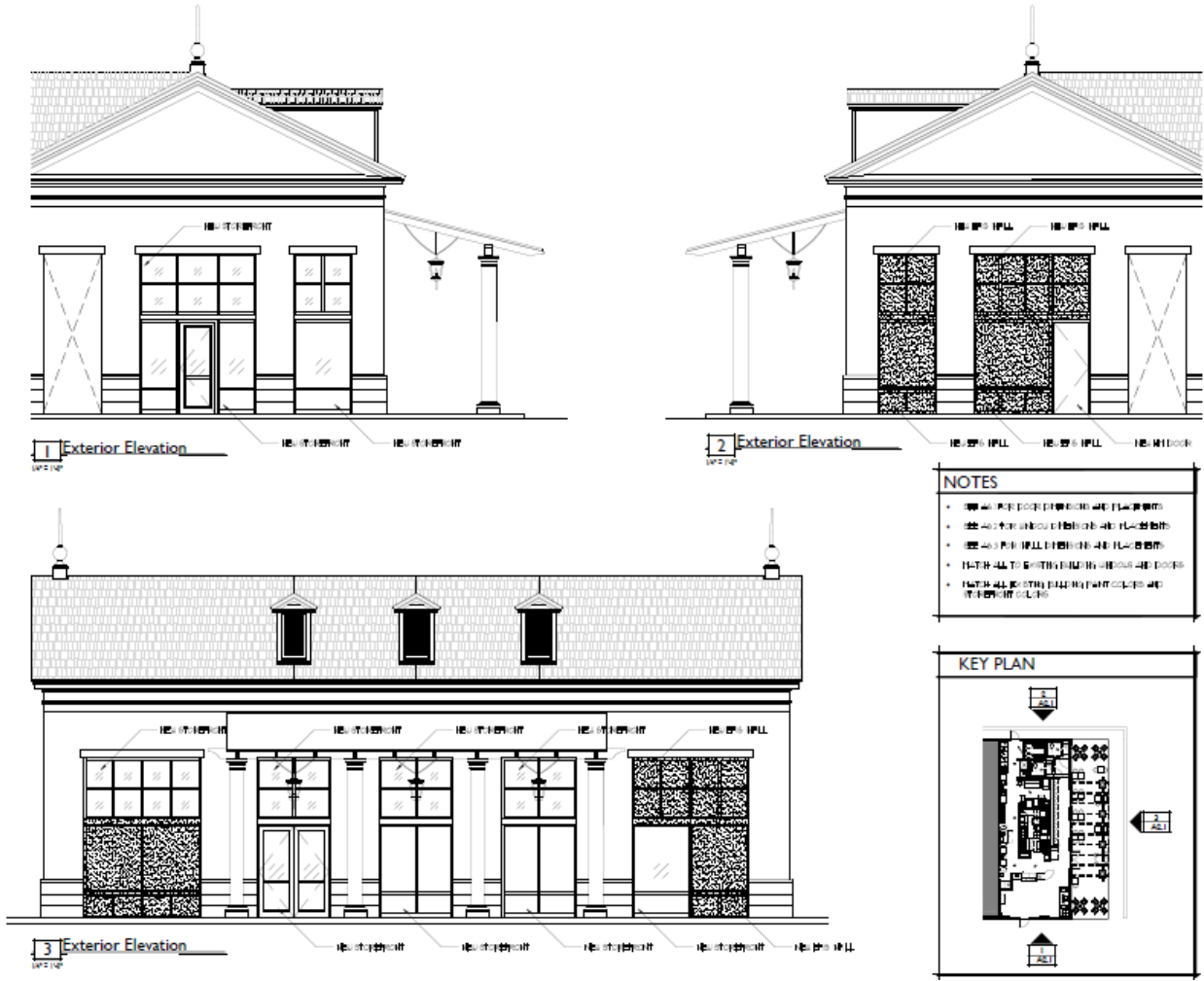
1. The applicant has provided a material and color board sample for this project that will be presented at the Design Review Commission meeting.
2. The proposed paint colors as well as the doors and windows are to match all existing finishes on this building.
3. The applicant is proposing to fill in the window and door panels facing Poplar Ave., as well as two window areas along the main entrance façade facing West St., in order to accommodate the kitchen and bathroom spaces on the interior.
4. The exterior lighting shown on the storefront modification plans is existing and the applicant intends to keep it as is.
5. Signage for this tenant space shall be filed as a separate application.
6. Should the tenant wish to place plantings or patio furniture on the front porch, materials shall be submitted to the Planning Division for administrative approval by staff.
7. If approved, the applicant shall obtain a building permit from Shelby County Construction Code Enforcement Office prior to commencing work.

DRC SUBCOMMITTEE REPORT: The DRC Sub-Committee met on October 12, 2017, and recommended that this application be placed on the consent agenda, with the patio furniture and plantings on the front porch to be submitted and administratively reviewed by staff at a later date.

PROPOSED MOTION: To approve a storefront modification at Rise Biscuits and Donuts (Saddle Creek South Shopping Center) at 7509 Poplar Ave., subject to the Commission’s discussion, staff comments in the staff report, and the documents and plans submitted with the application.

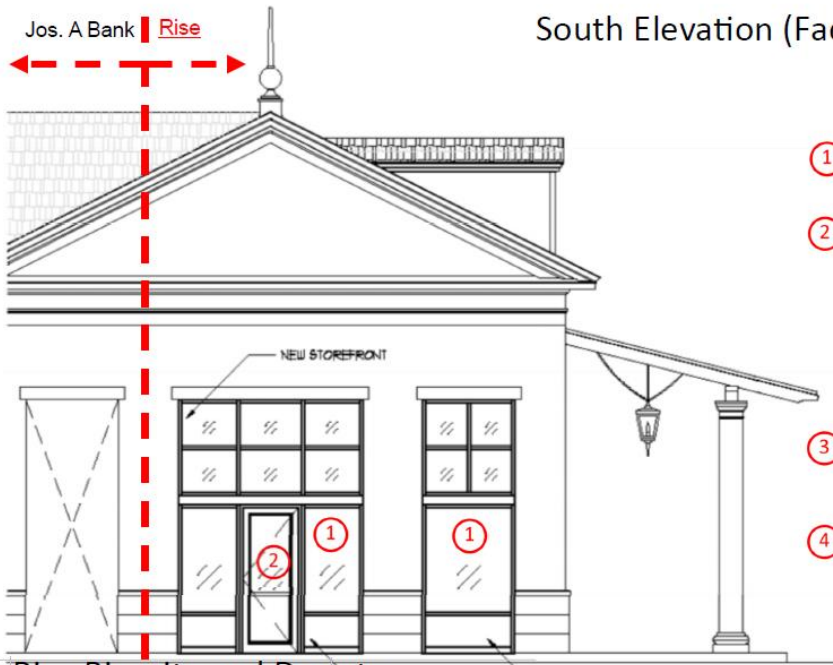
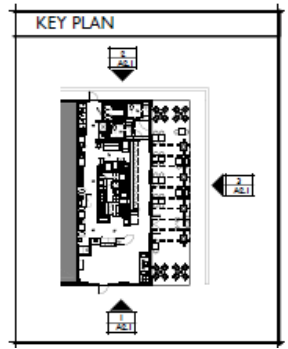


ZONING MAP



NOTES

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- SEE ALL FOR PORT (P) AND (L) FOR (P) AND (L)
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South Elevation (Facing Parking Lot)



- ① Frame Kawneer 451 2" x 4 1/2"
Kawneer #22 Colonial White UC109909
- ② Kawneer wide Stile Top/Bottom Offset Pivots
 - Co-9 Exterior Pulls
 - Exterior Cylinders
 - Interior Horizontal Handles with thumb turn locks
 - Surface Mounted Closers
- ③ EFIS Infill Panels made to match existing paint color
- ④ Hollow Metal Door Painted to match EFIS Infill Panels

Rise Biscuits and Donuts Architectural Design and Materials



South Elevation (Facing Parking Lot)

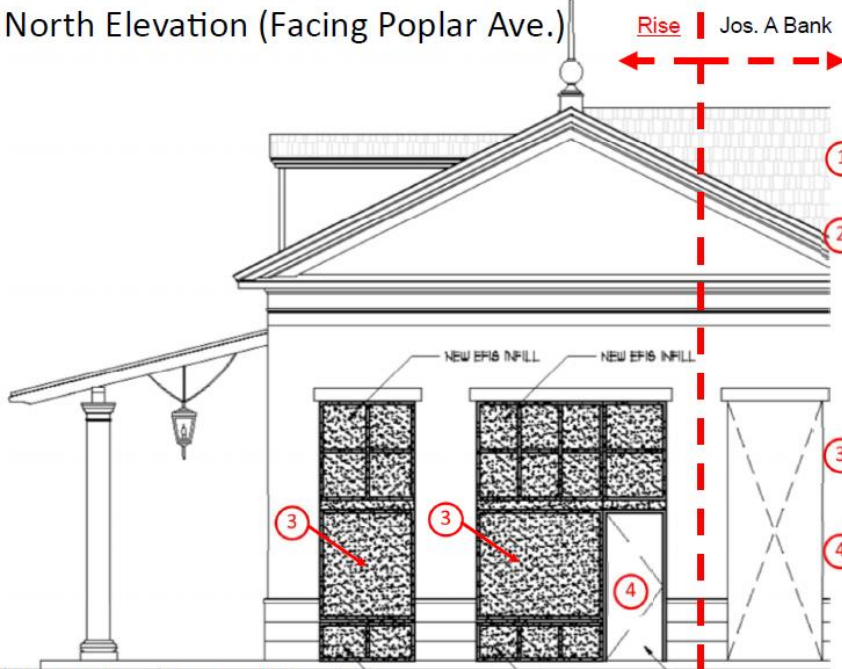


- ① Frame Kawneer 451 2" x 4 1/2"
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- ③ EFIS Infill Panels made to match existing paint color
- ④ Hollow Metal Door Painted to match EFIS Infill Panels



Rise Biscuits and Donuts
 North Elevation (Facing Poplar Ave.)

Architectural Design and Materials



- ① Frame Kawneer 451 2" x 4 1/2"
Kawneer #22 Colonial White UC109909
- ② Kawneer wide Stile Top/Bottom Offset Pivots
 - Co-9 Exterior Pulls
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Rise Biscuits and Donuts

Architectural Design and Materials

North Elevation (Facing Poplar Ave.)



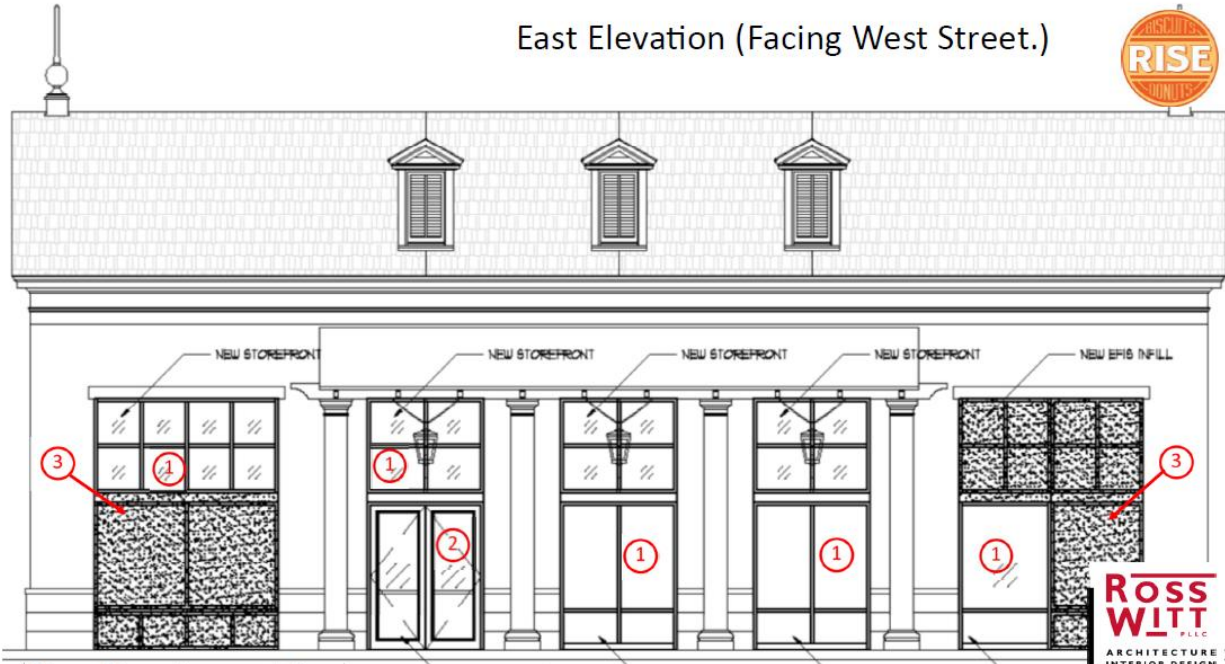
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Rise Biscuits and Donuts

Architectural Design and Materials

East Elevation (Facing West Street.)



Rise Biscuits and Donuts

Architectural Design and Materials

East Elevation (Facing West Street.) Cont.



- ① Frame Kawneer 451 2" x 4 1/2"
Kawneer #22 Colonial White UC109909
- ② Kawneer wide Stile Top/Bottom Offset Pivots
 - Co-9 Exterior Pulls
 - Exterior Cylinders
 - Interior Horizontal Handles with thumb turn locks
 - Surface Mounted Closers
- ③ EFIS Infill Panels made to match existing paint color
- ④ Hollow Metal Door Painted to match EFIS Infill Panels



Rise Biscuits and Donuts

Architectural Design and Materials

West Elevation (SEE Eyewear)



- ① Frame Kawneer 451 2" x 4 1/2"
Kawneer #22 Colonial White UC109909
- ② Kawneer wide Stile Top/Bottom Offset Pivots
 - Co-9 Exterior Pulls
 - Exterior Cylinders
 - Interior Horizontal Handles with thumb turn locks
 - Surface Mounted Closers
- ③ EFIS Infill Panels made to match existing paint color
- ④ Hollow Metal Door Painted to match EFIS Infill Panels



Rise Biscuits and Donuts

Architectural Design and Materials



CITY OF GERMANTOWN TENNESSEE

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

DATE RECEIVED: _____
RECEIVED BY: _____

DESIGN REVIEW COMMISSION 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 Approve Store front and infill panels

Project Name: Rise Biscuits and Doughnuts

Project Address: 7535 Poplar Avenue, Suite 108, Germantown, TN 30138

Previous Tenant: none

Applicant's Name: Debbie Ross, Ross Witt Architecture

Mailing Address: 6500 Stage Road, Suite 3, Bartlett, TN 38134

Email Address: deb@rosswitt.com Telephone: 901.828.8366

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: bgrisham@trademarkproperty.com Telephone: 817.639.2705

Lessee's Name: Fred Fordin

Mailing Address: 6421 Sassafras Lane, Raleigh, NC 27614

Email Address: fred@risetn.com Telephone: 919.237.1000

DRC Project Review Application
Page 2

Zoning District where project is to be located: commercial

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

Store front (proposed to match store front of SEE)
and EFIS infill panels (proposed to match infill panels at SEE in design
and color)

Debbie Ross

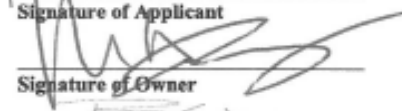
Print Name of Applicant



Signature of Applicant

Mark Hudgins

Print Name of Owner



Signature of Owner

Brynne Grisham

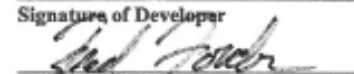
Print Name of Developer



Signature of Developer

Fred Fordin

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: Fred Fordin - Rise Biscuits and Doughnuts
Address: 6421 Sassafras Lane, Raleigh, NC 27614

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.

5. Sign Ordinance Amendments – City of Germantown – Approval to Modify and Amend Chapter 14 of the Municipal Code. (Case No. 17-751).

INTRODUCTION:

Case Number: 17-751

Applicant Name: City of Germantown

Description of Request: Request Approval to Modify and Amend Chapter 14 of the Municipal Code
*Refer to the Disclosure Form attached for more information

INTRODUCTION: The City of Germantown’s current sign regulations do not address concerns that have been raised regarding signage for tenants in small retail or commercial centers in Germantown. The following amendments to Chapter 14 of the Municipal Code, Germantown Sign Ordinance, are proposed to assist in providing some visual street identity for small business owners with limited street presence, while also preserving the existing character of commercial areas in Germantown.

DISCUSSION: Staff researched existing retail and commercial centers that do not meet the current requirement for a permanent directory, and reviewed sites that currently have a medium directory sign to determine how to address this issue with changes to the current ordinance. The proposed changes are to the permanent retail directory sign section of the Sign Ordinance. Business owners of smaller retail and commercial centers with no direct sight line from the major or collector roads are finding it difficult to address the signage needs of their tenants. Constraints to visibility are usually due to the placement of an outparcel building, topographic conditions or major vegetation (trees) along the street frontage. In an effort to address this issue, the proposed amendments will allow the DRC to approve smaller permanent directory signs for retail and commercial centers between 30,000 to 70,000 square feet in gross building area with limited visibility from the street.

Also, the Design Review Commission currently requires landscaping to be planted at the base of all ground-mounted signs, as recommended by the Design Review Manual, which states that the sign should be integrated into the street landscaping. By past practices, the DRC has consistently made this requirement a condition of approval for ground-mounted signs. In response the DRC subcommittee request, this requirement is being added to the Sign Ordinance where applicable.

PROPOSED MOTION: To approve the amendments to Chapter 14 of the Municipal Code of Ordinances to regulate permanent signs, subject to the Commission’s discussion, staff comments in the staff report, and the documents and plans submitted with the application.

The proposed amendments to the sign ordinance are highlighted and underlined in the following pages.

ARTICLE II - PERMANENT SIGNS

Sec. 14-34. - Office districts, shopping center districts, general commercial districts and neighborhood commercial districts.

- (a) *Generally.* This section shall apply to all districts designated by the zoning ordinance as O, O-C, O-51, O-T, SC-1, C-1 and C-2 except that any properties on which the business is located is solely engaged in the retail petroleum and petroleum products business (service stations) shall conform to section 14-35, and any office parks shall conform to section 14-36.
- (b) *Allowable signs.* Allowable permanent signs in the O, O-C, O-51, O-T, SC-1, C-1 and C-2 districts are as follows:

- (1) A wall sign mounted parallel to a building wall is permitted, provided that the wall contains the major entrance for public entry of the occupant and faces a public street or customer parking lot. The following signs may also be allowed with the approval of the design review commission, provided that such additional signs do not result in a total area of signage in excess of that allowed under subsection (c)(1) of this section:
 - a. A wall sign on another wall of an occupant's premises in lieu of or in combination with a sign on a wall containing a major exterior entrance;
 - b. More than one wall sign, when there is more than one major entrance; provided, however, that such additional sign is on a wall facing a public street or customer parking lot and containing a major entrance, and provided that any such sign does not face abutting residential areas;
 - c. Signs on doors, windows or awnings.
- (2) Ground-mounted signs shall be for project, building or tenant identification only in lieu of or in combination with wall signs.
- (3) "Big box" permanent tenant identification wall signs in C-2 and SC-1 zoned areas for individual tenants of 100,000 square feet of gross floor area or more, with a minimum 350 linear feet of building wall on which the sign is to be erected, where a single logo is the primary sign element, shall be limited to one wall sign per street frontage where the property fronts on a major road or collector street.
- (4) Permanent project signs in SC-1 zoned areas shall be limited to one sign per project. Permanent project signs in commercial zones (C-1 and C-2) for development of two acres or more under single ownership and office zones (O, O-C, O-51, and O-T) for developments of 50 acres or more under single ownership shall be by special permit if recommended by the design review commission. Permanent project signs in office zones (O, O-C, O-51 and O-T) for developments of 50 acres or more shall be limited to one sign per street frontage on a major road.
- (5) Traffic directional signs shall be as approved by the design review commission.
- (6) Exterior directories shall be allowed, provided that:
 - a. In any project where one or more tenants does not have an exterior entrance or does qualify for an exterior sign, the building shall qualify for a directory. In addition, any retail project with two or more tenants shall qualify for a directory.
 - b. The purpose of the directory shall be for customer convenience, direction and safety.
 - c. The number of directories shall be limited to one for each main entrance to the building or project.
- (7) Changeable copy signs are permitted for secondary schools, and churches. See section 14-33(b).
- (8) Pump use directions, federal and state pumps, octane ratings and no smoking signs as required by federal, state and local authorities shall be allowed for businesses engaged in the sale of petroleum and petroleum products in combination with any substantial retail sales (i.e., convenience stores or drive-in groceries).
- (9) Medical office signs: For projects and buildings in which at least 50 percent of the gross floor area is dedicated to medical services as defined in section 23-2, medical office signs are allowed. Ground-mounted medical office signs shall be characterized by uniform design, color, and content. If medical office sign applications meet the parameters as set out in this subsection, they may be administratively approved by the director of community development. Medical office signs for buildings and projects that have less than 50 percent of the gross floor area dedicated to medical services may be permitted after application to and approval by the design

review commission. For buildings and projects in which at least 50 percent of the gross floor area is dedicated to medical services located within office parks, as defined in section 14-36(a) of this chapter, medical office address signs as defined below shall be the only medical office signs permitted. All other signage on these sites shall be governed by the office district and office parks sign provisions; sections 14-34 through 14-36, as appropriate.

Medical office signs shall be permitted in the following forms:

- a. *[Medical office monument signs]* Medical office monument signs shall be permitted in lieu of ground-mounted signs as defined in subsection (b)(2) of this section. Medical office monument signs shall not be permitted on sites with medical office address signs.
- b. *Medical office address signs.* For sites with pre-existing signage, one medical office address sign shall be permitted for each building, provided that the building has direct access to a public roadway. Medical office address signs shall not be permitted on sites with medical office monument signs.
- c. *Medical office wall signs.* Medical office wall signs are permitted per subsection (b)(1) of this section.

(10) Permanent project directory signs:

- a. Planned shopping centers having 20 or more acres of land area and 200,000 or more square feet of gross building area are permitted either: i) one major retail center project directory sign on each street frontage on which stores have customer entrances; or ii) one major retail center project directory sign, plus, one on each additional street frontage on which stores have customer entrances, one medium retail center project directory sign listing retail tenants;
- b. Planned shopping centers having more than eight, but less than 20, acres of land area and more than 70,000, but less than 200,000, square feet of gross building area are permitted one medium retail center project directory sign per street frontage per street, provided on which stores have customer entrances.
- c. Planned retail or commercial centers having between 30,000 and 70,000 square feet of gross building area and with no direct sight line from the nearest major or collector roads are permitted one small retail center project directory sign.

(c) *Size.* The size of permanent signs in the O, O-C, O-51, O-T, SC-1, C-1 and C-2 districts shall be as follows:

- (1) Wall signs shall have a maximum total sign area of 75 square feet, or one square foot for each lineal foot of building wall or lease space on which the sign is erected, whichever results in the smaller sign area, with a maximum area of 100 square feet for tenant spaces of 10,000 square feet or more, as described below. Tenant signs must fit within the designated sign band areas on a building. Maximum lineal width of the sign is 75 percent of the lease space. Additional sign area may be permitted, up to 1.5 square feet for each lineal foot of building wall or lease space on which the sign is erected, with a maximum of 75 square feet in any case with design review commission approval.

- a. Letter height will be limited to the maximum heights as follows:

Tenant Space (sq. ft.)	Maximum Sign Height
0—2,500	= 24"
2,501—5,000	= 30"
5,001—10,000	= 36"

10,000 and above	= are allowed a sign area equal to 75 sq. ft. plus one square foot of sign area for each three feet of horizontal distance of the tenant lease space above 100 feet, up to a maximum sign area of 100 sq. ft. The horizontal lease space distance shall be measured at the portion of wall on which the sign is to be located. Additional sign area may be permitted upon design review commission approval up to a maximum area of 125 square feet of sign area.
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- b. Single or multiple tenant names, including logos, shall be erected within the above referenced maximum sign height. Square footage for retail or office tenant names shall be measured as a block drawn around the entire name. Where frontage is on more than one street, only the sign area computed with the frontage of that street shall face that street.
- (2) Ground-mounted signs shall meet the following requirements:
 - a. Single-faced, ground-mounted signs shall not exceed the lesser of 50 square feet or one-half square foot for each lineal foot of the premises or leased space of the occupant that faces the public street that the sign faces.
 - b. Double-faced, ground-mounted signs shall not exceed a sign area total of both faces of the lesser of 100 square feet or one square foot for each lineal foot of the premises or leased space of the occupant that faces the public road from which the double-faced sign is visible.
 - c. Notwithstanding the provisions of subsections (c)(2)a and (c)(2)b of this section, where additional signs are permitted by the design review commission under subsection (b)(1) of this section, or where a ground-mounted sign is used in lieu of or in combination with one or more wall signs, the total area of all such signs shall not exceed the allowable sign area for one wall sign as provided under subsection (c)(1) of this section.
 - (3) "Big box" buildings which exceed the minimum yard requirements set forth in section 23-407 (C-2) and section 23-438 (SC-1) shall be allowed a permanent tenant identification sign area equal to 50 square feet plus one square foot of sign area for each three feet of horizontal distance in excess of the minimum yard requirement. The sign shall be measured at the portion of the wall on which the sign is to be located. In no case shall the sign exceed 130 square feet in total area.
 - (4) Permanent project signs shall not exceed 50 square feet per face per street frontage, and the total sign area shall not exceed 200 square feet.
 - (5) Directories shall not exceed the following sizes:
 - a. Twelve and one-half square feet per face and total directory area shall not exceed 25 square feet when located within 75 feet of any public right-of-way.
 - b. Twenty-five square feet per face and total directory area shall not exceed 50 square feet when located 75 feet or more from public right-of-way.
 - (6) Traffic directional signs shall not exceed a maximum total area of 128 square inches per face, eight inches by 16 inches, with a maximum of two faces per sign, not to exceed a total of 256 square inches. Such signs shall not exceed 20 inches above the existing grade.
 - (7) *Medical office signs.*
 - a. Medical office monument signs shall be two feet, eight inches in height and a maximum of 11 feet in length. The two-foot, eight-inch height does not include a required 15-inch base. The width of the sign shall be between ten and 12 inches. Please refer to Figure A for further details.

- b. Medical office address signs shall be two feet, eight inches in height and three feet in length and shall not be included in a site's total signage allowance. The two-foot, eight-inch height does not include a required 15-inch base. The width of the sign shall be between ten and 12 inches. Please refer to Figure B for further details.
- c. The size of medical office wall-mounted signs shall adhere to the provisions of section 14-34(c)(1). Any ground-mounted signs on site, including medical office address signs, shall be included in the calculation of the allowable size for wall-mounted signs for sites not located in office parks.

(8) *Permanent project directory signs:*

- a. Major retail center project directory sign shall not exceed 18 feet in height and 130 square feet in total sign area, with a maximum of 60 square feet devoted to directory purposes. The name of the shopping center shall be the primary element of the sign. Individual tenant signs within the directory shall not exceed 15 square feet with a maximum letter height of 14 inches.
- b. Medium retail center project directory sign shall not exceed ten feet in height and 120 square feet in total sign area, with a maximum of 72 square feet devoted to directory purposes. The height of the letters composing the name of the shopping center shall be larger than the letters of the tenant names. Individual tenant signs within the directory shall have a minimum letter height of six inches. All tenant names on the project directory sign shall all be uniform in height. Smaller lettering for products or services provided by individual tenants is permitted if used in conjunction with the name of the tenant. Corporate fonts are permitted for individual tenant names. In situations where a retail center has frontage on more than one street, and more than one project directory sign is permitted, only one of the project directory signs may be 10 feet in height, and 120 square feet in area. Any additional signs shall not exceed six feet in height and 36 square feet in area.
- c. Small retail or commercial center project directory sign shall not exceed six feet in height and 36 square feet in total sign area. The height of the letters composing the name of the retail center shall be larger than the letters of the tenant names. Individual tenant signs within the directory shall have a minimum letter height of three inches. All tenant names on the project directory sign shall all be uniform in height. Corporate fonts are permitted for individual tenant names. In situations where a retail center has more than one street entrance, more than one project directory sign may be approved by the Design Review Commission.

(d) *Location.* The location of permanent signs in the O, O-C, O-51, SC-1, C-1 and C-2 districts shall be as follows:

- (1) Wall signs shall be face mounted on the building wall unless approved otherwise by the design review commission. Wall-mounted signs shall not project more than 12 inches from the face of the building. Signs shall not project above the roofline unless incorporated in the roof design and only if approved by the design review commission.
- (2) For ground-mounted signs, where the building setback is 40 feet or less, the sign shall be placed within ten feet from the front face of the building. 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. The height of the sign shall be a maximum of six feet, as measured from surrounding grade. 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. Landscaping is required to be planted at the base of all ground-mounted signs. A landscape plan must be submitted with the sign application for approval by the Design Review Commission.

- (3) Permanent project signs shall be located a minimum of 60 feet from any street right-of-way or property line. The height of the sign shall be a maximum of 18 feet, as measured from the surrounding grade. Landscaping is required to be planted at the base of all ground-mounted signs. A landscape plan must be submitted with the sign application for approval by the Design Review Commission.
- (4) Directories shall be located either behind the main building line or a minimum of 75 feet from any public right-of-way. Directories shall not be apparent from a public street. The height of a directory shall be a maximum of six feet, as measured from the surrounding grade.
- (5) Traffic directional signs shall be located a minimum of one foot from the right-of-way (existing and/or proposed, whichever is greater) of any street.
- (6) Medical office monument and address signs shall be placed perpendicular to the roadway at a distance of six feet from the right-of-way. The location of medical office wall-mounted signs shall adhere to the provisions of section 14-34(d)(1).
- (7) Permanent project directory signs:
 - a. Major retail center project directory sign shall be located a minimum of 60 feet from the curb of the major street and a minimum of 30 feet from the curb of a collector street or curb of an entrance drive.
 - b. Medium retail and small retail or commercial center project directory sign shall be located a minimum of 20 feet from the street face of curb, unless otherwise approved by the Design Review Commission.
 - c. Landscaping is required to be planted at the base of all permanent project directory signs. A landscape plan must be submitted with the sign application for approval by the Design Review Commission.
- (e) *Content.* The content of permanent signs in the O, O-C, O-51, SC-1, C-1 and C-2 districts shall be as follows:
 - (1) Wall signs shall contain the name of the business and with approval by the design review commission may include the address, hours, dates, instructions and primary products and services.
 - (2) Ground-mounted signs shall contain the name of business and with the approval of the design review commission may include the address, hours, instructions, and primary products and services.
 - (3) "Big box" permanent tenant identification wall signs shall contain the name of the business and a single corporate logo. The logo shall not exceed 80 percent of the allowable signage.
 - (4) Permanent project signs shall be limited to the name and address of the project, and the name and phone number of the leasing management company and land use type.
 - (5) Signs indicating "open tonight" may be allowed at the discretion of the design review commission in SC-1 zones only.
 - (6) Project, tenant or product identification will not be allowed on traffic directional signs within any project or development, unless the design review commission agrees such identification is essential to directing traffic.
 - (7) The content of signs shall be composed of letters, numbers, and such logos as are not prohibited by section 14-4 and which are approved by the design review commission, provided that the following restrictions shall also apply:
 - a. The name of the business, which may only appear once on the sign, and the address, hours, instructions, and primary products and services, as approved by the design review commission, shall be composed of letters and/or numbers; and a letter or number that is

written or drawn in such a manner that in addition to representing the letter or number itself connotes an object or part thereof, other than a letter or number, shall not be considered a "letter" or "number" for the purposes of this subsection (e).

- b. All other content of a sign shall, for the purposes of this subsection (e), be considered a logo and the area on the face of the sign that may be covered by a logo shall not exceed ten percent of the allowable sign area; provided, however, that any border of a sign that is considered by the design review commission to be in proportion to the size of a sign shall not be considered to be a logo or part thereof for the purpose of this subsection (e).
- c. In no case may more than one logo be used on a sign. A maximum of three logos may be permitted on a storefront containing a major entrance for public entry to a business but not elsewhere, provided that the combined total area of all logos on the walls containing such major entrances shall not exceed ten percent of the allowable sign area for the premises of the occupant. The location of a logo on a wall containing a major entrance as aforesaid (other than on a sign face approved by the design review commission) shall be specifically approved by the design review commission.
- d. The name of the business shall be the primary element of a sign. A logo (if any) shall appear as a secondary element of a sign, subordinate to the primary element of a sign.

(8) Exterior directories shall be limited to the following:

- a. Building identification and address. The building address shall be plainly visible and legible from the street or roadway as required by the 1994 Standard Fire Prevention Code.
- b. Tenant name and location.
- c. Building location map as approved by the design review commission.
- d. Building identification letters shall not exceed three inches, and tenant identification letters shall not exceed 2½ inches. Building address numbers shall be sized according to the following chart:

Distance Between Directory and Street or Roadway (in feet)	Minimum Height of Numbers
0—100	3 inches
101—150	4 inches
151—200	6 inches
201—250	8 inches
251—325	10 inches
326—400	12 inches
> 400	To be determined on a case-by-case basis

- e. Each tenant listed shall occupy the same size and shape space.

(9) For changeable copy signs for secondary schools and churches, see section 14-33(e).

(10) Traffic directional signs shall indicate "enter" - "exit" only. Letters should be light in color on a dark background and not exceed 3½ inches in height.

(11) *Medical office signs.*

- a. Medical office monument signs shall include either the name of the building, project, or medical tenants, or a combination thereof; a caduceus; and address numbering. Multiple tenant names shall only be permitted for buildings and projects with more than one medical tenant. Building, project, tenant names; address numbering; and the caduceus and circle shall be dark bronze colored. The sign shall be constructed of formed concrete colored buff grey with grey mortar, placed on a 15-inch base. The 15-inch base shall consist of a ten-inch formed concrete foundation colored buff grey with grey mortar with a five-inch brick band above. The brick band shall match the brick of the building that the sign is identifying. The two-thirds of the sign closest to the building shall include the name of the building, project, or tenants. The one-third of the sign closest to the roadway shall include the address numbering and caduceus. Address numbering shall be a maximum ten inches in height and 30 inches in total width and placed three inches from the top of the sign. Multiple address numbers shall be hyphenated rather than listed; e.g., 6301-03 rather than 6301 6303. The caduceus shall be ten inches in height, located within a dark bronze circle and placed three inches below the address numbering. All lettering and numbering on the sign shall be in Arial Bold typeface. All tenant names on a sign shall be of a uniform size. refer to Figure A for further details. Building, project, or tenant lettering shall be sized as follows:
 - i. For signs with one line of project, building, or tenant identification, letters shall be a maximum of ten inches in height and 30 inches in total width and placed three inches from the top of the sign.
 - ii. For signs with two lines of project, building, or tenant identification, letters shall be a maximum of six inches in height, with a minimum six-inch separation between lines of text.
 - iii. For signs with three or four lines of project, building, or tenant identification, letters shall be a minimum of four inches in height, with a minimum of four inches of separation between lines of text and placed a minimum of two inches from the top and bottom of the sign face. Signs may not exceed four lines of tenant name text.
- b. Medical office address signs shall be composed of dark bronze-colored address numbering ten inches in height and 30 inches in total width and placed three inches below the top of the sign. Address numbering shall be in Arial Bold typeface. Multiple address numbers shall be hyphenated rather than listed; e.g., 6301-03 rather than 6301 6303. A dark bronze-colored caduceus shall be ten inches in height and placed three inches below the address numbering. The sign shall be constructed of formed concrete colored buff grey with grey mortar, placed on a 15-inch base. The 15-inch base shall consist of a ten-inch formed concrete foundation colored buff grey with grey mortar with a five-inch brick band above. The brick band shall match the brick of the building that the sign is identifying. Please refer to Figure B for further details.
- c. The content of medical office wall-mounted signs shall adhere to the provisions of section 14-34(e)(1).

(12) Permanent project directory signs:

- a. Major retail center project directory sign content shall be limited to the name of the retail center, the names and logos of tenants having a minimum of 20,000 square feet of gross floor area, and the name and phone number of the leasing management company and land use type. The retail center name shall compose the primary element of the sign, in terms of placement and size.
- b. Medium retail center project directory sign content shall be limited to the name of the retail center, the name and phone number of the leasing management company and land use type,

and the names and logos of tenants that are either 1) 100 feet or more from a major road right-of-way, or 2) with no direct sight line from the nearest major road due to the placement of an outparcel building, topographic conditions or major vegetation (trees).

- c. Small retail or commercial center project directory sign content shall be limited to the name of the retail center and the name of tenants within the center.

(f) *Materials and illumination:*

(1) Material.

- a. Major retail center project directory sign. The sign base, sides and cap shall blend normally into the surrounding area with material that is similar in composition, texture and color, to the dominant material of the public frontage of the retail center building and subject to the approval of the Design Review Commission. The sign letters shall be metal. The background of the area containing the center and tenant names shall be masonry or metal.
- b. Medium retail and small retail or commercial center project directory signs. The sign base, sides and cap shall blend normally into the surrounding area with material that is similar in composition, texture and color, to the dominant material of the public frontage of the retail center building and subject to the approval of the Design Review Commission. The sign letters may be either metal, or opaque or translucent polycarbonate thermoplastic a minimum of 3/16 -inch thick. The background of the area containing the center and tenant names shall be masonry or metal with a dark or blackened finish.

(2) Illumination.

- a. Major retail center project directory sign. The sign may be illuminated, either by external lighting or backlighting.
- b. Medium retail center project directory sign. External or internal illumination is permitted. Internal illumination shall be by fluorescent lamps or light emitting diode (LED) with a maximum of 12.0 foot-candles measured five feet directly in front of the sign face, with an opaque exterior facing of a dark color that will create a reverse engraved effect, unless approved otherwise by the design review commission.

- c. Small retail or commercial center project directory signs may be illuminated by external lighting only, unless otherwise approved by the Design Review Commission.

(Code 1986, § 17-29; Ord. No. 2002-9, 8-26-02; Ord. No. 2004-5, 3-22-04; Ord. No. 2005-19, §§ 1—4, 11-28-05; Ord. No. 2007-4, 3-26-07; Ord. No. 2007-5, 3-26-07; Ord. No. 2008-3, 2-25-08; Ord. No. 2009-17, 11-23-09; Ord. No. 2011-05, 7-25-11; Ord. No. 2011-09, 10-10-11; Ord. No. 2014-07, 3-10-14)

Editor's note— Ord. No. 2014-07, adopted March 10, 2014, retitled [§ 14-34](#) from "Office districts, shopping center districts, neighborhood districts, general commercial districts, and technology corridor" to read as herein set out.

Example of Proposed Permanent Project Directory Sign for Small Retail or Commercial Centers



BOARD DISCUSSION

Mr. Dick Leike explained he requested this change due to his property located at the corner of FHI and Village Shops. When the shopping center was approved approximately 8 years ago, they actually had 10 more feet of green space between the curb and the beginning of the parking lot than the Marshal's Store which now blocks this center. The Marshal's Store is also closer to the curb than his facility. In addition, the buildings signage is a great distance from the curb and due to the green space it is very difficult to see the 6 businesses that are presently located in this building unless you already know they are there.

Alderman Barzizza made a motion to approve the amendments to Chapter 14 of the Municipal Code of Ordinances to regulate permanent signs, subject to the Commissions' discussion, staff comments in the staff report, and the documents and plans submitted with the application, seconded by Mr. Hurley.

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

MOTION PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, Chairman Brunns adjourned the meeting at 6:22 p.m.