

DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, January 23, 2018  
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 January 23, 2018.

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. Ralph Smith; Mr. Steve Landwehr; Mr. Neil Sherman; Mr. Tim Gibson; Alderman Owens; Mr. Greg Hurley; and Mr. Neeraj Kumar

DEVELOPMENT STAFF PRESENT:

Ms. Sheila Pounder, Planning Manager; Ms. Sarah Goralewski, Planner; Ms. Regina Gibson, Administrative Secretary and Robert McLean, City Attorney

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3. Election of Vice Chairman and Secretary

- a. Chairman Bruns called for a motion to elect a Vice Chairman. Mr. Landwehr made a motion to nominate Mr. Hurley and seconded by Mr. Smith.
- b. With no further nominations, Chairman Bruns called for a motion to end nominations. Alderman Owens made a motion to end nominations, seconded by Mr. Sherman, with no further comments or discussion.

ROLL CALL: Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Gibson – Yes; Alderman Owens – Yes; Mr. Kumar – Yes; Mr. Landwehr - Yes; Chairman Bruns – Yes

- c. Chairman Bruns called for a motion to elect a Secretary. Alderman Owens made a motion to nominate Mr. Landwehr and seconded by Chairman Bruns.
- d. With no further nominations, Chairman Bruns called for a motion to end nominations. Mr. Smith made a motion to end nominations, seconded by Mr. Sherman, with no further comments or discussion.

ROLL CALL: Mr. Sherman – Yes; Mr. Smith – Yes; Mr. Gibson – Yes; Mr. Hurley – Yes; Mr. Kumar – Yes; Alderman Owens – Yes; Chairman Bruns - Yes

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4. Approval of Minutes for November 28, 2017

Mr. Landwehr moved to approve the Design Review Commission minutes of November 28, 2017, seconded by Mr. Sherman, with no further comments or discussions.

ROLL CALL: Mr. Hurley – Yes; Alderman Owens – Abstain; Mr. Gibson – Yes; Mr. Smith – Yes; Mr. Sherman -Yes; Mr. Kumar – Yes; Mr. Landwehr – Yes; Chairman Bruns – Yes.

MOTION PASSED

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5. CONSENT AGENDA

- a. Clear Function – 2130 West Street – Approval of a Sign Package. (Case No. 18-803).  
Colin Neller – Applicant/Agent
- b. Brahmin – 7516 Farmington Blvd, Ste 36 (Saddle Creek Northeast) – Approval of a Sign Package. (Case No. 18-804).  
Rozlynn Roman w/ LGA Partners – Applicant/Agent
- c. Brahmin – 7516 Farmington Blvd, Ste 36 (Saddle Creek Northeast) – Approval of a Storefront Modification. (Case No. 18-804).  
Rozlynn Roman w/LGA Partners – Applicant/Agent
- d. West Street Professional Building – 2277 West Street – Approval of a Revised Preliminary and Final Site Plan (Deck & Patio). (Case No. 17-749).  
Murcielago Holdings, LLC – Applicant/Agent
- e. Pro-Active – 7751 Wolf River Blvd. - Approval of a Sign Package. (Case No. 16-641).  
Hannah Nelson w/Zamen, LLC – Applicant/Agent

Comment: The Chairman noted that during executive session, the Commission requested to move item 6 (Pro-Active) to the consent agenda as item 5e.

He stated he would like to remind the Commissioners that voting on all matters on the Consent Agenda constitutes an acknowledgement that the member has read and reviewed the application materials/plans/staff reports and determines further discussion or presentation of an item is not necessary. He stated if there was anyone in the audience that would like an item pulled, please request so at this time, and in seeing none, he asked for a motion.

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

ROLL CALL: Mr. Landwehr – Yes; Mr. Kumar – Abstain; Mr. Sherman – Yes; Mr. Smith – Yes; Mr. Gibson – Yes; Alderman Owens – Yes; Mr. Hurley – Yes; Chairman Bruns – Yes (Recused himself from item 5d.)

MOTION PASSED

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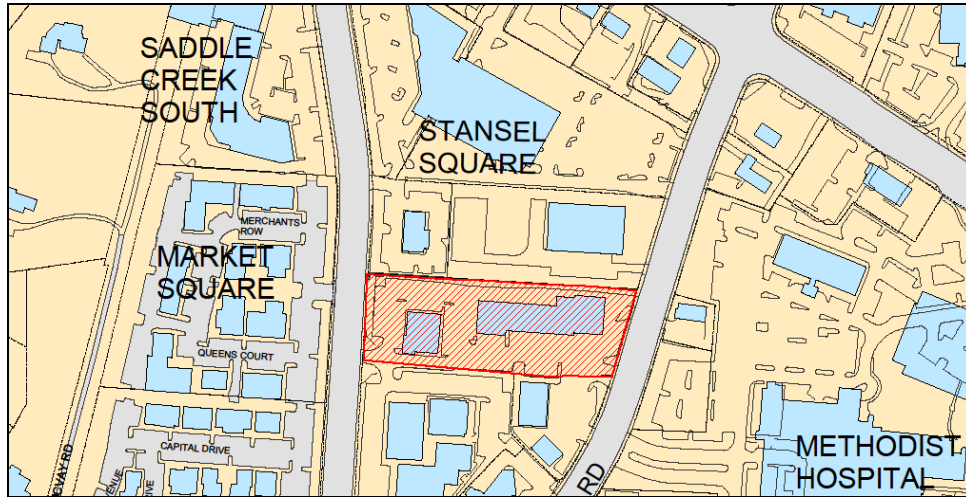
STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. Clear Function – 2130 West Street – Approval of a Sign Package. (Case No. 18-803).

INTRODUCTION:

Development Case Number	18-803
Location:	2130 West Street
Applicant Name:	Colin Neller
Current Zoning District:	“T5” Urban Center District (Developed utilizing “C-2” Commercial Zoning District) Sign Regulations
Description of Request:	Approval of a Sign Package that includes a Glass-Mounted, Tenant Identification Signs


\*Refer to the Disclosure Form attached for more information



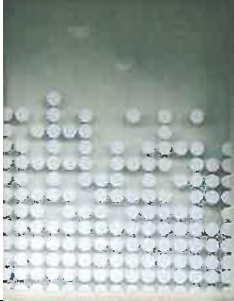
**BACKGROUND:** The existing building on this site dates back to 1968 according to the Assessor of Property records. The applicant is a tenant in the existing building and has frontage on West Street only. There is no record of the applicant obtaining a sign permit for the existing signage, which are considered window decals.

**DISCUSSION:** The request is for a tenant identification sign to be installed glass door entrance of the tenant space and for graphic design element decals installed on the front facing glass windows of the business. The specifics of both requests are as follows:

**SIGN 1 – Wall (Glass) Mounted Tennant Identification**

Location & Height:	One single faced parallel sign to be mounted on the glass door entrance of the tenant space facing West Street, 4.6' high from the surrounding grade.
Total Sign Area:	3.36 sq. ft. total
Content/Logo:	
Colors & Materials:	Color: Letters & Logo = Medium Light Blue #49A8E9 Background = Darker Light Blue #2467B6 Materials: Letters = Vinyl Face = Vinyl Background = Glass
Font:	Proxima Nova
Logo:	0.944 sq. feet.
Letter Height:	2.25 inches
Mounting Structure:	Adhered to the glass door front
Lighting:	None
Landscaping	N/A
Lighting:	None
Landscaping	N/A

*SIGN 1 – Wall (Glass) Mounted Geometric Pattern*

Location & Height:	Multiple white circles to be mounted on the glass door entrance and windows of the tenant space facing West Street.
Total Sign Area:	10 sq. ft.
Content/Logo:	
Colors & Materials:	<p>Color: Letters &amp; Logo = Medium Light Blue #49A8E9          Background = Darker Light Blue #2467B6</p> <p>Materials: Letters = Vinyl          Face = Vinyl          Background = Glass</p>
Font:	None
Logo:	None
Letter Height:	N/A
Mounting Structure:	Adhered to the glass door front
Lighting:	None
Landscaping	N/A

**STAFF COMMENTS:**

1. The total allowable sign area is 30 sq. ft. (based on the linear footage of the building wall) or a maximum signage of 75 sq. ft., whichever is the lesser of the two. The proposed door sign is 3.36 square feet with a less than 1 sq. ft. logo, which conforms to the size requirement of the Sign Ordinance.
2. Sec. 14-1. - Definitions. “Wall sign means a sign attached to or erected against the wall of a building with the face parallel to the plane of the building wall or attached to the structure as approved by the Design Review Commission.”
3. Sec. 14-31(e) states “Decals, numerals, names, addresses, hours, credit information, etc., attached to doors or windows and all of which occupy a total area of one square foot or less are excluded from the Sign Ordinance.” Only the logo by itself, as a decal, conforms to the Sign Ordinance.
4. The proposed window decals, which include the business name, logo, and geometric patterns, would cover the front door and windows and possibly impair the transparency of the storefront. The applicant has indicated that the geometric patterns on the window decals are not a logo or part of their branding. Section 3.2 of the Design Manual states the following about windows:

***Windows, Doors and Entries***

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

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

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

5. If the DRC determines that the decals are signage, then it is recommended that the applicant provide additional information about the amount of area covered by the decal on each door/window surface.
6. If approved, the applicant must obtain a permit from the Memphis /Shelby County Office of Code Enforcement prior to installing the signs.

***RESUBMITTAL REVISIONS:*** *The applicant has agreed to remove dot graphic decals from the windows and has also submitted a new illustration that reflects the dimensions of all elements on the door as requested by the DRC subcommittee. The dot graphics on the door is a 10 sq. ft area. When combined with the business name and logo, the total signage of all elements on the door is 13.36 sq. ft. The total amount of proposed window signage for this business conforms to the total allowable signage of the Sign Ordinance.*

**DRC SUBCOMMITTEE REPORT:** The DRC subcommittee met on January 11, 2018, and recommended that the applicant remove dot graphic decals from the windows. It was also recommended that additional information on the area covered by the dot graphic decals on the door be provided so that it may be combined with the business name and logo to determine the total amount of signage proposed on this site.

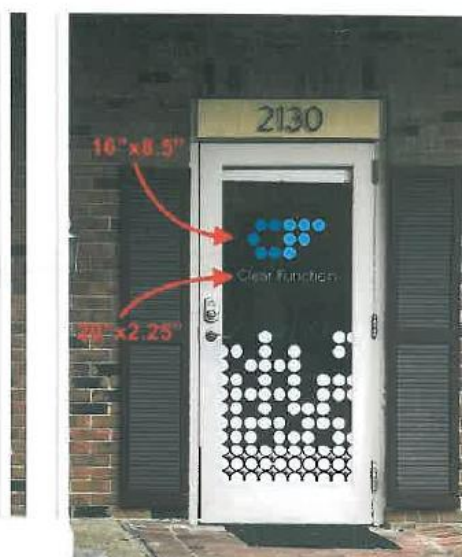
**PROPOSED MOTION:** To approve a tenant identification sign decal that includes the business name, logo, and dot graphics to be installed on the glass entrance door for Clear Function, located at 2130 West Street, subject to the Board’s discussion, staff comments and the documents submitted with the application.

**REVISED SIGN SUBMITTAL AS RECOMMENDED BY DRC SUBCOMMITTEE**





ORIGINAL SIGN SUBMITTAL





Colin Neller  
Clear Function, LLC  
colin@clearfunction.com

December 29, 2017

Re: Design on door/windows for 2130 West St

Germantown Design Review Commission  
1930 South Germantown Rd  
Germantown, TN 38138-2815

Dear Design Review Commission,

We are requesting approval for the logo on our glass door and the designs on the two windows to the left of the door.

Please note that the "dot" designs on the lower part of the door and the windows is **not** part of the logo or our branding. It is intended only to add texture, interest, and to reduce the amount of light entering the front of the office (so that we don't have to leave the shades drawn as often).

The design was done by a professional and is intended to be tasteful and to add to the look of the office, not take away from it.

Thank you for your consideration of our sign application.

Sincerely,

Colin Neller  
Founder & CEO

Clear Function, LLC  
2130 West St  
Germantown, TN 38138

DATE RECEIVED: _____
RECEIVED BY: _____



# CITY OF GERMANTOWN TENNESSEE

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

## PERMANENT SIGN APPLICATION (ADMINISTRATIVE/DESIGN REVIEW COMMISSION)

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: Not sure No: \_\_\_\_\_ If no, explain: \_\_\_\_\_

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1. Sign Owner/Tenant: Clear Function Phone No: 901-598-0028
2. Sign Owner's/Tenant's Address: 2130 West St Email Address: colin@clearfunction.com
3. Sign Location Address and Name of Shopping Center: 2130 West St., Germantown, TN 38138
4. Zoning District: Commercial \_\_\_\_\_; Residential \_\_\_\_\_; Old Germantown \_\_\_\_\_; Office X.
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.  
Size of tenant space: 1,300 square feet
9. Size of Sign: Width: 1 feet 8 inches; Height: 1 feet 0 inches  
**TOTAL AREA OF SIGN IN SQUARE FEET: 1.66 Square Feet**
10. Height of sign at its highest point above the surrounding grade: 4 feet 6 inches.
11. Size of Letters: 1) Height 2.25" Width 20" Font: Proxima Nova.  
2) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_.  
3) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_.
12. Colors: Letters: #49A8E9 - Medium Light Blue **SUBMIT COLOR SAMPLES**  
Background: #2467B6 - Darker Light Blue **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).  
\_\_\_\_\_ Feet \_\_\_\_\_ Inches Name of Street: On front of building facing West St  
\_\_\_\_\_ 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: On front of building facing West St  
\_\_\_\_\_ Feet \_\_\_\_\_ Inches Name of Street: \_\_\_\_\_
16. Sign Content (words, letters, logos): Clear Function + CF Logo
17. Size of logo: Horizontal 1 feet 4 inches; Vertical 0 feet 8.5 inches.
18. Sign Materials: Letters Vinyl on glass; Sign Face Vinyl on glass.  
Mounting Structure (type and materials): Vinyl on glass
19. Sign Illumination, if applicable (type, location and wattage): None
20. Sign Landscaping, if applicable landscape plan shall be submitted
21. Additional Comments: This is a vinyl decal adhered to the front glass of the office door/windows. Design on front windows is NOT part of logo. Simply a design to add interest and cut down on light entering into the office area

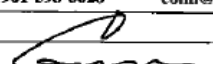


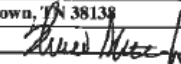


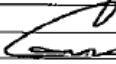
**DISCLOSURE OF OWNERSHIP INTERESTS**

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.

Applicant: Colin Neller 901-598-0028 colin@clearfunction.com  
Address: 2130 West St  
Signature of Applicant: 

Property Owner/Landlord: Thane Smith  
Address: 2129 Germantown Road South, Germantown, TN 38138  
Signature of Property Owner/Landlord: 

Tenant/Lessee: Clear Function, LLC  
Address: 2130 West St  
Signature of Tenant/Lessee: 

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

Name	Business or Home Address
<u>Thane Smith</u>	<u>2129 Germantown Road South, Germantown, TN 38138</u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
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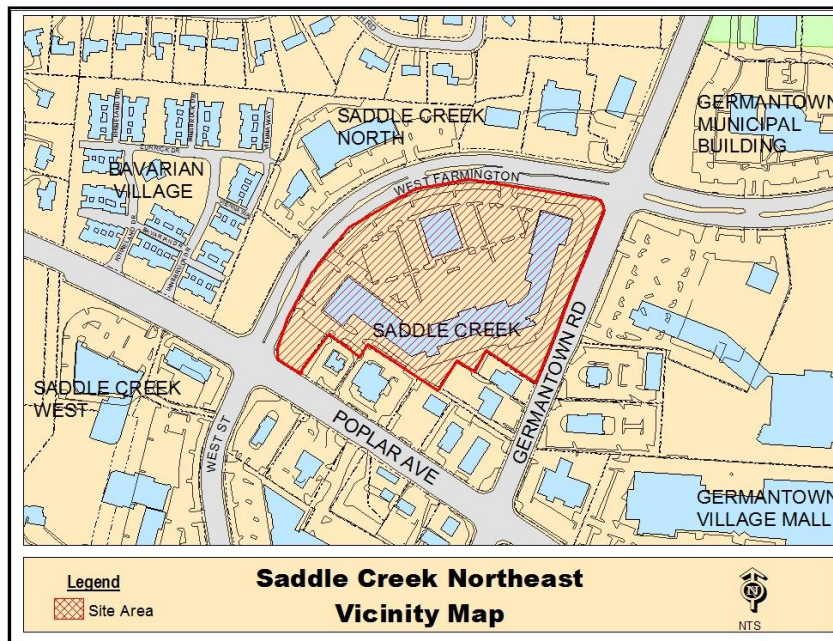
\*See language in parenthesis above.

- b. Brahmin – 7516 Farmington Blvd, Ste 36 (Saddle Creek Northeast) – Approval of a Sign Package. (Case No. 18-804).

**INTRODUCTION:**

Case Number:	18-804
Location:	7615 Farmington Blvd., Ste. 36 (Saddle Creek Northeast Shopping Center)
Applicant/Representative Name:	Rozlynn Roman w/ LGA Partners
Zoning District:	"T-5" Urban Center Zoning District (utilizing the pre-existing "SC-1" district regulations)
Description of Request:	Approval of Two Wall Signs for Brahmin

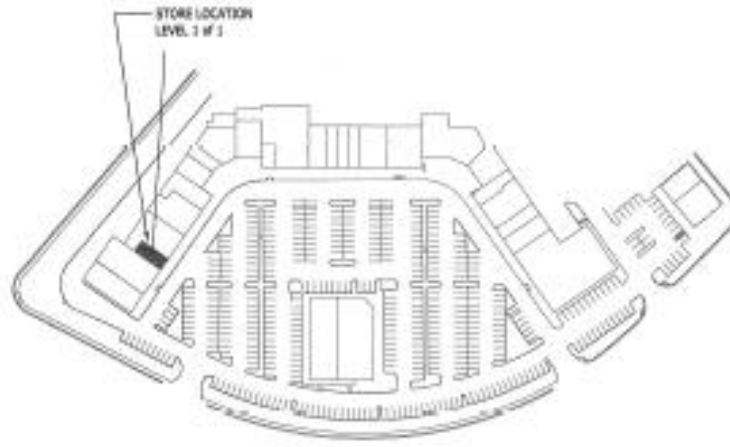
\*Refer to the Disclosure Form attached for more information



**BACKGROUND:** The subject property is in the Saddle Creek NE shopping center. The Shops of Saddle Creek center was approved by the Planning Commission and the Board of Mayor and Aldermen in 1987. The Design Review Commission recommended approval of a building facade renovation, landscape and lighting plan at its December 15, 2015 meeting. The subject store is replacing a previous tenant.

**DISCUSSION:** The applicant is requesting approval of a sign package that includes two tenant identification signs (two wall signs – one above the store entrance and one on the brick arch wall), for a new tenant which will be locating in Saddle Creek Northeast Shopping Center. The specifics of the request are as follows:

**LOCATION MAP**



**SIGN 1: *Wall-Mounted Building Identification***

Location & Height:	Sign to be mounted on the wall of the tenant space above the entrance door (10 ft. from grade)
Total Sign Area:	4.85 sq. ft.
Content:	<b>BRAHMIN</b>
Colors & Materials:	Color: Letters = Black Background = Custom Glass Materials: Letters = Aluminum
Font:	Arimo Regular (Corp)
Letter Size:	10" high
Logo:	None
Mounting Structure:	Aluminum stud mounting on storefront façade
Lighting:	White LED (internally illuminated reverse channel letters)

**SIGN 2: Wall-Mounted Building Identification**

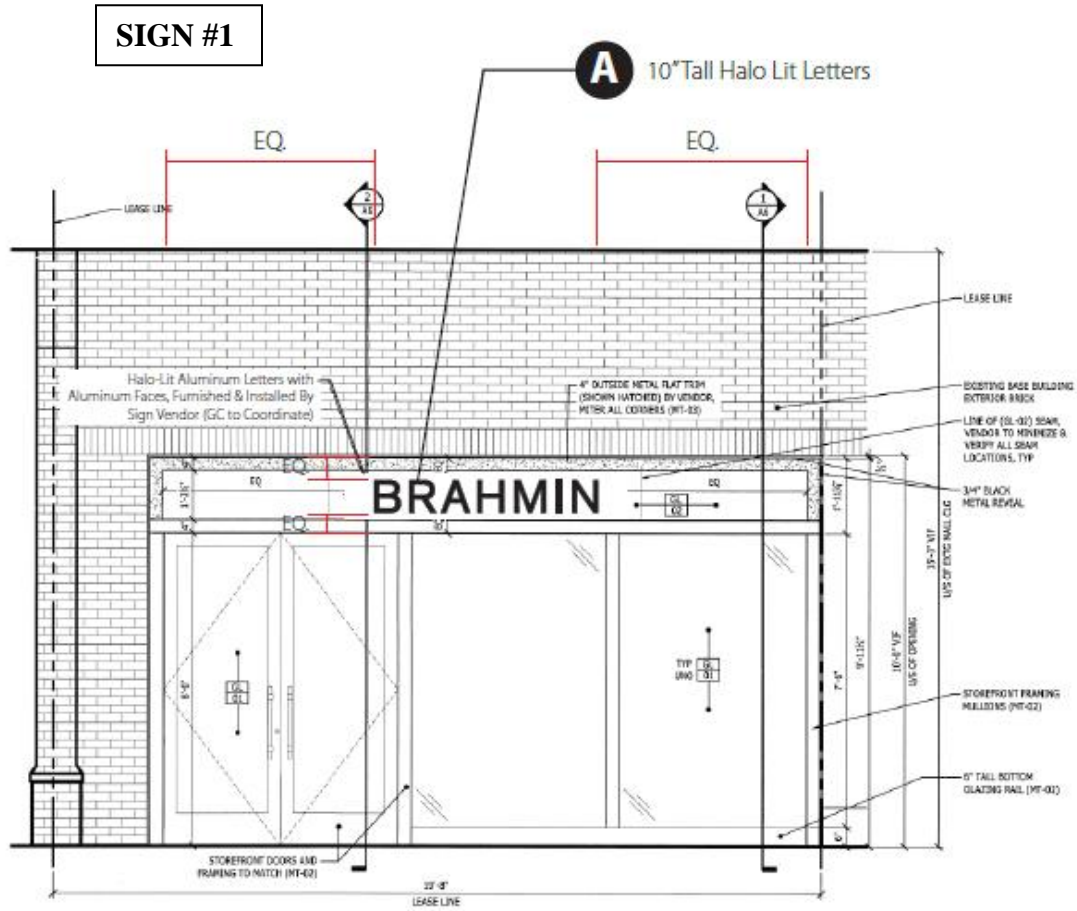
Location & Height:	Sign to be mounted on the wall of the free standing brick arch wall located in front of the store between the pedestrian sidewalk and storefront.
Total Sign Area:	14.75 sq. ft.
Content:	<b>BRAHMIN</b>
Colors & Materials:	Color: Letters = Black Background = Brick Facade Materials: Letters = Aluminum
Font:	Arimo Regular (Corp)
Letter Size:	Varies from 17.45"
Logo:	None
Mounting Structure:	Aluminum stud mounting on building façade
Lighting:	White LED (internally illuminated reverse channel letters)

**STAFF COMMENTS:**

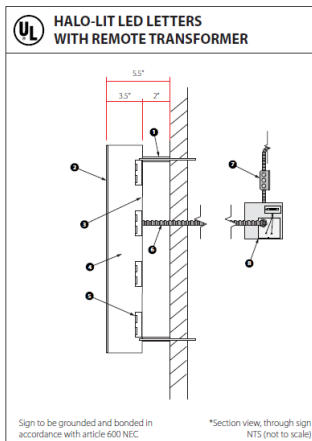
1. The previous sign policy allowed the location of tenant names on the freestanding brick façade arch, while the new sign policy is silent on this issue. However, it does allow for multiple tenant signs per business, with approval from the DRC.
2. The total allowable sign area is 19.75 sq. ft. (based on the lineal footage of the building wall & size of the tenant space). The Saddle Creek NE sign policy provides for 1 square foot of signage per linear foot of frontage, with the option to request from the DRC up to 1.5 sq. ft. per linear foot of frontage, up to a maximum of 75 sq. ft. The total amount of signage proposed for the two wall signs is 19.6 sq.ft., which complies with the City sign regulations and the Saddle Creek NE Sign Policy.
3. Wall sign #1 will consist of individual letters, affixed by drilling into decorative glass of the storefront. Per the applicant Both the glass and sign come from the same manufacturer and will mostly be predone in the shop. The holes for sign install onto the glass are pre-drilled using same template sign is made of. This way it minimizes drilling on site and risk the decorative glass breaking. The same team will do glass and sign install.
4. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the signs.

**DRC SUBCOMMITTEE REPORT:** The DRC subcommittee met on January 11, 2018, and recommended that this item be placed on the consent agenda.

**PROPOSED MOTION:** To approve a sign package totaling 19.6 s.f. and consisting of 2 wall signs for Brahmin (7615 Farmington Blvd., Ste. 36) at Saddle Creek Northeast Shopping Center subject to the Commission’s discussion, staff comments in the staff report, and the documents and plans submitted with the application.

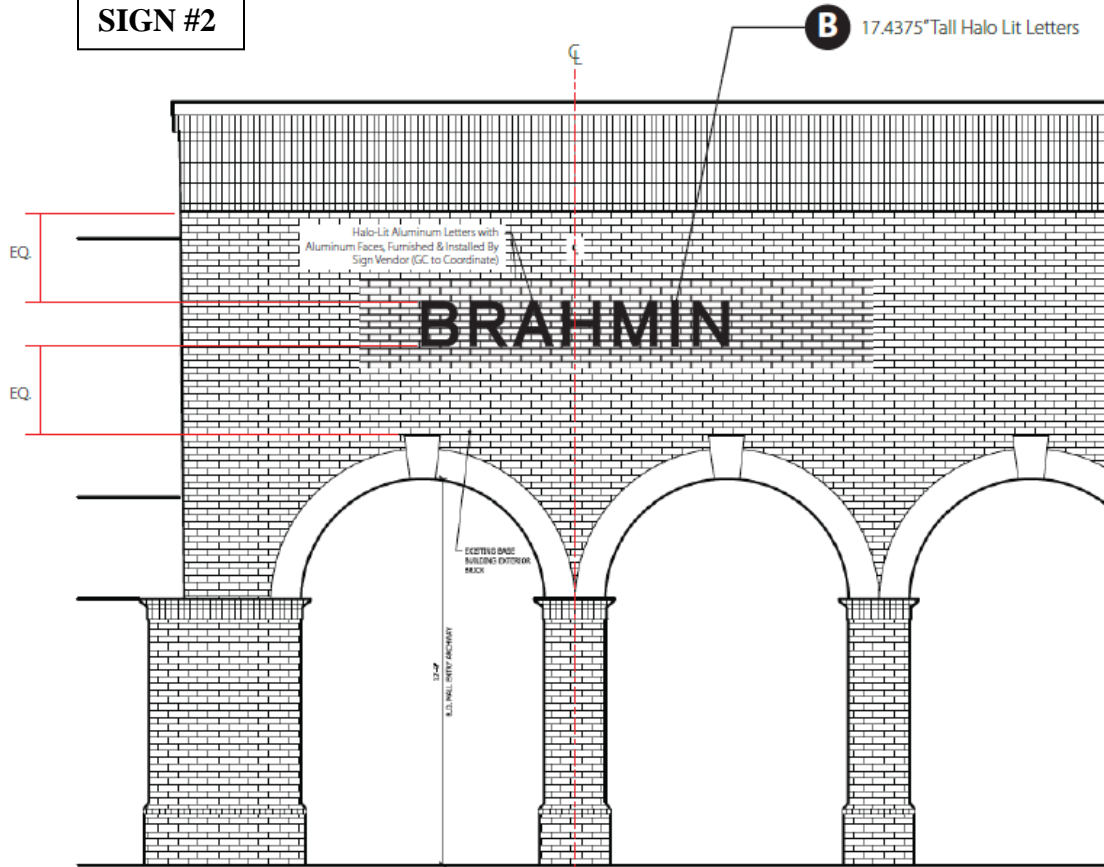


STOREFRONT ELEVATION  
 SCALE: 1/4" = 1'-0"

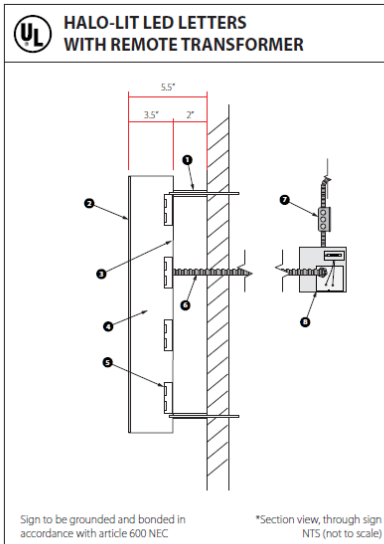


- COLORS**
- Black
- NUMBER KEY/SPECS**
- 1 25" threaded studs with spacers
  - 2 Aluminum face
  - 3 Clear lexan backplate
  - 4 Aluminum returns
  - 5 Low volt LEDs
  - 6 Conduit
  - 7 Dedicated 120v primary electric to be run by others
  - 8 Power supply with disconnect switch

**SIGN #2**



STOREFRONT ELEVATION  
 SCALE: 1/4" = 1'-0"



sq ft = 14.75

**COLORS**

- Black

**NUMBER KEY/SPECS**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>1 .25" threaded studs with spacers</li> <li>2 Aluminum face</li> <li>3 Clear lexan backplate</li> <li>4 Aluminum returns</li> </ul> | <ul style="list-style-type: none"> <li>5 Low volt LED's</li> <li>6 Conduit</li> <li>7 Dedicated 120v primary electric to be run by others</li> <li>8 Power supply with disconnect switch</li> </ul> |
|--|---|





SIGN #1

DATE RECEIVED: \_\_\_\_\_  
 RECEIVED BY: \_\_\_\_\_



**CITY OF  
 GERMANTOWN  
 TENNESSEE**

1630 South Germantown Road • Germantown, Tennessee 38138-2816  
 Phone (661) 767-7200 Fax (661) 767-7282 www.germantown-ta.gov

**PERMANENT SIGN APPLICATION  
 (ADMINISTRATIVE/DESIGN REVIEW COMMISSION)**

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

1. Sign Owner/Tenant: BRAHMIN Phone No: 800-229-2428
2. Sign Owner's/Tenant's Address: 77 ALDEN RD Email Address: brahmin@brahminusa.com
3. Sign Location Address and Name of Shopping Center: LAIRBORNE MA 162719
4. Zoning District: Commercial X; Residential \_\_\_\_\_; Old Germantown \_\_\_\_\_; Office \_\_\_\_\_
5. Sign will be mounted on: Wall X; Ground \_\_\_\_\_
6. Type Sign: X Tenant Identification \_\_\_\_\_ Project Identification \_\_\_\_\_  
 \_\_\_\_\_ Building Identification \_\_\_\_\_ Traffic Directional \_\_\_\_\_  
 \_\_\_\_\_ Exterior Directory \_\_\_\_\_ Subdivision Identification \_\_\_\_\_  
 \_\_\_\_\_ Service Station Sign \_\_\_\_\_ Other (If other, explain on separate page)
7. Number of Sign Faces: One \_\_\_\_\_; Two X
8. Linear feet of building frontage occupied by business where sign will be located: 20 feet.  
 Size of tenant space: 1000 square feet.
9. Size of Sign: Width: 5 feet 9 inches; Height: 0 feet 10 inches  
 TOTAL AREA OF SIGN IN SQUARE FEET: 485
10. Height of sign at its highest point above the surrounding grade: 8 feet 6 inches.
11. Size of Letters: 1) Height: 10 Width: 7.5 Font: ARIMO REGULAR  
 2) Height: \_\_\_\_\_ Width: \_\_\_\_\_ Font: \_\_\_\_\_  
 3) Height: \_\_\_\_\_ Width: \_\_\_\_\_ Font: \_\_\_\_\_
12. Colors: Letters: BLACK METAL SUBMIT COLOR SAMPLES  
 Background: N/A SUBMIT COLOR SAMPLES
13. Orientation of Sign to the Street: Parallel \_\_\_\_\_; Perpendicular X; Angled \_\_\_\_\_
14. Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).  
APPROX 13 Feet \_\_\_\_\_ Inches Name of Street: N FARMINGTON (SIGN ON STORE FRONT)  
 \_\_\_\_\_ 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).  
APPROX 3 Feet \_\_\_\_\_ Inches Name of Street: N FARMINGTON  
 \_\_\_\_\_ Feet \_\_\_\_\_ Inches Name of Street: \_\_\_\_\_
16. Sign Content (words, letters, logos): LOGO "BRAHMIN"
17. Size of logo: Horizontal \_\_\_\_\_ feet \_\_\_\_\_ inches; Vertical \_\_\_\_\_ feet \_\_\_\_\_ inches.
18. Sign Materials: Letters METAL; Sign Face METAL  
 Mounting Structure (type and material): THREED SWDS W/ SPACERS (.25")
19. Sign Illumination, if applicable (type, location and wattage):  
4000-2-LIT. LED. PROV
20. Sign Landscaping, if applicable landscape plan shall be submitted
21. Additional Comments: \_\_\_\_\_

SIGN #2

DATE RECEIVED: \_\_\_\_\_  
 RECEIVED BY: \_\_\_\_\_



**CITY OF  
 GERMANTOWN  
 TENNESSEE**

1830 South Germantown Road • Germantown, Tennessee 38138-2816  
 Phone (661) 787-7200 Fax (661) 787-7202 www.germantown-ta.gov

**PERMANENT SIGN APPLICATION  
 (ADMINISTRATIVE/DESIGN REVIEW COMMISSION)**

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

- \*\*\*\*\*
1. Sign Owner/Tenant: BRAMIN Phone No: 800-229-2428
  2. Sign Owner's/Tenant's Address: 77 ALDEN RD Email Address: practica@braminusa.com
  3. Sign Location Address and Name of Shopping Center: LA FARMINA MARKET
  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)
  7. Number of Sign Faces: One \_\_\_\_\_ Two
  8. Linear feet of building frontage occupied by business where sign will be located: 20 feet.  
 Size of tenant space: 1000 square feet.
  9. Size of Sign: Width: 11 feet 11 inches; Height: 1 feet 5 inches  
 TOTAL AREA OF SIGN IN SQUARE FEET: 14.75
  10. Height of sign at its highest point above the surrounding grade: 17 feet 2 inches.
  11. Size of Letters: 1) Height 11.4 Width 13 Font: ARIMO REVIVAL  
 2) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_  
 3) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_
  12. Colors: Letters: BLACK METAL SUBMIT COLOR SAMPLES  
 Background: N/A SUBMIT COLOR SAMPLES
  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).  
APPROX 3 Feet \_\_\_\_\_ Inches Name of Street: N FARMINGTON (SIGN ON BRIDGEWAY)  
 \_\_\_\_\_ 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).  
APPROX 3 Feet \_\_\_\_\_ Inches Name of Street: N FARMINGTON  
 \_\_\_\_\_ Feet \_\_\_\_\_ Inches Name of Street: \_\_\_\_\_
  16. Sign Content (words, letters, logos): LOGO "BRAMIN"
  17. Size of logo: Horizontal \_\_\_\_\_ feet \_\_\_\_\_ inches; Vertical \_\_\_\_\_ feet \_\_\_\_\_ inches.
  18. Sign Materials: Letters METAL; Sign Face METAL  
 Mounting Structure (type and materials): THREED STUDS W/ SPACERS (.25")
  19. Sign Illumination, if applicable (type, location and wattage): 120V-LIT LED 120V
  20. Sign Landscaping, if applicable landscape plan shall be submitted
  21. Additional Comments: \_\_\_\_\_



**DISCLOSURE OF OWNERSHIP INTERESTS**

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

- For Profit Entities.** If the owner of the land which is the subject of this Application (including all owners, lessees and developers) is a for-profit entity, i.e. individual, sole proprietor, general partnership, limited partnership, corporation, limited liability company, R.E.I.T., a trust, or any other form of for-profit business entity, the authorized representative of the Owner must list below the respective names and business or home addresses of all persons or entities which own 10% or more of the ownership interests in the Owner. (If another business entity owns 10% or more of the ownership interests in the Owner; all persons owning a 10% or more interest in such last mentioned entity must be identified by name and business or home address.) (If a trust owns a 10% or more interest in the Owner, all beneficiaries of 10% or more of the trust assets must be identified by name and business or home address.) The amount of ownership interest does not have to be disclosed.

Applicant: Rodriguez Roman  
Address: 1425 FORBES AVE SUITE 400 PITTSBURGH PA 15219  
Signature of Applicant: [Signature]

Property Owner/Landlord: Shops at Saddle Creek Inc., c/o Heitman  
Address: 191 N. Wacker Drive, Chicago, IL 60606  
Signature of Property Owner/Landlord: [Signature]

Tenant/Lessee: Brahmin - Heather Pitzer  
Address: 77 Alden Rd. Fair Haven MA 02714  
Signature of Tenant/Lessee: [Signature]

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

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

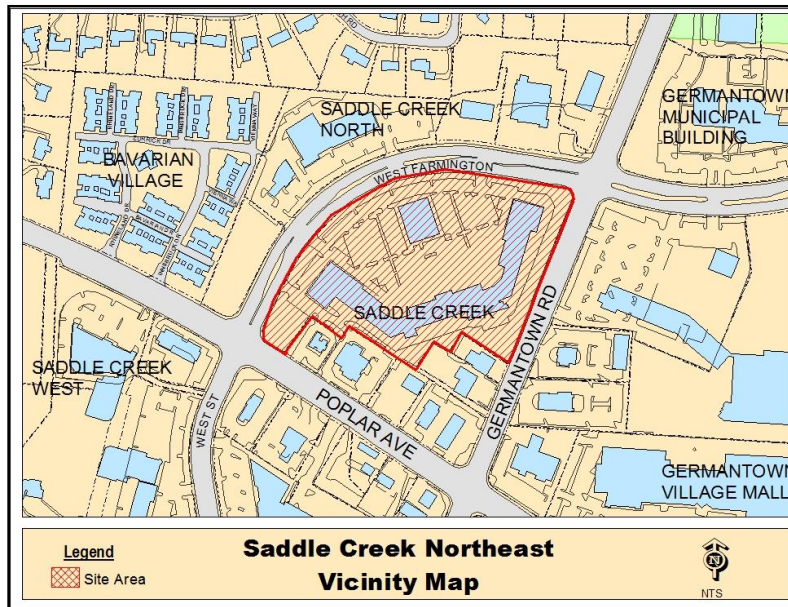
\*See language in parenthesis above.

- c. Brahmin – 7516 Farmington Blvd, Ste 36 (Saddle Creek Northeast) – Approval of a Storefront Modification. (Case No. 18-804).

**INTRODUCTION:**

Case Number:	18-804
Location:	7615 Farmington Blvd., Ste. 36 (Saddle Creek NE Shopping Center)
Applicant/Representative Name:	Rozlynn Roman w/ LGA Partners
Zoning District:	"T-5" Urban Center Zoning District (utilizing the pre-existing "SC-1" district regulations)
Description of Request:	Approval of Storefront Modification for a New Tenant

\*Refer to the Disclosure Form attached for more information

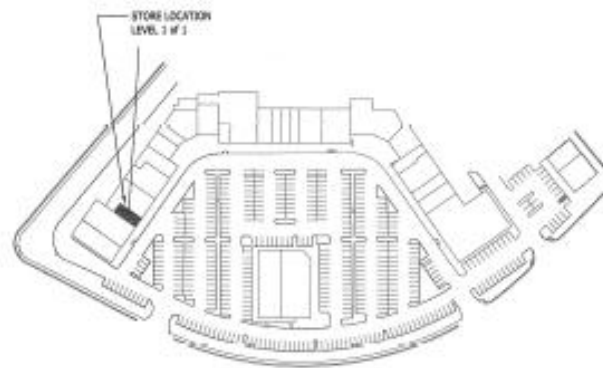


**BACKGROUND:** The subject property is in the Saddle Creek NE shopping center. The Shops of Saddle Creek center was approved by the Planning Commission and the Board of Mayor and Aldermen in 1987. The Design Review Commission recommended approval of a building facade renovation, landscape and lighting plan at its December 15, 2015 meeting. The subject store is replacing a previous tenant.

**DISCUSSION:** The subject store, Brahmin, will be a new tenant to Saddle Creek Shopping Center Northeast. The plan proposes an overall change to the exterior appearance of the storefront that consists of new paint colors, doors and windows. The proposed storefront changes have been approved by the property owners and management.

#### LOCATION MAP

---



#### STAFF COMMENTS:

1. The applicant has provided a material and color sample board for this project that will be presented at the DRC subcommittee and regular meetings.
2. The applicant is not proposing any exterior lighting as part of this application.
3. The applicant has filed a separate application for approval of a signage package as part of this project.
4. 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 subcommittee met on January 11, 2018, and recommended that this item be placed on the consent agenda.

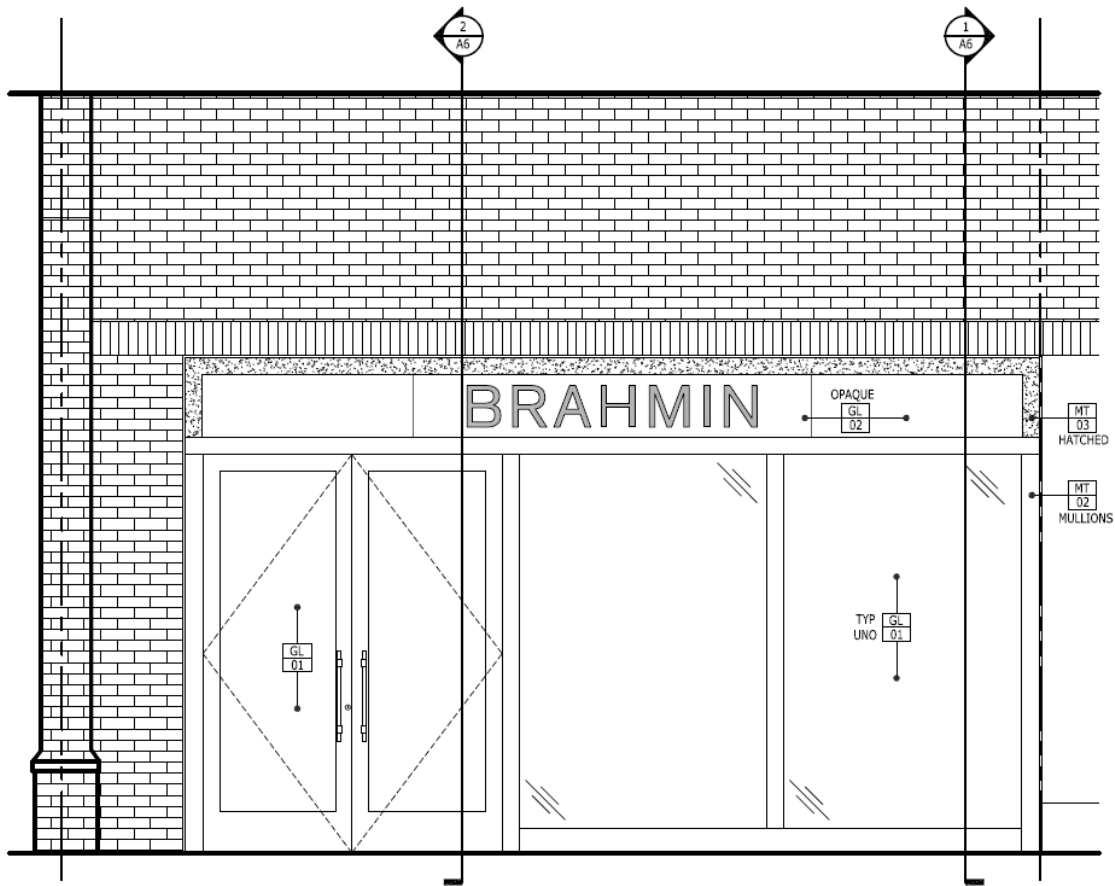
PROPOSED MOTION: To approve a storefront modification for Brahmin (7615 Farmington Blvd., Ste. 36) at Saddle Creek Northeast Shopping Center subject to the Commission's discussion, staff comments in the staff report, and the documents and plans submitted with the application.

Design Review Commission

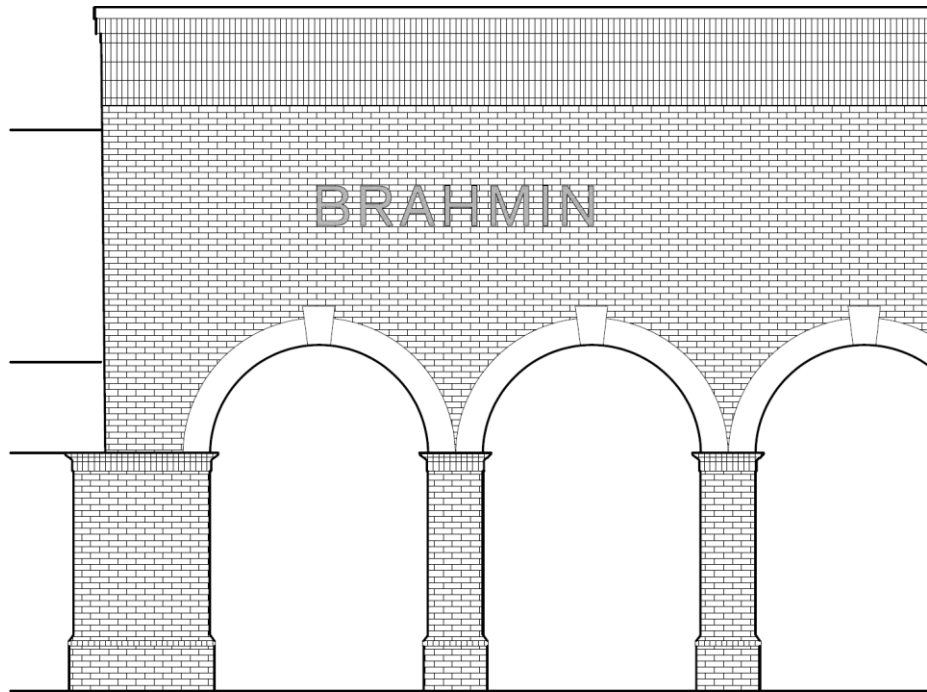
January 23, 2018

Page | 23

Project Name	BRAHMIN						
PROJECT NUMBER	FINISHES - 17391						
Date	11/21/17						
FINISH LEGEND							
LABEL	DESCRIPTION	MANUFACTURER	STYLE	COLOR	SIZE OR FINISH	NOTES	CONTACT
GL-01	STOREFRONT DISPLAY WINDOW GLASS	BY GC	TEMPERED SAFETY GLASS	CLEAR	1/2" THICKNESS	BUTT JOINTS W/ POLISHED EDGES	BY GC
GL-02	GLASS (STOREFRONT FAÇADE)	SIGN INNOVATIONS	CUSTOM GLASS	OFF-WHITE	1/2" THICKNESS		RAY ROCCON (724) 452-8699 EXT. 210
MT-02	METAL (STOREFRONT MULLIONS & DOOR HARDWARE)	KAWNEER	ANODIZED ALUMINUM: AA-M10C21A44	BLACK	PERMANOD C COLOR FINISH	ARCHITECTURAL CLASS I (0.7 MILS MINIMUM)	ANDY ZUBAL (412) 496-8910
MT-03	METAL (STOREFRONT SPECIALTY GLASS TRIM)	SIGN INNOVATIONS	POWDER COAT	BLACK	MATTE, 4"	MITER CORNERS	RAY ROCCON (724) 452-8699 EXT. 210



1 STOREFRONT ELEVATION  
SCALE: N.T.S.



1.1 STOREFRONT ELEVATION  
SCALE: N.T.S.



3 STOREFRONT RENDERING  
SCALE: N.T.S.





4 STOREFRONT RENDERING  
- SCALE: N.T.S.



# CITY OF GERMANTOWN TENNESSEE

DATE RECEIVED: \_\_\_\_\_  
RECEIVED BY: \_\_\_\_\_

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

## DESIGN REVIEW COMMISSION PROJECT REVIEW APPLICATION

Specific Approval Requested:

Preliminary Plan  
(Site plan, building elevations, landscaping, lighting, etc.)



Final Plan

Change in Use  
(Complete "OG" Checklist)

Wireless Transmission Facility

Landscaping (only)

Lighting (only)

Revision/amendment to an approved plan  
Description of requested change: \_\_\_\_\_

Other: Explain \_\_\_\_\_

Project Name: BRAHMIN

Project Address: 7509 POPLAR AVE, SUITE N4 GERMANTOWN

Previous Tenant: (7615 N. FARMINGTON, SUITE 36, GERMANTOWN UNKNOWN)

Applicant's Name: ROZLYNN ROMAN, LAMI GRUBB MKMT SVCS, INC.

Mailing Address: 1425 FORBES AVE SUITE 400 PITTSBURGH, PA 15219

Email Address: rroman@lga-partners.com Telephone: 412-224-6574

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

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

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

Developer's Name: Trademark Property

Mailing Address: 1701 River Run Suite 500

Email Address: bgrisham@trademarkproperty.com Telephone: 817.639.2705

Lessee's Name: BRAHMIN - HEATHER PETRARCA

Mailing Address: 77 ALDEN RD, FAIRHAVEN, MA 02719

Email Address: hpetarca@brahminusa.com Telephone: 800-229-2428

DRC Project Review Application

Page 2

Zoning District where project is to be located: \_\_\_\_\_

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

INTERIOR FIT OUT OF EXISTING DEMISED SPACE  
NEW STOREFRONT, SIGNAGE

All applicable parties shown below must sign the application:

ROZLYNN ROMAN  
Print Name of Applicant

[Signature]  
Signature of Applicant

Mark Hudgins  
Print Name of Property Owner

[Signature]  
Signature of Property Owner

Brynne Grisham  
Print Name of Developer

[Signature]  
Signature of Developer

HEATHER PETRARCA  
Print Name of Lessee

[Signature]  
Signature of Lessee

*By these signatures, we 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 our 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:

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Applicant: ROZLYNN ROMAN, LAMI GRASS MOUNT SERVICES, INC.  
 Address: 1425 FORBES AVE, SUITE 400, PITTSBURGH, PA 15219  
 Signature of Applicant: [Signature]

Property Owner: Shops at Saddle Creek Inc., c/o Heitman  
 Address: 191 Wacker Drive Suite 2500 Chicago, IL 60606  
 Signature of Property Owner: [Signature]

Lessee: Bishma Leather Works  
 Address: 77 Alden Rd FAIRHAVEN MA 02719  
 Signature of Lessee: [Signature]

Developer: Trademark Property  
 Address: 1701 River Run Suite 500, Fort Worth, TX 76107  
 Signature of Developer: [Signature]

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

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

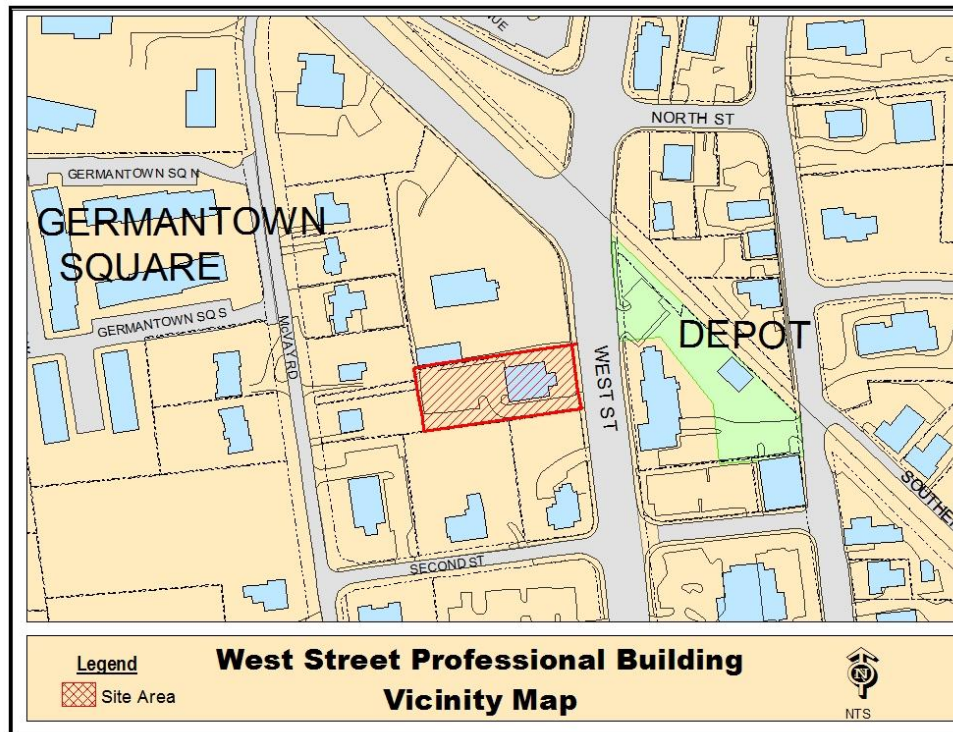
\*See language in parenthesis above.

- d. West Street Professional Building – 2277 West Street – Approval of a Revised Preliminary and Final Site Plan (Deck & Patio). (Case No. 17-749).

**INTRODUCTION:**

Case #:	17-749
Location:	2277 West Street
Applicant/Representative Name:	Murcielago Holdings, LLC
Current Zoning District:	“OG” Old Germantown District
Description of Request:	Approval of Revised Preliminary and Final Site Plan (Deck and Patio) for the West Street Professional Building in Old Germantown

\*Refer to the Disclosure Form attached for more information



**BACKGROUND:** The Shelby County Assessor of Property records reflects that the existing building was built in 1966 and is 9,385 square feet in size. Although a number of changes have occurred through the years, the West Street Professional Building is currently under new ownership, which has been working to update and remodel the building and overall site. On September 26, 2017, the Design Review Commission approved modifications to the existing building, which included renovation of the building entrance fronting West Street, new exterior building paint and new landscaping planting along the front façade of the building.

**DISCUSSION:** This request is for approval to modify an existing preliminary and final site plan of an existing professional building, specifically the expansion of an existing patio and the replacement of an existing wood deck. The request for these two items is the same as presented at the DRC meeting on November 27, 2018. Please see the revised site plan & project write-up for details of the changes proposed, which are included as part of this staff report.

STAFF COMMENTS:

1. An application for the building entrance renovations, exterior building painting, and revised landscaping plan was approved by the DRC on this site at the September 26, 2017 meeting. Although, the applicant's initial application to the DRC included some additional changes to the site, staff recommended that these items be part of a separate application to allow time to provide the additional information needed to evaluate their impact to the site.
2. At the DRC meeting on November 28, 2017, the Commission considered an application for a revised preliminary and final site plan and approved items #2-4 of the request, namely: the replacement of an existing fence, extension of an existing fence and recommended the applicant seek approval from the Board of Zoning Appeals to replace an existing, non-conforming storage shed. At that meeting, the applicant withdrew the remaining two components of the request, namely the expansion of the existing patio (item #1) and the replacement of an existing wood deck (item #5), so that the Commissioners could individually visit the site to assess the proposal.
3. The applicant seeks approval for the expansion of an existing patio, and replacement of an existing wood deck along the north side of the existing building. The concrete patio would be expanded to the northern property line and westward to the end of the existing building, thereby increasing the impervious surface on this site from 60.50% to 63.00%.
4. This site has parking in the front yard, requiring a 60 foot front setback, with no parking in the first 20 feet (based on the regulations of the "O" District as referenced by the "OG" District). However, this site is developed with an approximately 30 foot front setback.
5. Sec. 23-521(b) provides that "lot coverage (including buildings, paved areas, sidewalks and other impervious surfaces) shall be limited to 45 percent of the total site area, subject to the provisions of subsection (c) of this section as follows:  

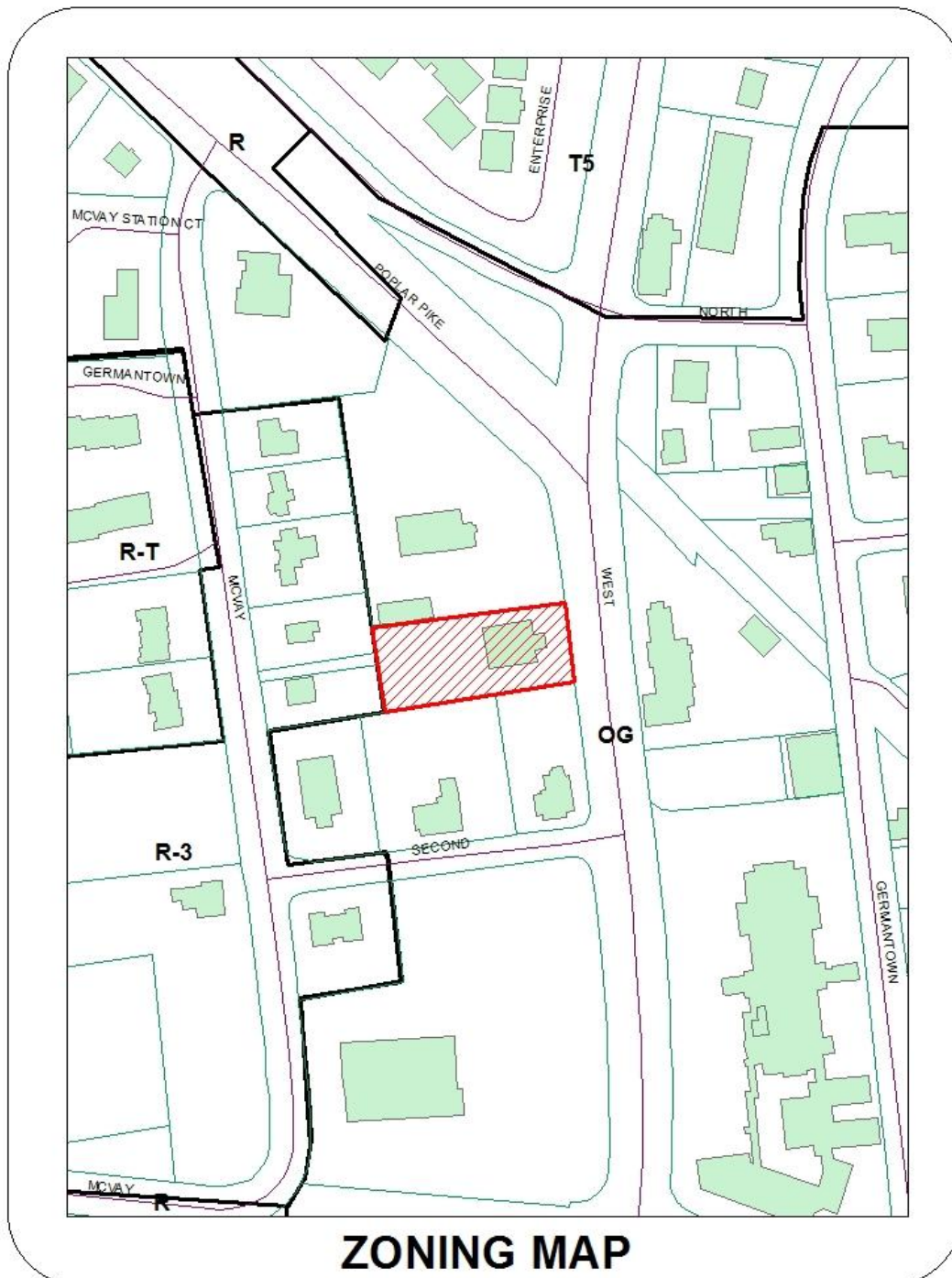
Sec. 23-521(c) Recognizing the unique nature of the land and buildings within the Old Germantown district, these review guidelines for commercial and residential plan review shall only be utilized by the design review commission as guidelines. Where the proposed development plan contains deviations from these review guidelines, the applicant shall have the burden showing that the exterior design, landscaping, lot coverage, parking and use as shown on the proposed development plan shall have no negative impact upon surrounding properties or upon the character of the district, and the applicant must be capable of justifying to the satisfaction of the design review commission the reasoning behind such deviations. The design review commission shall take into particular consideration the location of the proposed structure on the property as it relates to surrounding structures and properties. The design review commission may, at its discretion, require the preparation and submission, at the applicant's expense, such planning, engineering or architectural studies, reports and plans as the design review commission feels is necessary to support the applicant's position and may require that any deviations from the review guidelines be ameliorated by other criteria such as more extensive landscaping, buffer areas, increased setbacks, screens or restrictive covenants."
6. If approved, the applicant shall obtain all required building permits from Shelby County Construction Code Enforcement Office prior to commencing work.

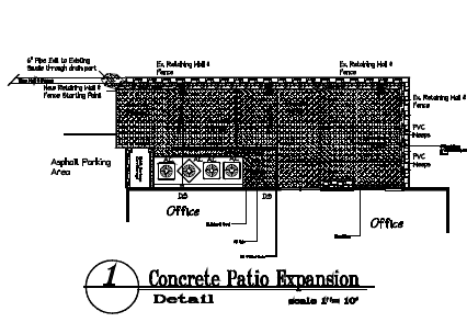
RESUBMITTAL REVISIONS: *The applicant has provided revised information on pervious pavement that could be used for the patio. This material would not affect the proposed ratio of impervious surface, though (see description on p. 6). The applicant has revised the site plan so that the new deck*

*so that it is behind the 30' front setback and has added the wheel stop at the end of the parking area/driveway (see revised site plan on p. 5).*

**DRC SUBCOMMITTEE REPORT:** The DRC subcommittee met on January 11, 2018, and recommended that this item be placed on the consent agenda, with a revised site plan and clarification on pervious pavement materials for the patio.

**PROPOSED MOTION:** To approve a revised preliminary and final site plan (deck and patio) for the West Street Professional Building at 2277 West St. in Old Germantown subject to the Commission's discussion, staff comments in the staff report, and the documents and plans submitted with the application.





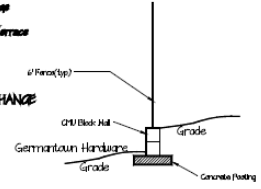
**1 Concrete Patio Expansion**  
 Detail  
 scale 1/4" = 1'-0"

Project Work Areas

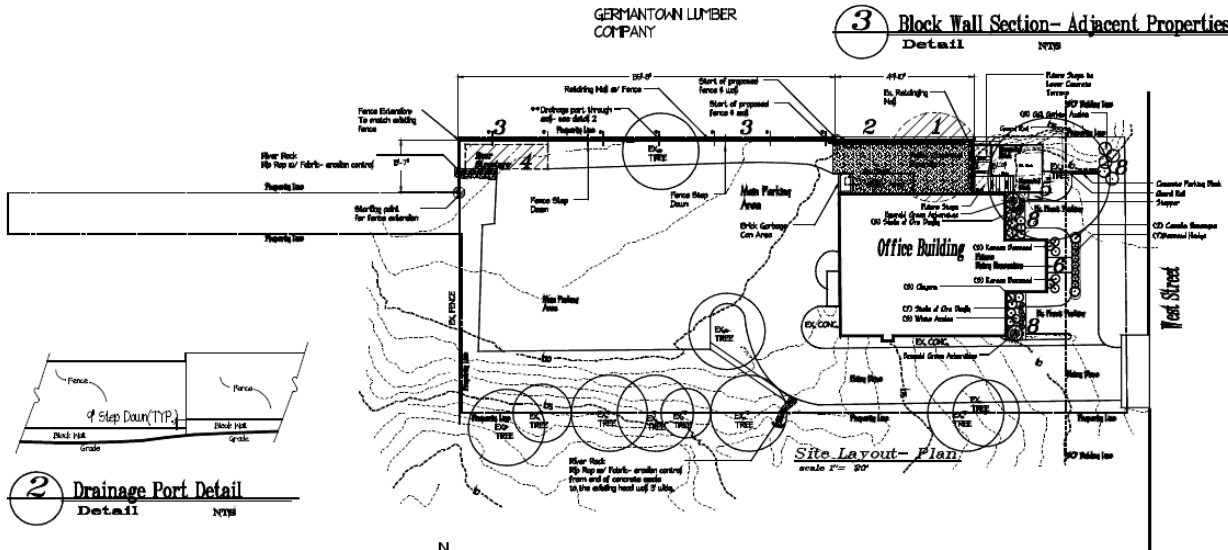
- 1 North Side Patio/ Terrace Expansion
- 2 Existing Fence
- 3 Proposed Fence Extension w/ Retaining Wall
- 4 Rear Structure
- 5 Wood Deck Expansion w/ Ribs
- 6 Entry Renovations
- 7 Paint Schedule
- 8 Planting & Screening

Impervious Concrete Surface Area

26,800 SF	Total Property Footage
5,666 SF	Main Parking
270 SF	Storage Building
12,604 SF	Asphalt/ Concrete
16,240 SF	Existing Impervious SF
60.80 %	Existing Impervious Percentage
727 SF	Proposed Pavement/ Terrace
2.70 %	Total Property Footage
60.80 %	Impervious Footage
VS	NO CHANGE
59.90 %	Permeable Footage



**3 Block Wall Section- Adjacent Properties**  
 Detail  
 N78



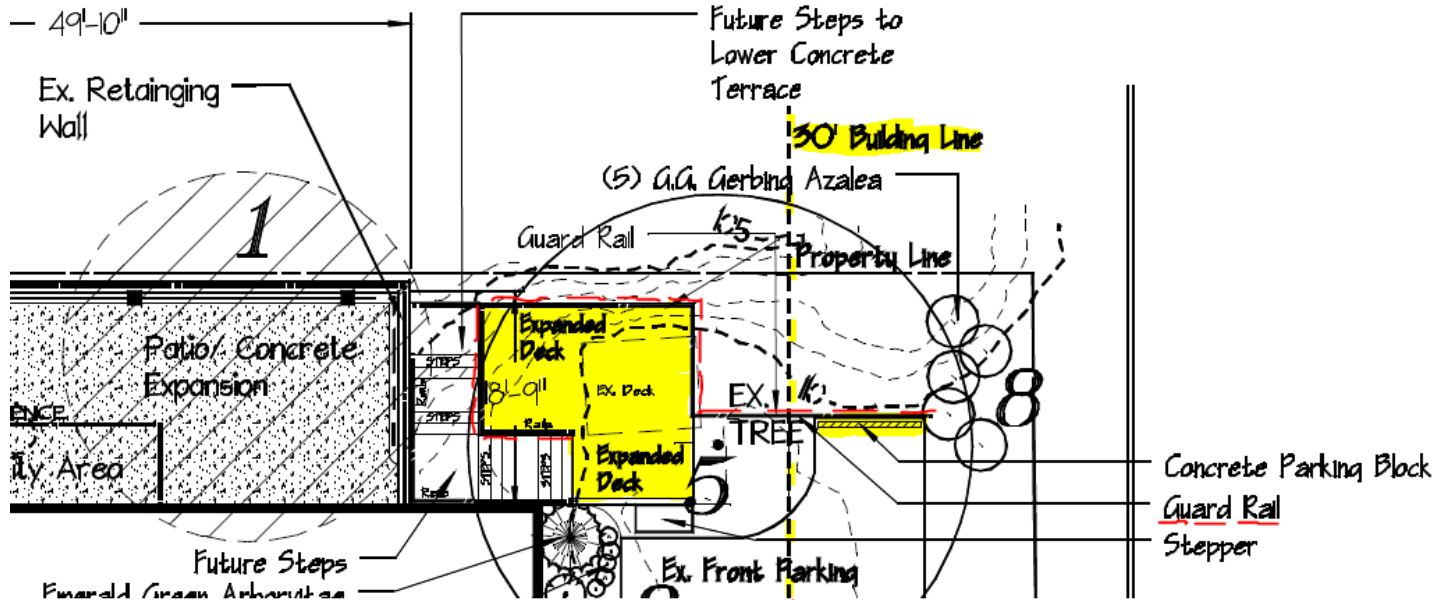
**2 Drainage Port Detail**  
 Detail  
 N78

WEST STREET  
 PROFESSIONAL BUILDING  
 2255 West Street- Germantown, TN 38138



Good Winds  
 Design Studio & Construction

**DETAIL OF DECK AREA**





## PERVIOUS PAVEMENT EXAMPLE AND INFORMATION



- Pervious concrete does not displace natural storm water, instead allowing water to flow into the sub-base material beneath the concrete, and then percolate into the soil, recharging the ground water system naturally.
- As storm water carries pollutants through the Pervious concrete, they are filtered out before entering the ground. These pollutants are kept to manageable levels rather than concentrated as with impervious pavements, allowing natural microbial bacteria to break down the pollutants safely and naturally.
- Pervious concrete supports adjacent landscape, even sustaining trees by allowing both water and air to flow to the root systems. This allows for naturally shaded paved areas—parking lots with trees!
- Pervious concrete reflects UV radiation and heat, and its light color and porous structure helps maintain cooler ambient temperatures.
- Pervious concrete maintains excellent freeze-thaw resistance. Its porous structure helps to melt surface snow and ice faster, while insulating the ground below against freezing.
- Pervious concrete allows for better land management, reduces first-cost development expenses, is recognized by the LEED council, and is considered a BEST MANAGEMENT PRACTICE.
- Pervious concrete is a sustainable material, is not oil-based, and does not contaminate its surroundings.
- Pervious concrete brings its project environment closer to a pre-development state.
- While primarily a utilitarian paving material, pervious concrete can be installed as a cohesive part of an aesthetic design, and can often present a better hardscape alternative in locations where water flow and displacement is a concern

# West Street Professional Building

DRC Application November 2017

Site Plan Modifications

The intention of the improvements purposed within this DRC application are to improve the overall attractiveness of the site and create additional usable areas on the property. The following items are referenced on the site plan by number. The details of each (number) item are given in the pages that follow with photos and text explaining each improvement.

Item #1: North Side Patio /Terrace Expansion

Item #2: Existing North Fence

Item #3: Proposed Fence Extension

Item #4: Rear Structure

Item #5: Wood Deck Replacement/Expansion

# West Street Professional Building

## DRC Application September 2017

### Item #1: North Side Patio /Terrace Expansion

The design of the rear patio is to extend the use of the adjacent offices outside for entertainment and office functions. The existing slope and drainage concerns spawned the idea to make the surface permanent and prevent water from entering the building. In addition to the concrete, drainage inlets and a channel drain will be used to collect storm water at the base of the building. The water will emit to the west in a rip rap outlet as shown on the plan. Detail #1 on the site plan illustrates the proposed patio and drainage plan. The pervious/impervious calculation details are shown on the site plan. The site is currently 60%/40% Imp-Per, and the proposed patio takes it to 63%/37%. Replacing the existing HVAC screen fence is also part of this item. A new 6' cedar fence will replace the existing fence in the same location. Photos are shown on the next page.



# West Street Professional Building

DRC Application September 2017

Item #1: North Side Patio /Terrace Expansion

Site Photos



# West Street Professional Building

## DRC Application September 2017

### Item #5: Wood Deck Replacement/Expansion

The intention for the wood deck replacement and expansion is one of aesthetics, useable outdoor space, tree preservation and most importantly safety. The large oak tree provides a remarkable canopy to the building and landscape below. It also provides a desirable area for seating as shown by the existing deck. While the 8'x10' deck is not in the best condition for seating, we felt it was a great plan to expand on a good idea. The proposed deck, made from composite materials, will be raised 12" to better meet the existing grade and protect the roots of the tree. The deck will expand southward for a finished area of 10'x30'. The deck will terminate at the end of the concrete approximately 18' from West Street. A railing will be installed on the east, west and north sides of the deck. Due to the extreme slope northward, it was decided extending the deck will protect the visitors and their cars from falling off the edge. Planting has been added to provide privacy and provide a visual barrier from the street. An example deck and railing is on the next page.

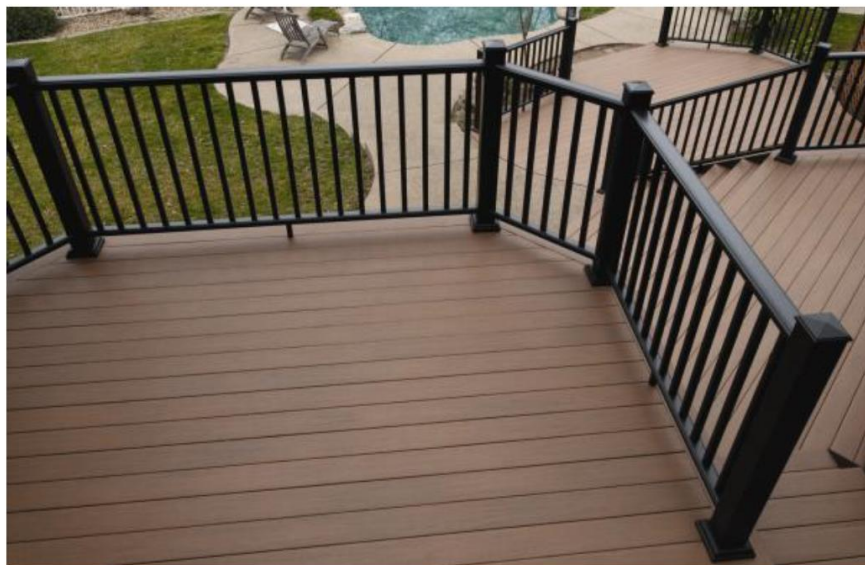


# West Street Professional Building

## DRC Application September 2017

Item #5: Wood Deck Replacement/Expansion

Site Photos-Existing Deck and Proposed Deck





# 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 REVISED SITE PLAN

Project Name: 2277 WEST STREET  
Project Address: 2277 WEST STREET, GERMANTOWN, TN 38138  
Previous Tenant: UNKNOWN - MULTIPLE TENANTS  
Applicant's Name: MURCIELAGO HOLDINGS, LLC (BY JAMES BRUCE)  
Mailing Address: 2277 WEST STREET, #300 GERMANTOWN, TN 38138  
Email Address: JIMBRUCE2918@ATT.NET Telephone: 901-634-1901  
Property Owner's Name: MURCIELAGO HOLDINGS, LLC  
Mailing Address: 2277 WEST STREET #300 GERMANTOWN, TN 38138  
Email Address: JIMBRUCE2918@ATT.NET Telephone: \_\_\_\_\_  
Developer's Name: SAME AS OWNER  
Mailing Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Lessee's Name: N/A  
Mailing Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

DRC Project Review Application  
Page 2

Zoning District where project is to be located: OG

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

SEE ATTACHED  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

All applicable parties shown below must sign the application:

JAMES BRUCE  
Print Name of Applicant

[Signature]  
Signature of Applicant

MURCIELAGO HOLDINGS, LLC  
Print Name of Property Owner

[Signature] FOR MURCIELAGO HOLDINGS LLC  
Signature of Property Owner

MURCIELAGO HOLDINGS, LLC  
Print Name of Developer

[Signature] FOR MURCIELAGO HOLDINGS LLC  
Signature of Developer

N/A  
Print Name of Lessee

N/A  
Signature of Lessee

*By these signatures, we 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 our 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.

Applicant: JAMES D BRUCE FOR MURCIELAGO HOLDINGS LLC  
Address: 2277 WEST ST. #300 GERMANTOWN, TN 38138  
Signature of Applicant: [Signature]

Property Owner: MURCIELAGO HOLDINGS, LLC  
Address: 2277 WEST ST. #300 GERMANTOWN, TN 38138  
Signature of Property Owner: [Signature] FOR MURCIELAGO HOLDINGS LLC

Lessee: N/A  
Address: \_\_\_\_\_  
Signature of Lessee: \_\_\_\_\_

Developer: SAME AS OWNER  
Address: \_\_\_\_\_  
Signature of Developer: \_\_\_\_\_

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

Name	Business or Home Address
<u>JAMES D BRUCE</u>	<u>2277 WEST ST. #300 GERMANTOWN, TN</u>
<u>BRET CB RODRIGUEZ</u>	<u>SAME AS ABOVE</u>
_____	_____
_____	_____
_____	_____
_____	_____

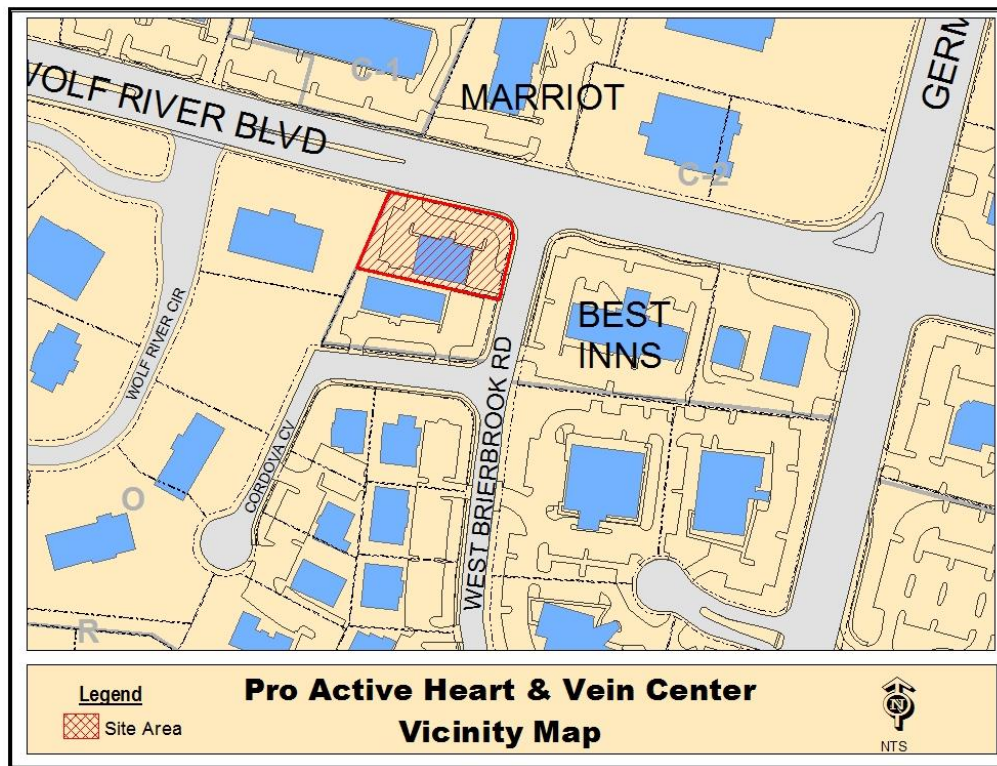
\*See language in parenthesis above.

- e. Pro-Active – 7751 Wolf River Blvd. - Approval of a Sign Package. (Case No. 16-641). (Formerly Item 6.)

**INTRODUCTION:**

Development Case Number	16-641
Location:	7751 Wolf River Blvd
Applicant/Representative Name:	John Ferguson w/Mid-South Signs – Agent
Current Zoning District:	“C-2” Commercial Zoning District Sign Regulations
Description of Request:	Approval of a Sign Package that includes a relocated Ground-Mounted, Building Identification Sign and a new Wall-Mounted, Building Identification Sign

\*Refer to the Disclosure Form attached for more information




**BACKGROUND:** The subject property is the previous location of Welch Realty, Co. The property is currently owned by, Hannah Nelson, with ProActive Heart & Vein Center. The existing ground and wall signs were approved by the DRC on September 27, 2016.


**DISCUSSION:** The applicant is requesting approval to relocate the previously approved existing ground sign due to the impact on the property’s road frontage on Wolf River Blvd. that will be caused by the land acquisition of right of way for the City’s road widening project that is currently underway in the Wolf River and Germantown Road area. The existing ground sign will be moved approximately 10 feet south and 15 west of its current location on the west side of the entrance driveway from Wolf River Blvd. The applicant also seeks to change the base of the existing sign from brick to aluminum

The request is also for a second wall-mounted building identification sign to be installed on the eastern wall of the building. The specifics of both requests are as follows:

*SIGN 1 – Ground Mounted Tenant/Building Identification (only sign location and base will change)*

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

*SIGN 2: Wall Mounted Tenant/Building Identification*

Location & Height:	One single faced parallel sign to be mounted on the eastern wall of the building facing Brierbrook Road, 72”high from the surrounding grade.
Total Sign Area:	20 sq. ft.
Content/Logo:	
Colors & Materials:	<p>Color: Letters &amp; Logo = Dark Blue MP 25808/Light Blue PMS 7688          Background = Alabaster SW 7008</p> <p>Materials: Letters = Acrylic          Face = Aluminums          Background = Aluminum</p>
Font:	Branded Font
Logo:	1.215 sq. ft.
Letter Height:	Varies from 19 5/8 inches to 21.25 inches
Mounting Structure:	Existing Building Façade
Lighting:	LED – 3400 Lumens (.78 Watts Total) (Letters & logo faces are opaque; edge lit only)

STAFF COMMENTS:

1. On September 27, 2016, the Design Review Commission approved a sign package for the subject business, ProActive Heart & Vein Center, which consisted of one ground-mounted sign and one wall-mounted, building identification sign totaling 48.71 square feet of signage.
2. The total allowable sign area is 86.5 (based on the linear footage of the building wall) or a maximum signage of 75 sq. ft., whichever is the less of the two, for a combination of ground and wall signs on this site. Only one face of a perpendicular ground sign area, as seen when traveling, is counted when combined with a wall sign area to calculate total signage square footage for a site. This site already has a total of 48.71 sq. ft. of signage approved by the DRC. If the current request is approved, the total sign area combined with all signs will be 68.71 sq. ft., which would still conform to the size requirement of the sign ordinance.
3. Section 14-34 (d)(2) requires the following “.....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.” The existing perpendicular ground sign location was approved by the DRC at 18 feet behind the curb of Wolf River Blvd., which was the same location as the sign that was approved for the previous business on this property. In order to keep the existing ground sign, the applicant is seeking a setback waiver to allow the sign to be relocated to 3 feet behind the new ROW line and 13 feet behind the new curb line after the Wolf River Blvd widening project is completed. The new building setback on this property will be reduced to 35 feet because of the road widening project. The reduction in sign setback is justified because the relocation and reduction in the road frontage area are due to the City of Germantown acquiring ROW to widen Wolf River Blvd along the front of the subject property. Also, there is no other reasonable location on site where the ground sign may be moved and still be visible to passing motorist.
4. The applicant proposes to change the base of the existing ground sign. The existing sign was installed on top of the base that was used for the Welch Realty sign (previous business) in order to have the new ground sign for ProActive to be allowed to remain in the same location (18 feet from the back of curb). Since the sign will now have to be relocated due to the road widening project, the applicant is seeking approval of a new sign base made of textured aluminum and painted Mindful Grey to match the materials and colors of the existing sign face.
5. The application and drawing for the wall sign indicate that the sign is to be illuminated. Sec. 14-5(7) states the following: Interior lighted translucent letters are allowed for the uses listed as follows, provided that any wall sign containing translucent letters is architecturally recessed into the building facade as approved by the design review commission. Translucent background shall not be used.
  - a. Permanent project signs in SC-1 zoned areas;
  - b. Wall signs for the purpose of building identification only;
  - c. Permanent project signs in PUD and R-T zoned areas.

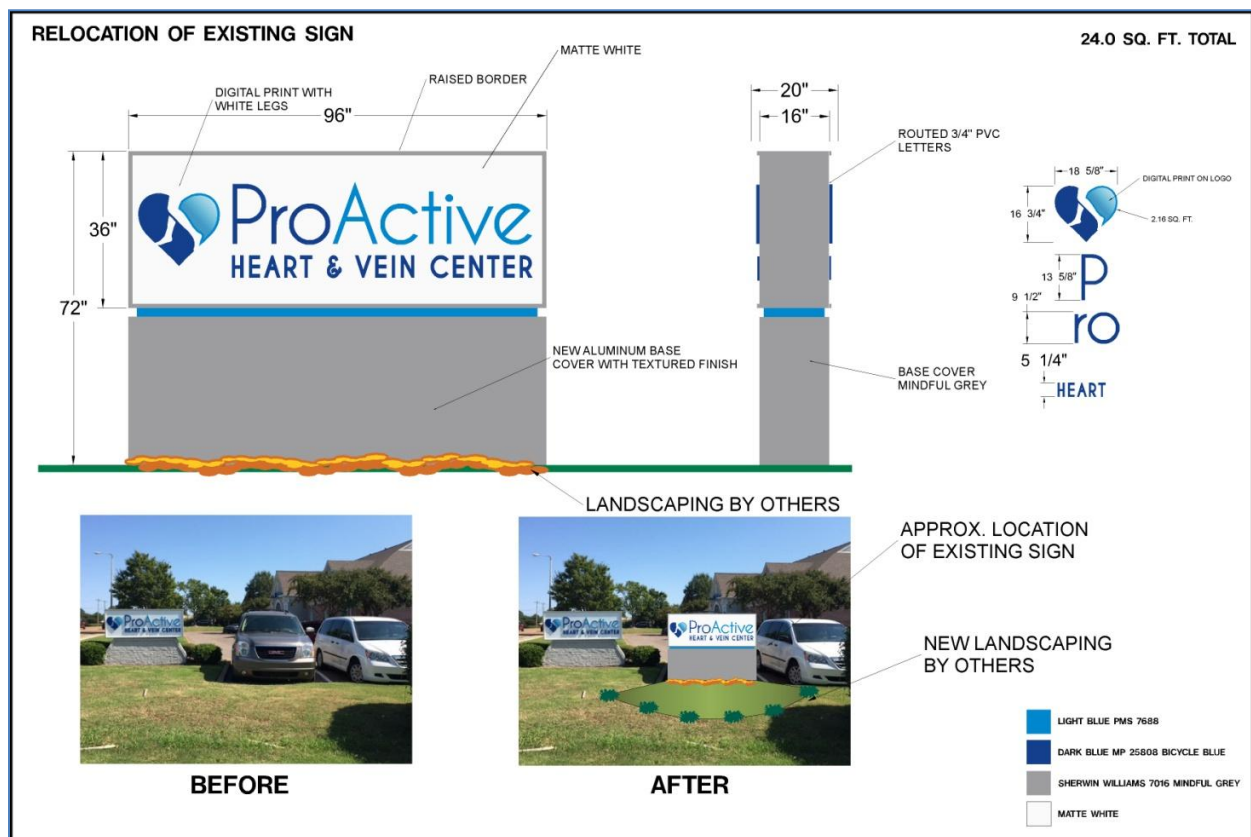
The proposed wall sign is to have an opaque background with routed aluminum, push-through lighted letters. Only the edge of the letters will be illuminated. (See the applicant letter of explanation attached to this report.)

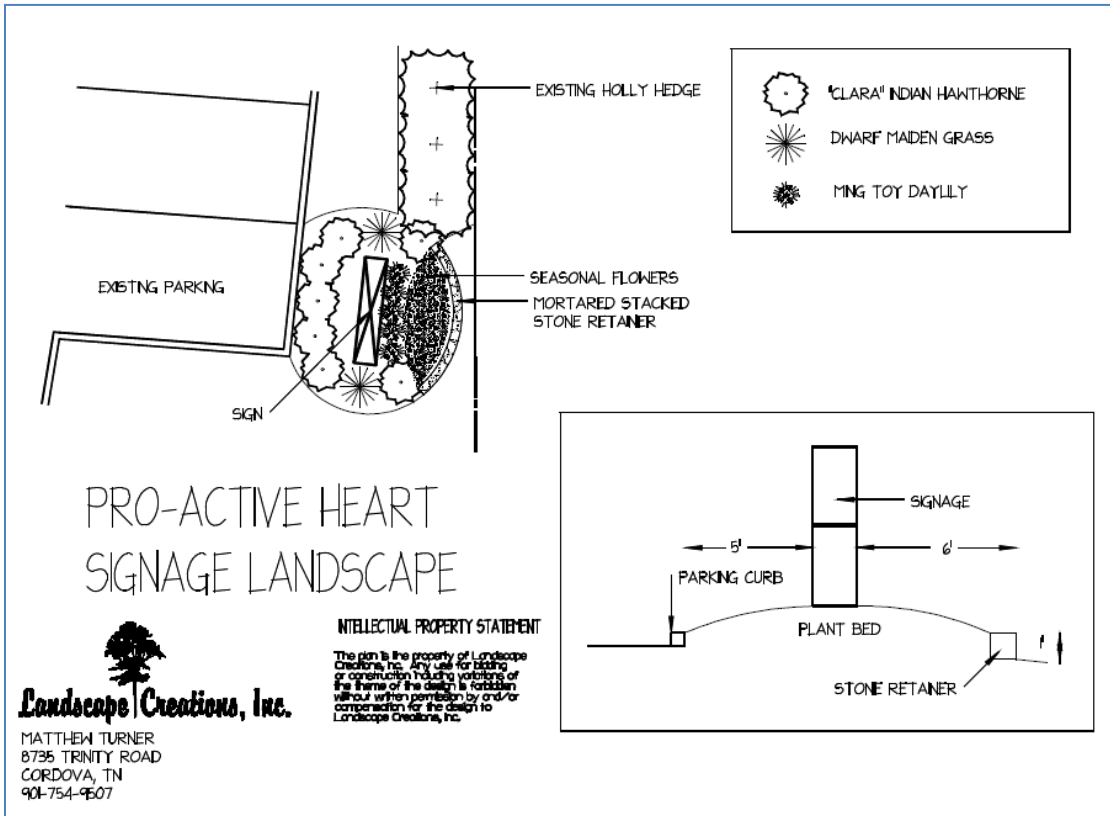
6. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the signs.

**RESUBMITTAL REVISION:** The applicant has revised the background color of the wall sign proposed on the east building elevation to a Sherwin Williams color, SW 7008 Alabaster, that will match the fascia board as requested by the DRC subcommittee.

**DRC SUBCOMMITTEE REPORT:** The DRC subcommittee met on January 11, 2018, and recommended that the background color of the new wall sign be changed to a color other than the bright white proposed by the applicant.

**PROPOSED MOTION:** To approve the relocation of the existing ground-mounted sign and a new wall-mounted tenant identification sign on the eastern façade of the building for ProActive Heart & Vein Center, located at 7751 Wolf River Blvd, subject to the Board's discussion, staff comments and the documents submitted with the application.





**NEW INTERNALLY ILLUMINATED  
SIGN WITH OPAQUE BACKGROUND  
AND PUSH THROUGH COPY (OPAQUE)  
EDGE ILLUMINATED ONLY**

**20.0 SQ. FT. TOTAL  
ALABASTER BACKGROUND**



**NIGHT VIEW**

- LIGHT BLUE PMS 7688
- DARK BLUE MP 25808 BICYCLE BLUE
- SHERWIN WILLIAMS SW7008 ALABASTER

1-800-728-8869

serving the mid-south since 1978



**APPROVAL INFORMATION & CONFIRMATION**

Proof is approved. Proceed with production of order.     Proof is approved with corrections. Make corrections as indicated and proceed with production of order.

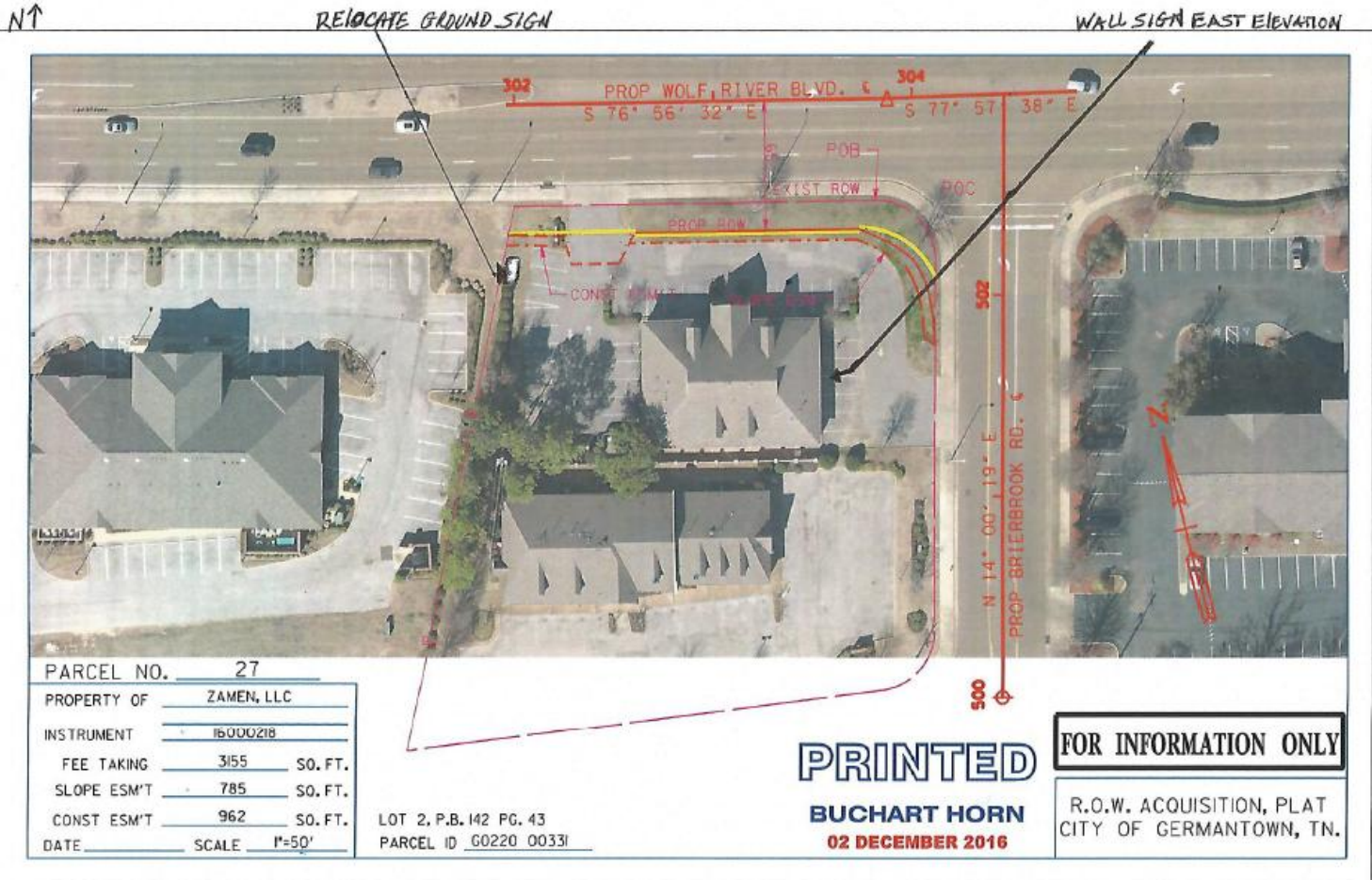
SIGNATURE \_\_\_\_\_ PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_

Proof is required on a proof in regard to: Size, color, material, and accuracy of copy, symbols, and text (e.g., spelling, capitalization, punctuation).

NOTICE: THIS DESIGN IS AN ORIGINAL, CREATED BY MID-SOUTH SIGNS, INC. IT IS SUBJECT TO OUR POLICY IN CONNECTION WITH THIS PROJECT. ONLY IF YOU HAVE BEEN ADVISED BY US IN WRITING THAT THIS DESIGN IS NOT OUR PROPERTY. USE OF THIS DESIGN FOR ANY OTHER PROJECT WITHOUT OUR WRITTEN PERMISSION WILL BE CONSIDERED A VIOLATION OF OUR POLICY AND WILL RESULT IN A REASONABLE CHARGES REGARDING THE SOLE PROPERTY OF MID-SOUTH SIGNS, INC.



Client:	PROACTIVE
Location:	GERMANTOWN, TN
Drawn By:	Date:
Approved By:	
Sheet:	Scale:
File:	





12.4.17

Sheila Pounder, CNU-A  
Planning Division Manager  
Dept. Economic and Community Development  
City of Germantown  
1920 S. Germantown Rd.  
Germantown, TN 38138

Shelia,

Our application for Pro Active Heart & Vein Center located at 7751 Wolf River Blvd. is for 2 signs.

We seek approval for a new sign located on the east elevation wall sign facing Brierbrook Road. This sign is 20 square foot and will be have a routed-out aluminum face with a logo and letters that illuminate with LEDs. The logo and letter faces will be opaque, so the only thing that lights up at night are the edges of the logo and letters. This gives the appearance of individual back lit letters at night. There is an existing wall pak light that will be removed for the energy source here.

We are submitting for approval the relocation of the existing main ID sign due to the widening of Wolf River Blvd. The widening will be where the existing sign now is located, so we propose to move the sign back and install the sign 3 feet from the edge of the street. The existing brick base will be replaced with a new aluminum base with a textured finish painted to match the stucco on the building. All the colors, copy, and dimensions of the sign will remain the same as the existing sign. There is no plan for external illumination. We have submitted a plan for new landscaping in a raised bed with mortared stack stone edge. The sign will be 90 degrees to Wolf River Blvd.

We feel these signs meet code in size, color and construction with other signs that have been approved and look forward to working with you on our project approval.

Regards,

John Ferguson  
Sales Representative  
Mid South Signs



# 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: \_\_\_\_\_

## PERMANENT SIGN APPLICATION (ADMINISTRATIVE/DESIGN REVIEW COMMISSION)

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

- \*\*\*\*\*
- Sign Owner/Tenant: PROACTIVE HEAD & VEIN CENTER Phone No: 901-297-4000
  - Sign Owner's/Tenant's Address: 7751 WOLF RIVER Email Address: hnelson@proactive.com
  - Sign Location Address and Name of Shopping Center:  
7751 WOLF RIVER BLVD GERMANTOWN TN 38138
  - Zoning District: Commercial X; Residential \_\_\_; Old Germantown \_\_\_; Office \_\_\_
  - Sign will be mounted on: Wall \_\_\_; Ground X
  - Type Sign: X Tenant Identification \_\_\_\_\_ Project Identification \_\_\_\_\_  
 \_\_\_\_\_ Building Identification \_\_\_\_\_ Traffic Directional \_\_\_\_\_  
 \_\_\_\_\_ Exterior Directory \_\_\_\_\_ Subdivision Identification \_\_\_\_\_  
 \_\_\_\_\_ Service Station Sign \_\_\_\_\_ Other (If other, explain on separate page)
  - Number of Sign Faces: One \_\_\_; Two X
  - Linear feet of building frontage occupied by business where sign will be located: 86.5' feet.  
 Size of tenant space: \_\_\_\_\_ square feet
  - Size of Sign: Width: \_\_\_\_\_ feet 36 inches; Height: \_\_\_\_\_ feet 96 inches  
 TOTAL AREA OF SIGN IN SQUARE FEET: 24
  - Height of sign at its highest point above the surrounding grade: \_\_\_\_\_ feet 72 inches.
  - Size of Letters: 1) Height 12 3/8 Width \_\_\_\_\_ Font: BRANDED FONT  
 2) Height 8 3/4 Width \_\_\_\_\_ Font: BRANDED FONT  
 3) Height 3 1/8 Width \_\_\_\_\_ Font: BRANDED FONT
  - Colors: Letters: MP 75908 / PMS 7600 SUBMIT COLOR SAMPLES  
 Background: 422025P NATURAL WHITE SUBMIT COLOR SAMPLES
  - Orientation of Sign to the Street: Parallel \_\_\_; Perpendicular X; Angled \_\_\_
  - Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).  
3 Feet \_\_\_ Inches Name of Street: WOLF RIVER BLVD  
135 Feet \_\_\_ Inches Name of Street: BRIERBROOK ROAD
  - Distance building is set back from street curb or edge of pavement (corner lots, provide distance from both streets).  
62 Feet \_\_\_ Inches Name of Street: WOLF RIVER BLVD (AS IT EXISTS TODAY)  
70 Feet \_\_\_ Inches Name of Street: BRIERBROOK ROAD
  - Sign Content (words, letters, logos): LOGO PRO ACTIVE  
HEAD & VEIN CENTER
  - Size of logo: Horizontal \_\_\_\_\_ feet 17.5 inches; Vertical \_\_\_\_\_ feet 19.5 inches.
  - Sign Materials: Letters SINTRA; Sign Face ALUMINUM  
 Mounting Structure (type and materials): TEXTURED ALUMINUM SW/TOIG MINDFUL GREY
  - Sign Illumination, if applicable (type, location and wattage): \_\_\_\_\_
  - Sign Landscaping, if applicable landscape plan shall be submitted
  - Additional Comments: SOME OF WALL DIAPHRAGMS REMAIN ON BUILDING FRONT 3.31



# CITY OF GERMANTOWN TENNESSEE

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 Phone (901) 757-7200 Fax (901) 757-7292 www.germantown-tn.gov

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RECEIVED BY: _____

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- \*\*\*\*\*
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  - Sign Owner's/Tenant's Address: 7751 WOLF RIVER Email Address: hnelson@proactive.com
  - Sign Location Address and Name of Shopping Center: \_\_\_\_\_  
7751 Wolf River Blvd Germantown TN 38138
  - Zoning District: Commercial ; Residential \_\_\_\_\_; Old Germantown \_\_\_\_\_; Office \_\_\_\_\_
  - Sign will be mounted on: Wall ; Ground \_\_\_\_\_
  - Type Sign:  Tenant Identification \_\_\_\_\_ Project Identification \_\_\_\_\_  
 \_\_\_\_\_ Building Identification \_\_\_\_\_ Traffic Directional \_\_\_\_\_  
 \_\_\_\_\_ Exterior Directory \_\_\_\_\_ Subdivision Identification \_\_\_\_\_  
 \_\_\_\_\_ Service Station Sign \_\_\_\_\_ Other (If other, explain on separate page)
  - Number of Sign Faces: One ; Two \_\_\_\_\_
  - Linear feet of building frontage occupied by business where sign will be located: 60 feet.  
 Size of tenant space: \_\_\_\_\_ square feet
  - Size of Sign: Width: \_\_\_\_\_ feet 96 inches; Height: \_\_\_\_\_ feet 30 inches  
 TOTAL AREA OF SIGN IN SQUARE FEET: 20
  - Height of sign at its highest point above the surrounding grade: 10 feet \_\_\_\_\_ inches.
  - Size of Letters: 1) Height 15.5" Width \_\_\_\_\_ Font: BRANDED FONT  
 2) Height 10" Width \_\_\_\_\_ Font: BRANDED FONT  
 3) Height 4" Width \_\_\_\_\_ Font: BRANDED FONT
  - Colors: Letters: NP 75808/PMS 7600 SUBMIT COLOR SAMPLES  
 Background: 422025P/NA-JAL/WHITE SUBMIT COLOR SAMPLES
  - Orientation of Sign to the Street: Parallel ; Perpendicular \_\_\_\_\_; Angled \_\_\_\_\_
  - Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).  
50 Feet \_\_\_\_\_ Inches Name of Street: WOLF RIVER BLVD  
70 Feet \_\_\_\_\_ Inches Name of Street: BRIERBROOK ROAD
  - Distance building is set back from street curb or edge of pavement (corner lots, provide distance from both streets).  
30 Feet \_\_\_\_\_ Inches Name of Street: WOLF RIVER BLVD  
70 Feet \_\_\_\_\_ Inches Name of Street: BRIERBROOK ROAD
  - Sign Content (words, letters, logos): LOGO PROACTIVE  
HEART & VEIN CENTER
  - Size of logo: Horizontal \_\_\_\_\_ feet 14 inches; Vertical \_\_\_\_\_ feet 12.5 inches.
  - Sign Materials: Letters ACRYLIC; Sign Face ALUMINUM  
 Mounting Structure (type and materials): BRICK WALL
  - Sign Illumination, if applicable (type, location and wattage): \_\_\_\_\_  
LED 3400 LUMENS .78 WATTS TOTAL
  - Sign Landscaping, if applicable landscape plan shall be submitted
  - Additional Comments: LETTERS & LOGO FACES ARE OPAQUE Edge lit only



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Owner: Zamen LLC Members: Michael Nelson, Hannah Nelson  
Address: 7751 Wolf River Blvd, Germantown TN 38138

Lessee: \_\_\_\_\_  
Address: \_\_\_\_\_

Developer: \_\_\_\_\_  
Address: \_\_\_\_\_

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

Name	Business or Home Address
<u>Michael Nelson</u>	<u>7751 Wolf River Blvd, Germantown TN 38138</u>
<u>Hannah Nelson</u>	<u>7751 Wolf River Blvd, Germantown TN 38138</u>
_____	_____
_____	_____
_____	_____
_____	_____

\*See language in parenthesis above.

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**NEW BUSINESS**

The commission welcomed Alderman Owens and the new member Mr. Gibson to the Design Review Commission.

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**ADJOURNMENT**

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:07 p.m.