

DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, February 26, 2019  
6:00 p.m.

The regular meeting of the Design Review Commission was scheduled and held in the Council Chambers of the Municipal Center on February 26, 2019.

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

COMMISSIONERS PRESENT:

Mr. Paul Bruns, Chairman; Mr. Christopher Schmidt, Vice-Chairman; Mr. Robert Sloan, Secretary; Mr. Wes Lacey; Mr. Brian White; Mr. Tim Gibson; Mr. Neeraj Kumar; and Alderman Forest Owens

DEVELOPMENT STAFF PRESENT:

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

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3. Approval of Minutes for January 22, 2019

Mr. Sloan moved to approve the Design Review Commission minutes of January 22, 2019, seconded by Mr. Schmidt, with no further comments or discussions.

ROLL CALL: Alderman Owens – Yes; Mr. Kumar – Yes; Mr. Schmidt – Yes; Mr. Gibson – Abstain; Mr. White – Yes; Mr. Sloan – Yes; Mr. Lacey – Yes; Chairman Bruns – Yes.

MOTION PASSED

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4. CONSENT AGENDA

- a. 30 Minute Hit – 7781 Farmington Blvd. Ste. 102 (Germantown Plaza) – Approval of a Wall Sign (Case No. 19-908).  
Brandi Reed – AWE Holdings, Inc - Applicant
- b. Exercise Coach – 1941 S. Germantown Rd. (Saddle Creek PUD – Lot 3) – Approval of a Wall Sign (Case No. 19-911).  
Exercise Coach - L. Eickmeier – Agent
- c. Nail Bar – 7615 W. Farmington Blvd Ste 31 (Saddle Creek NE) Approval of a Sign Package (Case No. 19-912).  
Nail Bar – Kristina Connell - Applicant
- d. Nail Bar – 7615 W. Farmington Blvd Ste 31 (Saddle Creek NE) Approval of a Storefront Modification (Case No. 19-912).  
Nail Bar – Kristina Connell - Applicant
- e. Wendy’s – 9197 Poplar Ave. – Approval of Building Façade Modifications (Case No. 19-913).  
Meritage Hospitality Group – Ana Pelhank, Agent

- f. Germantown Village Square – 7724 Poplar Ave. (Germantown Village Square) Approval of Rear Building Façade Modifications (Case No. 15-502).  
MJM Architects – Mark Koveski, Agent

During Executive Session the following items were placed on the Consent Agenda:

- g. Popcorn Vault – 2219 S. Germantown Rd. – Approval of a tenant Identification Hanging sign (Case No. 19-909). Previously Known as Agenda Item No. 5.  
Popcorn Vault – Patricia Glaspie – Applicant
- h. AVI-SPL – 3860 Forest Hill Irene Rd. – Approval of a Wall Sign (Case No. 19-910). Previously Known as Agenda Item No. 6.  
AVI-SPL – Jordan Myers, Regional GM – Applicant

The Chairman stated he would like to remind the Commissioners that voting on all matters on the Consent Agenda constitutes an acknowledgment 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. White made a motion to approve the Consent Agenda as discussed and seconded by Mr. Schmidt.

ROLL CALL: Mr. Gibson – Yes; Mr. Kumar – Yes; Mr. Sloan –Yes, but recused himself from Item 4E and 4F; Mr. Lacey – Yes; Alderman Owens – Yes; Mr. White – Yes; Mr. Schmidt – Yes; and Chairman Bruns.

MOTION PASSED

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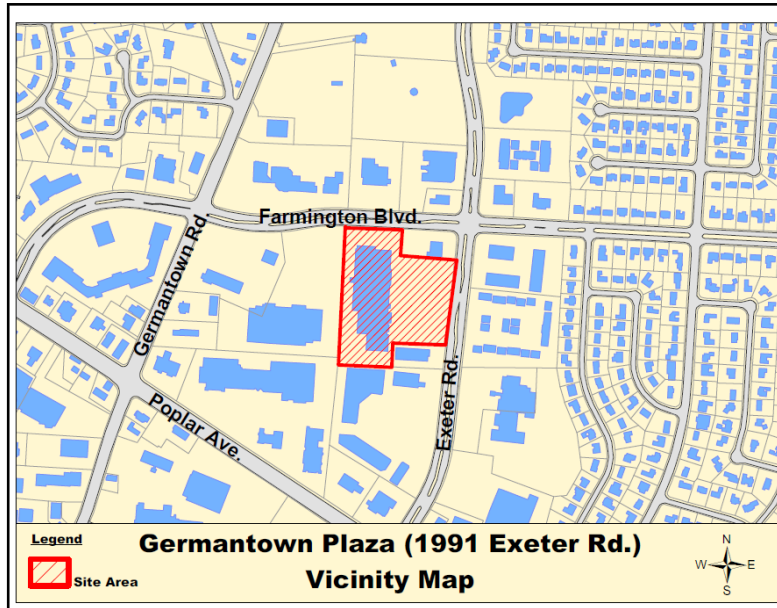
STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. 30 Minute Hit – 7781 Farmington Blvd. Ste. 102 (Germantown Plaza) – Approval of a Wall Sign (Case No. 19-908).

INTRODUCTION:

Subject:	30 Minute Hit
Case Number:	19-908
Location:	7781 Farmington Blvd., Ste. 102 (Germantown Plaza)
Property Owner Name:	Farmex Rail, LLC – Lindsay Zaia, Agent
Tenant/Applicant Name:	AWE Holdings, Inc. – Brandi Reed
Zoning District:	“T5” Urban Center (utilizing the pre-existing “SC-1” Shopping Center district regulations)
Description of Request:	Approval of a Wall Sign

\*Refer to the Disclosure Form attached for more information




**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended that the applicant remove the door decal from their request. The applicant has revised the application to include only the originally proposed wall sign, with which the DRC was in agreement. The DRC agreed that if the applicant complied with the recommended revisions that the wall sign could be placed on the consent agenda.

**BACKGROUND:** On April 22, 2014, the Design Review Commission (DRC) approved a revised sign policy for Germantown Plaza shopping center to allow “blue” as an acceptable sign color, as well as for the allowance of national and regional chain stores’ corporate typography and logos, with review and approval by the DRC.

**DISCUSSION:** The applicant is requesting approval of a wall sign for the 30 Minute Hit (a women’s kickboxing fitness gym), located on the north side Germantown Plaza shopping center, facing the parking lot towards Farmington Blvd. The specifics of the request are as follows:

**WALL SIGN:**

Location & Height:	The proposed wall sign on the building will be facing the parking lot on Farmington Blvd., with a maximum height of 12 feet above the ground.
Sign Area:	17.875 sq. ft.
Content:	
Colors & Materials:	Color: Letters = Pantone White, Cool Gray 10, Blue (Pantone 284) Materials: Letters = Painted Aluminum with a matte finish
Letter Height:	Varies 8” – 21”
Font:	Corporate
Mounting Structure:	Stud mounted to structure
Lighting:	LED/110v Back-lit

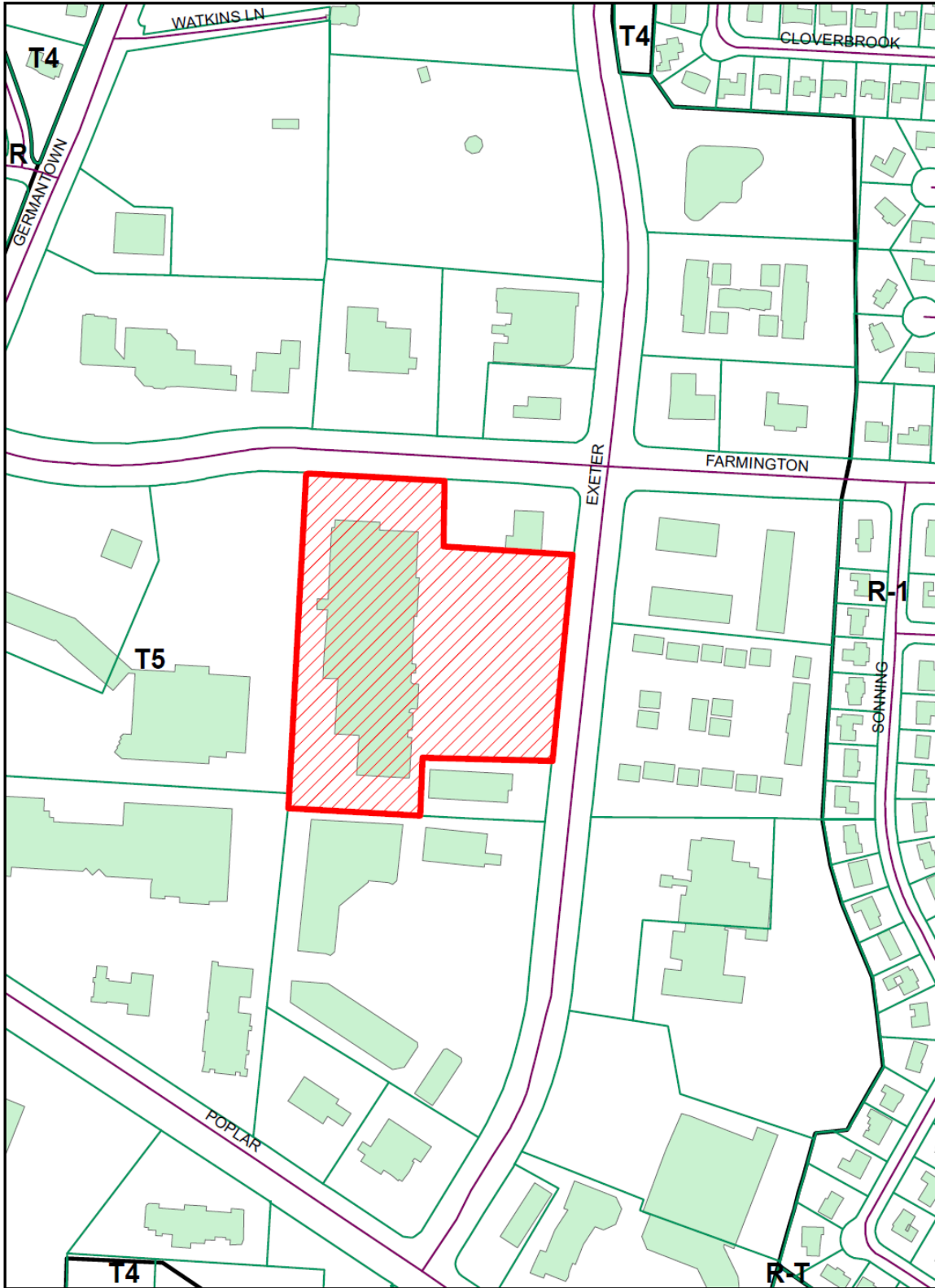
Landscaping	N/A
Landscaping	N/A

**STAFF COMMENTS:**

1. Per the adopted sign policy for Germantown Plaza, “blue” is an allowed color for wall signs, in addition to red, green, black and off-white. Corporate typography for national and regional chains may be considered by the DRC.
  - a. The proposed wall sign is blue (Pantone 284), white and cool gray 10, and in the corporate script, to match company branding.
  - b. On July 25, 2017, the DRC approved an orange wall sign for Hobby Lobby (also located in this shopping center).
  - c. At the DRC Subcommittee meeting on February 14, 2019, the DRC accepted the colors of the wall sign, as proposed by the applicant.
2. The total requested sign area for the wall sign is 17.875 sq.ft., which conforms to Sec. 14-34(c)(1) of the City of Germantown Sign Ordinance. The maximum allowable sign area would be 32 sq. ft. (based on the linear footage of the building wall).
3. A tenant panel on the ground-mounted project directory sign for the shopping center shall require separate approval. If the applicant applies for a tenant panel sign, she shall be permitted to use the same font design and logo as approved by the DRC for the wall sign for administrative review by the City of Germantown.
4. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the new sign.

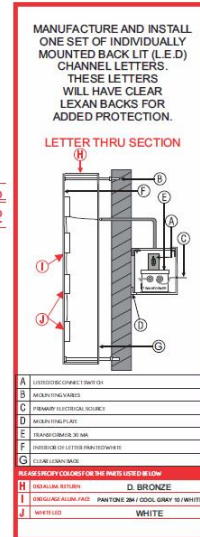
**PROPOSED MOTION:** To approve a wall sign for 30 Minute Hit at 7781 Farmington Blvd., Ste. 102, (Germantown Plaza), subject to the Commission’s discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.





# ZONING MAP

PROPOSED WALL SIGN



**2019** THIS DESIGN IS PROTECTED BY THE COPYRIGHT LAWS OF THE UNITED STATES

SKETCH DATE: 01/28/2019 DRAWN BY: SP

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

FILE NAME: 30 MIN HIT 01-28-19

Please note: This is an original design and remains the exclusive property of Balton Sign Company, LLC. It is not to be duplicated or reproduced in any manner without written consent. Primary wiring to the sign if applicable, is not included.

**BALTON SIGN CO.**

CUSTOM SIGNS • VEHICLE WRAPS • LIGHTING • NEON  
ELECTRIC MESSAGE CENTER • FULL COLOR DIGITAL PRINTING

**Bruce Littman**  
 CELL 901-596-3303  
 bruce@baltonsigns.com

3085 SOUTH PAVILLI ST. MEMPHIS, TN 38114  
 PH. 901-452-7371 • FAX 901-458-2637 • BALTONSIGNS.COM

CREATED FOR: **7781 FARMINGTON BLVD**  
**SUITE # 102**

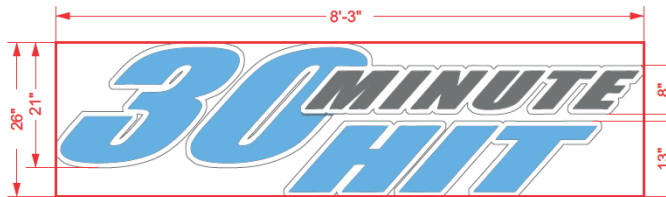
ADDRESS: **GERMANTOWN, TN 38138**

CLIENT APPROVAL: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

SIGNATURE DATE: \_\_\_\_\_

LETTER DETAIL

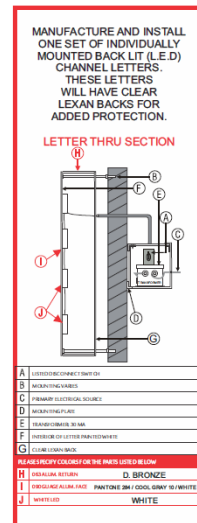


TOTAL SIGN AREA = 17.875

PANTONE  
284 C

COOL GRAY  
10

PANTONE  
WHITE



**2019** THIS DESIGN IS PROTECTED BY THE COPYRIGHT LAWS OF THE UNITED STATES

SKETCH DATE: 02/18/2019 DRAWN BY: SP

SCALE: NTS

FILE NAME: 30 MIN HIT 02-18-19

Please note: This is an original design and remains the exclusive property of Balton Sign Company, LLC. It is not to be duplicated or reproduced in any manner without written consent. Primary wiring to the sign if applicable, is not included.

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CREATED FOR: **7781 FARMINGTON BLVD**  
**SUITE # 102**

ADDRESS: **GERMANTOWN, TN 38138**

CLIENT APPROVAL: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

SIGNATURE DATE: \_\_\_\_\_



WALL SIGN

CITY OF  
**GERMANTOWN**  
 TENNESSEE

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

RECEIVED

JAN 18 2019

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**  
 Does this sign meet every criterion included in the sign policy for this location?  
 Yes: X No: \_\_\_ If no, explain: \_\_\_\_\_

\*\*Complete this first page for each separate sign request\*\*

1. Sign Owner/Tenant: BRANDI REED Phone No: 662-577-9341
2. Sign Owner's/Tenant's Address: 7781 FARMINGTON #102 Email Address: RENAULT-GERMANTOWN 30 MINUTE  
MIT.CDA
3. Sign Location Address and Name of Shopping Center: 7781 FARMINGTON #102  
GERMANTOWN PLAZA
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 X; Two \_\_\_
8. Linear feet of building frontage occupied by business where sign will be located: 32 feet.  
 Size of tenant space: 1400 square feet
9. Size of Sign: Width: 8 feet 3 inches; Height: 1 foot 9 inches  
 TOTAL AREA OF SIGN IN SQUARE FEET: 144 17.785
10. Height of sign at its highest point above the surrounding grade: 12 feet \_\_\_ inches
11. Size of Letters: 1) Height 13 Width 10 Font: \_\_\_\_\_  
 2) Height 8 Width 4 Font: \_\_\_\_\_  
 3) Height \_\_\_ Width \_\_\_ Font: \_\_\_\_\_
12. Colors: Letters: PANTONE 204 BLUE SUBMIT COLOR SAMPLES COOL GREY 10, white  
 Background: \_\_\_\_\_ 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).  
90 Feet \_\_\_ Inches Name of Street: FARMINGTON  
 \_\_\_ 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).  
90 Feet \_\_\_ Inches Name of Street: FARMINGTON  
 \_\_\_ Feet \_\_\_ Inches Name of Street: \_\_\_\_\_
16. Sign Content (words, letters, logos): 30 MINUTE MIT
17. Size of logo: Horizontal N/A feet \_\_\_ inches; Vertical \_\_\_ feet \_\_\_ inches.
18. Sign Materials: Letters ALUMINUM; Sign Face ALUMINUM  
 Mounting Structure (type and materials): STVA-MOUNT
19. Sign Illumination, if applicable (type, location and wattage):  
BACK-LIT LED
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:

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.

Name & Title of Applicant: Brandi Reed, Vice President  
 Address: 7781 Farmington Blvd St 102 Germantown, TN 38138  
 Signature of Applicant: [Signature]

Name & Title of Property Owner/Landlord: Farmen Bill, LLC  
 Address: 250 Cold Spring Harbor, NY 11724  
 \* Signature of Property Owner/Landlord: [Signature] 1/4/19

Name & Title Tenant/Lessee: ANE Holdings, Inc  
 Address: 7781 Farmington Blvd Germantown, TN 38138  
 Signature of Tenant/Lessee: [Signature]

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

	Name	Business or Home Address
Landlord	<u>David Weinstein</u>	<u>126 Main St. 250 Cold Spring Harbor,</u>
Landlord	<u>Amy Stevens</u>	<u>Same as above NY 11724</u>
Tenant	<u>Brandi Reed</u>	<u>7781 Farmington Blvd St 102</u>
Tenant	<u>Jonathan Reed</u>	<u>Same as above Germantown, TN</u>
		<u>38138</u>

\*See language in parenthesis above.

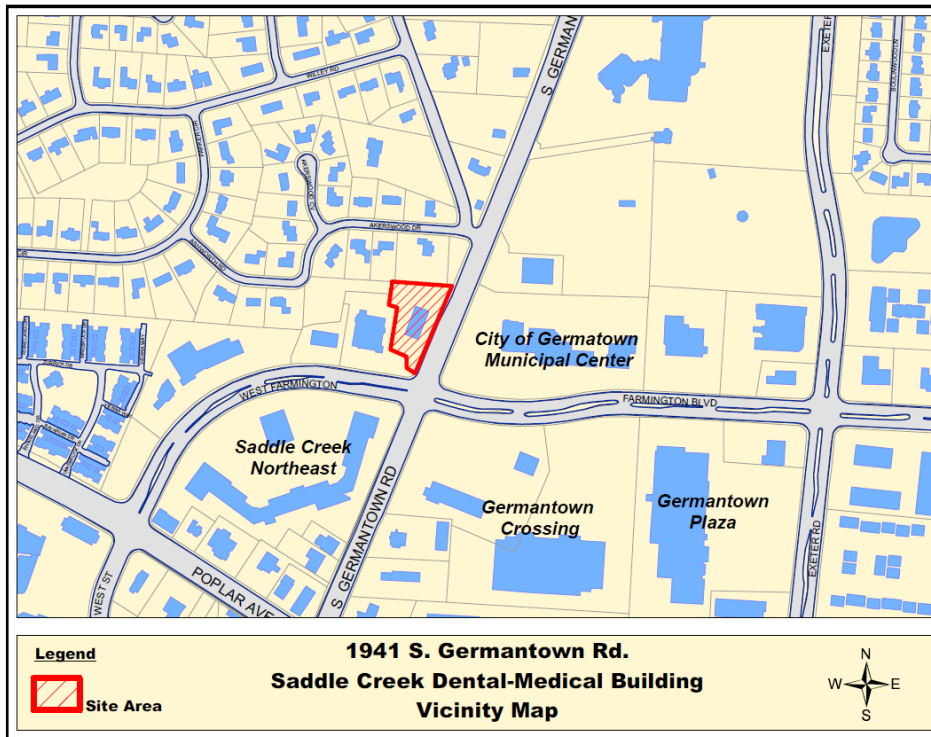
- b. Exercise Coach – 1941 S. Germantown Rd. (Saddle Creek PUD – Lot 3) – Approval of a Wall Sign (Case No. 19-911).

**INTRODUCTION:**

Subject:	Exercise Coach
Case Number:	19-911
Location:	1941 S. Germantown Rd. (Saddle Creek Dental & Medical Office Building)
Owner Name:	Lot 3 – Saddle Creek PUD Partners – Terri Townsend, Agent

Tenant/Applicant Name: Exercise Coach – L. Eickmeier, Agent  
 Zoning District: “T5” Urban Center (utilizing the pre-existing “O” Office district regulations)  
 Description of Request: Approval of a Wall Sign

\*Refer to the Disclosure Form attached for more information





**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended placing this item on the Consent Agenda.

**BACKGROUND:** On December 17, 2013, the Design Review Commission approved a sign package to allow three wall signs and a ground-mounted sign for the original tenants (Pat Clark, DDS, and St. Francis Urgent Care) at the multi-tenant Saddle Creek Dental-Medical office building at 1941 S. Germantown Rd. (Lot 3 – Saddle Creek PUD). In 2014, replacement signage for Med Post Urgent Care was approved, in addition to a second wall sign for that tenant.

**DISCUSSION:** The applicant is requesting approval of a wall sign for the Exercise Coach, located on the west side of the building, facing the parking lot towards Walgreens. The specifics of the request are as follows:

**SIGN: Wall Sign**

Location & Height:	The proposed wall sign on the building will be above the entrance facing the interior parking lot towards Walgreens, with a maximum height of 16 feet above the ground.
Sign Area:	13.69 sq. ft.

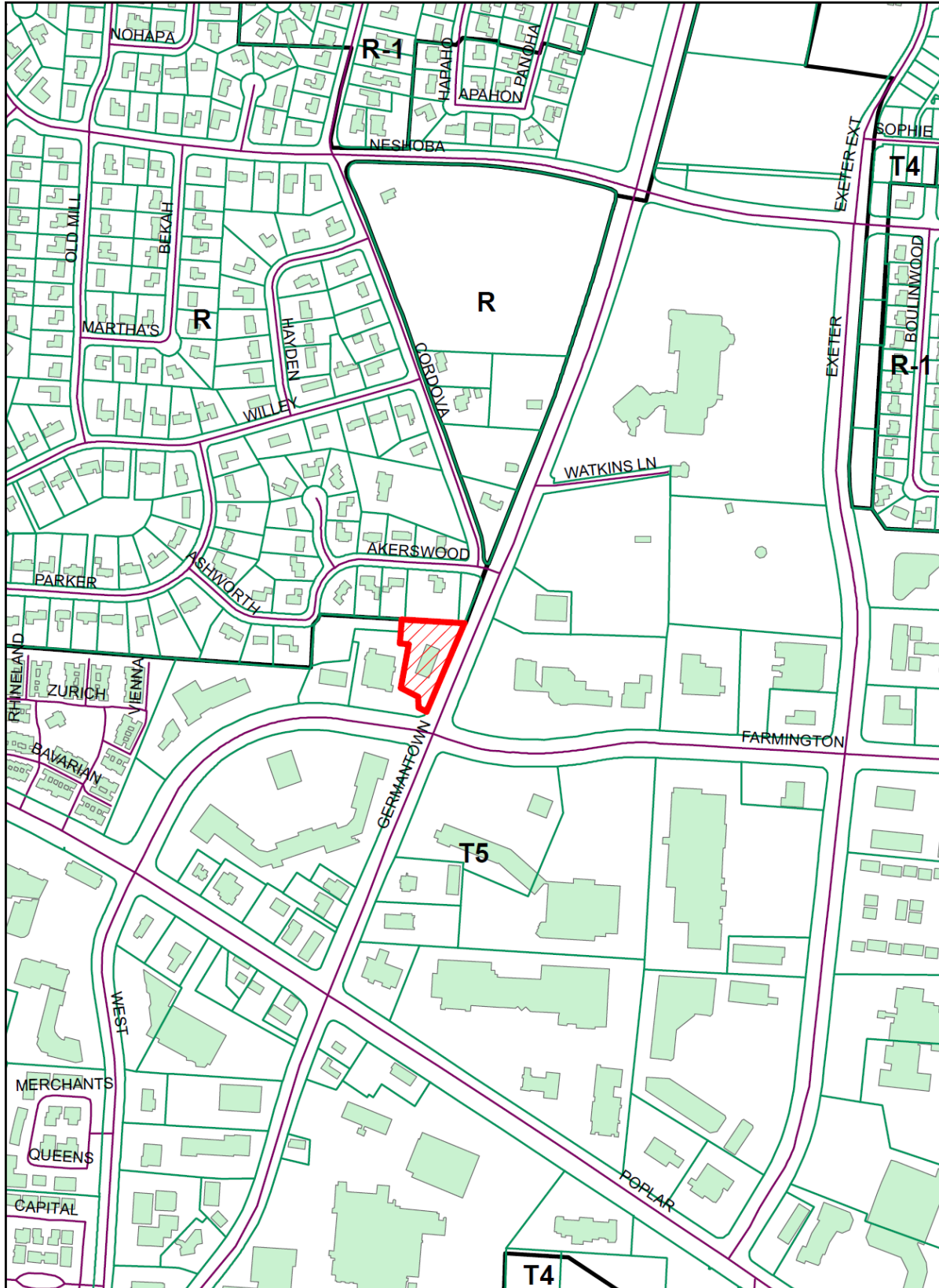
Content:	
Colors & Materials:	Color: Letters = Alabaster White and Orange Tang (SW7008) Logo = Alabaster White and Orange Tang (SW7008) Materials: Letters/Logo = Painted Aluminum
Letter Height:	11"
Font:	Century Gothic
Logo:	
Logo Area:	0.68 sq. ft.
Mounting Structure:	Stud mounted to structure.
Lighting:	LED/110v Back-lit
Landscaping	N/A

**STAFF COMMENTS:**

1. Planning Division staff did not find an adopted sign policy for the Saddle Creek PUD, including the Saddle Creek Dental-Medical office building. However, all approved, existing wall signs on the Saddle Creek Dental-Medical office building appear to have a uniform size and materials, consisting of aluminum back-lit channel letters that are painted red or white. The proposed sign's materials of painted aluminum channel letters would be consistent with the existing signs. Staff is recommending a matte finish for sign.
2. The requested sign area is 13.69 sq. ft., which conforms to Sec. 14-34(c)(1) of the City of Germantown Sign Ordinance. The maximum allowable sign area would be 14.625 sq. ft. (based on the linear footage of the building wall).
3. The applicant is proposing a clock logo as part of the sign content, which requires approval by the DRC.
  - a. Per Sec. 14-34(e)(7), the Design Review Commission may consider a logo as a sign element, so long as "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." The proposed clock logo is 0.68 sq.ft., which complies with the maximum allowable logo area of 1.463 sq.ft.
4. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the new sign.

**PROPOSED MOTION:** To approve a wall sign for the Exercise Coach at 1941 S. Germantown Rd. (Saddle Creek Dental & Medical Office Building – Lot 3 Saddle Creek PUD), subject to the

Commission's discussion, staff comments, and conditions in the staff report, and the documents and plans submitted with the application.



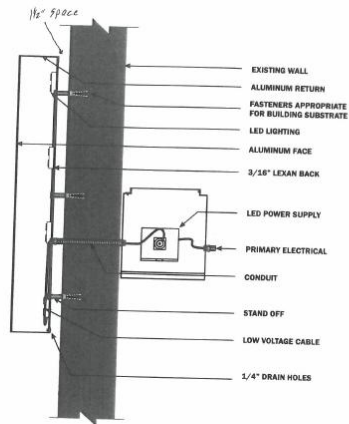
# ZONING MAP



SITE PLAN – SIGN LOCATION



LETTER DETAIL



Reverse Channel - LED Halo Illuminated

SECTION DETAIL N.T.S.

LETTERS ALL WELDED ALUMINUM  
 CONSTRUCTION .063 / .080 BACKS  
 DEPENDING ON SIZE  
 .050 RETURNS PRIMED AND PAINTED  
 WITH AUTOMOTIVE GRADE ENAMEL PAINT  
 CONSTRUCTED TO 145 MPH WIND LOAD  
 ALL LETTERS ARE UL APPROVED, AND HAVE UL LABELS



PROPOSED SIGN



(Scale = 18" = 1")  
**13.69 Sq Ft**

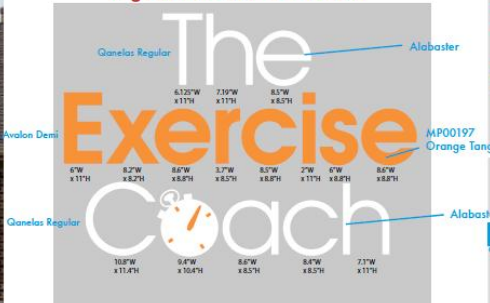


Top of sign to nearest grade  
**175.5" (16.3Ft)**

Frontage  
**175.5" (14.625Ft)**

**1941 S Germantown, Germantown TN, 38138**

Logo area is 9.4"W x 10.4"H



**WO68691**  
 CLIENT: Exercise Coach  
 PROJECT: Exterior Signage  
 DUE DATE: 11.8.18

**DESCRIPTION:** Back Lit Sign  
**FINISHED SIZE:** See Options  
**QTY:** 1  
**MATERIAL(S):**  
 4" Deep Aluminum Channel Letters Painted  
 MP00197 Orange Tang SW7008 with  
 Alabaster Returns  
 And Alabaster White Lettering With Alabaster  
 White Returns  
 Back Lit with white Low voltage LED  
**FINISHING:** to be mounted no less than 1"  
 from wall and no more than 2" from wall  
**NOTES:** All mounts concealed and  
 non-corrosive

**COMPLETION PHOTOS REQUIRED**  
 Send to [installs@yourLSI.com](mailto:installs@yourLSI.com)  
 Complete Initials: \_\_\_\_\_

**INSTALLATION REQUIRED**  
 Address: 1941 S Germantown, 38138  
 Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Complete Initials: \_\_\_\_\_

**DESIGNER:** Daniel Koon  
**SALESPERSON:** Doug Embrey  
**DATE:** 10.29.18

**REGARDING PROOFS**

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- The Colors represented in this image are approximate, no two monitors or prints are alike. Printed colors may vary slightly on finished products based on base product substrates and materials. LSI Graphics cannot guarantee exact color matching.
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**LSI Graphics**

1/1

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: X No: \_\_\_ If no, explain: \_\_\_\_\_

- \*\*\*\*\*
- Sign Owner/Tenant: The Exercise Coach Phone No: 901-614-2538
  - Sign Owner's/Tenant's Address: 1941 S Germantown Rd, Ste 101 Email Address: leichmeier@exercisecoach.com
  - Sign Location Address and Name of Shopping Center: 1941 S Germantown Rd, Ste 101
  - Zoning District: Commercial X; Residential \_\_\_; Old Germantown \_\_\_; Office \_\_\_
  - Sign will be mounted on: Wall X; Ground \_\_\_
  - 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 X; Two \_\_\_
  - Linear feet of building frontage occupied by business where sign will be located: 14 feet  
 Size of tenant space: 870 square feet
  - Size of Sign: Width: 4 feet 7 inches; Height: 2 feet 11.86 inches  
**TOTAL AREA OF SIGN IN SQUARE FEET: 13.69**
  - Height of sign at its highest point above the surrounding grade: 16 feet 3.5 inches.
  - Size of Letters: 1) Height 11" Width 8.5" Font: Century Gothic  
 2) Height 8.8" Width 8.6" Font: Century Gothic  
 3) Height \_\_\_ Width \_\_\_ Font: \_\_\_\_\_
  - Colors: Letters: Alabaster white, Pumpkin **SUBMIT COLOR SAMPLES**  
 Background: N/A **SUBMIT COLOR SAMPLES**
  - Orientation of Sign to the Street: Parallel X; Perpendicular \_\_\_; Angled \_\_\_
  - Distance sign is set back from street curb or edge of pavement (corner lots, provide distance from both streets).  
40 Feet 4 Inches Name of Street: S. Germantown Pkwy  
 \_\_\_ Feet \_\_\_ Inches Name of Street: \_\_\_\_\_
  - Distance building is set back from street curb or edge of pavement (corner lots, provide distance from both streets).  
40 Feet 4 Inches Name of Street: S. Germantown Pkwy  
 \_\_\_ Feet \_\_\_ Inches Name of Street: \_\_\_\_\_
  - Sign Content (words, letters, logos): The Exercise Coach
  - Size of logo: Horizontal 8 feet 9.4" inches; Vertical 8 feet 10.4" inches.
  - Sign Materials: Letters aluminum, painted Sign Face aluminum  
 Mounting Structure (type and materials): sluds
  - Sign Illumination, if applicable (type, location and wattage): 110v LED Back lit
  - Sign Landscaping, if applicable landscape plan shall be submitted N/A
  - 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:

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.

Name & Title of Applicant: LSI Graphics, LLC  
 Address: 2950 Brooker Blvd Ste 103 Memphis TN 38133  
 Signature of Applicant: [Signature]

Name & Title of Property Owner/Landlord: Lot 3 Saddlecreek Puro Partners  
 Address: 1468 Kimbrough Rd Suite 103, Germantown, TN 38138  
 Signature of Property Owner/Landlord: [Signature], Property Manager

Name & Title Tenant/Lessee: JOA Fitness, LLC "DBA" The Exercise Coach  
 Address: 1441 S. Germantown Rd, Ste 102, Germantown, TN 38138  
 Signature of Tenant/Lessee: [Signature]

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

Name	Business or Home Address
<u>Phillip H. McNeil Sr.</u>	<u>1468 Kimbrough Rd Suite 103</u>
<u>M. Spence Ray</u>	<u>1468 Kimbrough Rd, Suite 103</u>
_____	_____
_____	_____
_____	_____
_____	_____

\*See language in parenthesis above.

- c. Nail Bar – 7615 W. Farmington Blvd Ste 31 (Saddle Creek NE) Approval of a Sign Package (Case No. 19-912).

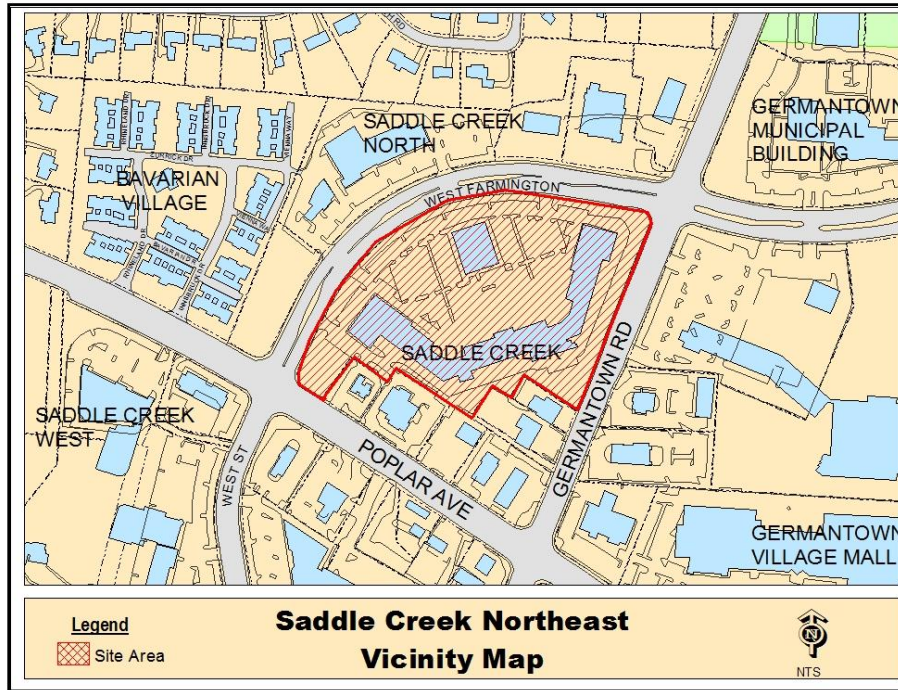
**INTRODUCTION:**

Subject:	Nail Bar
Case Number:	19-912
Location:	7615 W. Farmington Blvd., Ste. 31 (Saddle Creek NE)
Owner Name:	Shops of Saddle Creek, Inc. – Mark Hudgins
Tenant/Applicant Name:	Nail Bar – Kristina Connell
Zoning District:	“T5” Urban Center (utilizing the pre-existing “SC-1” Shopping Center

district regulations)

Description of Request: Approval of a Sign Package

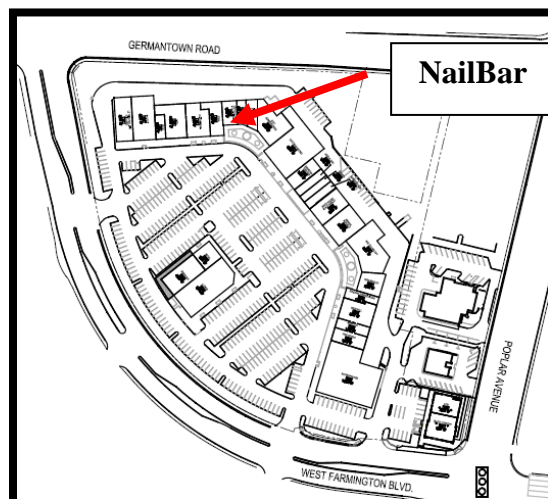
\*Refer to the Disclosure Form attached for more information



**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended placing this item on the Consent Agenda.

**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.


**DISCUSSION:** Nail Bar is a new tenant in Saddle Creek Northeast, located between Soft Surroundings and Francesca's. The applicant is requesting approval of a sign package consisting of two wall signs, one on the building wall above the main entrance, and another on the brick archway in front of the tenant space.





LOCATION MAP

The specifics of the request are as follows:

**SIGN #1: Tenant Identification Wall Sign**

Location & Height:	Sign to be mounted on the wall of the tenant space above the entrance door (12 ft. from grade)
Sign Area:	10.31 sq. ft.
Content:	
Colors & Materials:	Color: Letters = Bronze Materials: Letters = Aluminum with a polished bronze finish
Letter Height:	11"
Font:	Bodini
Mounting Structure:	Stud mounted to structure
Lighting:	White LED (internally illuminated reverse channel letters)
Landscaping	N/A

**SIGN #2: Tenant Identification Wall Sign (on Brick Archway)**

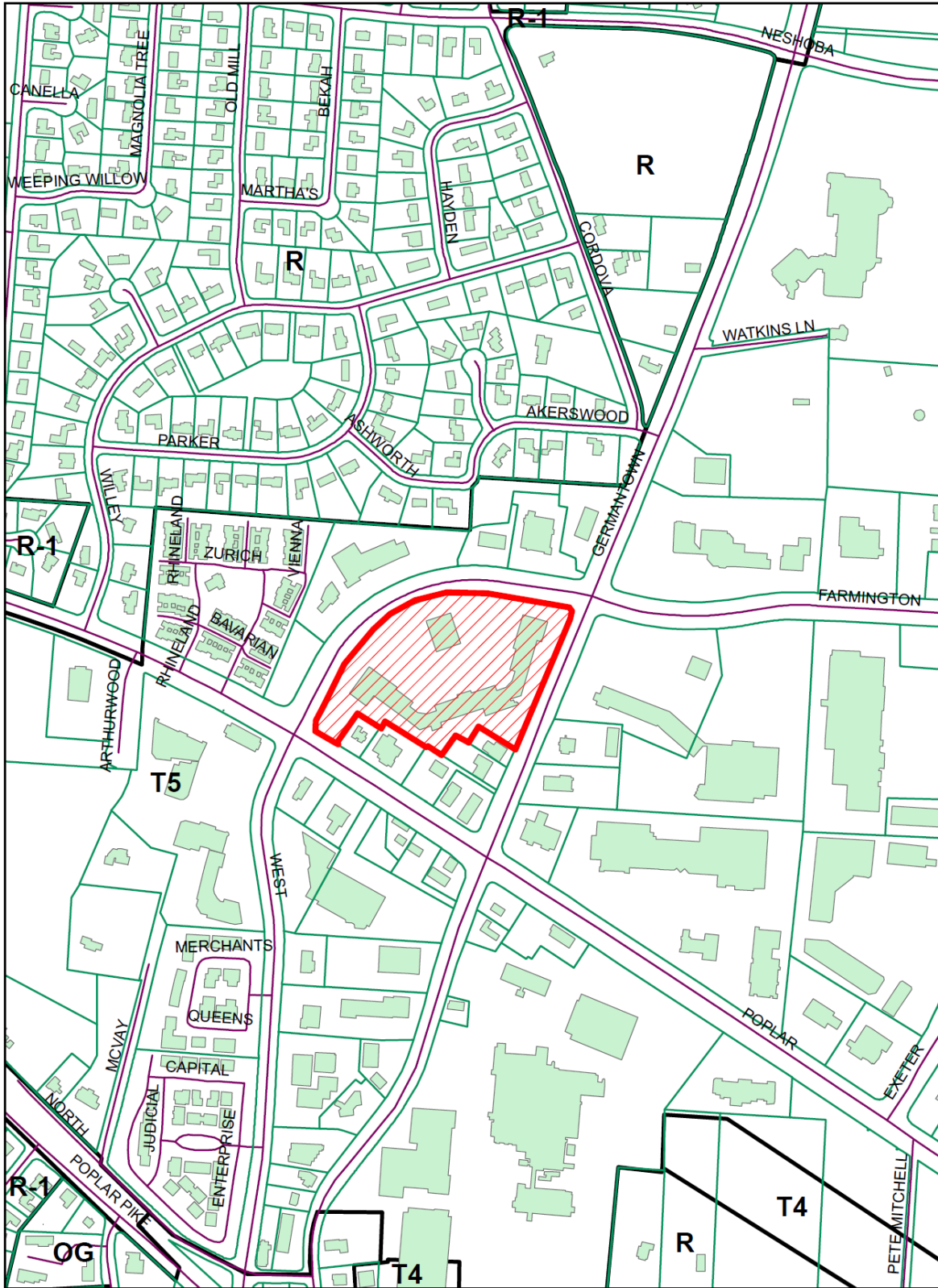
Location & Height:	Sign to be mounted on the wall of the free standing brick arch wall located in front of the store between the pedestrian sidewalk and storefront.
Sign Area:	9.83 sq. ft.
Content:	
Colors & Materials:	Color: Letters = Bronze Materials: Letters = Aluminum with a polished bronze finish
Letter Height:	Varies 2" to 12"
Font:	Bodini
Logo:	
Logo Area:	0.20 sq.ft.
Mounting Structure:	Aluminum stud mounting on building façade
Lighting:	White LED (internally illuminated reverse channel letters)
Landscaping	N/A

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. Many tenants in Saddle Creek NE have approved second signs on the archway, such as Vera Bradley and Athleta.
2. The total requested sign area for both signs is 20.14 sq.ft. which conforms to Sec. 14-34(c)(1) of the City of Germantown Sign Ordinance as well as the Saddle Creek NE sign policy. The maximum allowable sign area would be 46 sq. ft. (based on the linear footage of the building wall).
3. Per Sec. 14-34(e)(7)(b), all other content besides letters and numbers shall be considered a logo, of which the maximum allowable area for a logo is 10% of the total allowable sign area. The maximum allowable logo area would be 4.6 sq. ft. for this particular tenant. The proposed wall sign has a non-text element (dash), which is considered a logo. It is 0.20 sq. ft., which complies both with the Sign Ordinance and Saddle Creek NE sign policy.
4. A blade sign or a tenant panel on the ground-mounted project directory sign for the shopping center shall require a separate approval. If the applicant applies for a blade sign, she shall be permitted to use the same font design and logo, as approved by the Design Review Commission for the wall sign, for administrative review by the City of Germantown.
5. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the new sign.

PROPOSED MOTION: To approve a two wall signs (one on the brick archway and another directly above the store entrance) for the Nail Bar at 7615 W. Farmington Blvd., Ste. 31 (Saddle Creek NE), subject to the Commission's discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.





# ZONING MAP

PROPOSED WALL SIGN



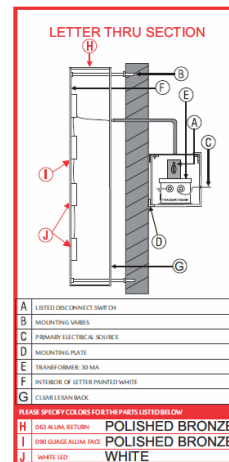
MANUFACTURE AND INSTALL  
 ONE SET INTERNALLY ILLUMINATED  
 REVERSE CHANNEL LETTERS  
 (MAIN LETTERS / GOLD BARS)  
 (POLISHED BRONZE)



<p>THIS DESIGN IS PROTECTED BY THE COPYRIGHT LAWS OF THE UNITED STATES</p>		<p><b>BALTON SIGN CO.</b></p> <p><small>CUSTOM SIGNS • VEHICLE WRAPS • LIGHTING • NEON ELECTRIC MESSAGE CENTERS • FULL COLOR DIGITAL PRINTING</small></p> <p><b>Sean Orians</b>                  CELL 901-273-6006                  sean@baltonsigns.com  <small>3058 SOUTHWALL ST. MEMPHIS, TN 38114</small></p> <p>PH. 901-452-7371 • FAX 901-458-2637 • BALTONSIGNS.COM</p>	<p>CREATED FOR <b>NAIL BAR</b>                  7615 W FARMINGTON BLVD                  SUITE # 32</p>
<p>SKETCH DATE: 01/28/2019</p> <p>SCALE: 3/16" = 1'</p> <p>FILE NAME: NAIL BAR 01-28-19</p>	<p>DRAWN BY: SP</p> <p>ADDRESS: GERMANTOWN, TN 38138</p> <p>CLIENT APPROVAL _____</p> <p>LANDLORD APPROVAL _____</p> <p>SIGNATURE DATE _____</p>		

Please note: This is an original design and remains the exclusive property of Balton Sign Company, LLC. It is not to be duplicated or reproduced in any manner without written consent. Primary wiring to the sign if applicable, is not included.

LETTER DETAIL



<p>THIS DESIGN IS PROTECTED BY THE COPYRIGHT LAWS OF THE UNITED STATES</p>		<p><b>BALTON SIGN CO.</b></p> <p><small>CUSTOM SIGNS • VEHICLE WRAPS • LIGHTING • NEON ELECTRIC MESSAGE CENTERS • FULL COLOR DIGITAL PRINTING</small></p> <p><b>Sean Orians</b>                  CELL 901-273-6006                  sean@baltonsigns.com  <small>3058 SOUTHWALL ST. MEMPHIS, TN 38114</small></p> <p>PH. 901-452-7371 • FAX 901-458-2637 • BALTONSIGNS.COM</p>	<p>CREATED FOR <b>NAIL BAR</b>                  7615 W FARMINGTON BLVD                  SUITE # 32</p>
<p>SKETCH DATE: 01/28/2019</p> <p>SCALE: NTS</p> <p>FILE NAME: NAIL BAR 01-28-19</p>	<p>DRAWN BY: SP</p> <p>ADDRESS: GERMANTOWN, TN 38138</p> <p>CLIENT APPROVAL _____</p> <p>LANDLORD APPROVAL _____</p> <p>SIGNATURE DATE _____</p>		

Please note: This is an original design and remains the exclusive property of Balton Sign Company, LLC. It is not to be duplicated or reproduced in any manner without written consent. Primary wiring to the sign if applicable, is not included.

PROPOSED ARCHWAY SIGN



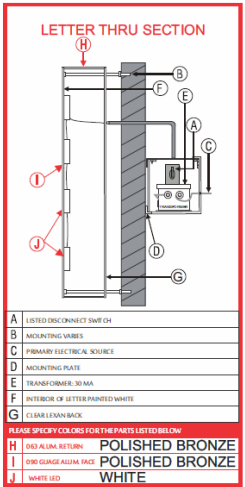
MANUFACTURE AND INSTALL  
 ONE SET INTERNALLY ILLUMINATED  
 REVERSE CHANNEL LETTERS  
 (MAIN LETTERS / GOLD BARS)  
 ONE SET NON-ILLUMINATED  
 (TAGLINE)  
 (POLISHED BRONZE)



<p>THIS DESIGN IS PROTECTED BY THE COPYRIGHT LAWS OF THE UNITED STATES</p>		<p><b>BALTON SIGN CO.</b>  <small>CUSTOM SIGNS - VINYL WRAPS - LIGHTING - NEON                  ELECTRIC MESSAGE CENTER BBS - FULL COLOR DIGITAL PRINTING</small></p> <p><b>Sean Orians</b>                  CELL 901-273-6006                  sean@baltonsigns.com                  3058 SOUTHMAILL ST. MEMPHIS, TN 38114</p> <p>PH. 901-452-7371 • FAX 901-458-2637 • BALTONSIGNS.COM</p>	CREATED FOR <b>NAIL BAR</b> 7615 W FARMINGTON BLVD SUITE # 32 GERMANTOWN, TN 38138
SKETCH DATE 01/28/2019 SCALE 1/4" = 1' FILE NAME NAIL BAR 01-28-19	DRAWN BY: SP		ADDRESS CLIENT APPROVAL _____ LANDLORD APPROVAL _____ SIGNATURE DATE _____

Please note: This is an original design and remains the exclusive property of Balton Sign Company, LLC. It is not to be duplicated or reproduced in any manner without written consent. Primary wiring to the sign if applicable, is not included.

LETTER DETAIL



<p>THIS DESIGN IS PROTECTED BY THE COPYRIGHT LAWS OF THE UNITED STATES</p>		<p><b>BALTON SIGN CO.</b>  <small>CUSTOM SIGNS - VINYL WRAPS - LIGHTING - NEON                  ELECTRIC MESSAGE CENTER BBS - FULL COLOR DIGITAL PRINTING</small></p> <p><b>Sean Orians</b>                  CELL 901-273-6006                  sean@baltonsigns.com                  3058 SOUTHMAILL ST. MEMPHIS, TN 38114</p> <p>PH. 901-452-7371 • FAX 901-458-2637 • BALTONSIGNS.COM</p>	CREATED FOR <b>NAIL BAR</b> 7615 W FARMINGTON BLVD SUITE # 32 GERMANTOWN, TN 38138
SKETCH DATE 01/28/2019 SCALE NTS FILE NAME NAIL BAR 01-28-19	DRAWN BY: SP		ADDRESS CLIENT APPROVAL _____ LANDLORD APPROVAL _____ SIGNATURE DATE _____

Please note: This is an original design and remains the exclusive property of Balton Sign Company, LLC. It is not to be duplicated or reproduced in any manner without written consent. Primary wiring to the sign if applicable, is not included.



**WALL SIGN #1**



**CITY OF  
 GERMANTOWN  
 TENNESSEE**

1930 South Germantown Road • Germantown, Tennessee 38136-2815  
 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  
 Does this sign meet every criterion included in the sign policy for this location?

Yes:  No:  If no, explain: \_\_\_\_\_

**\*\*Complete this first page for each separate sign request\*\***

1. Sign Owner/Tenant: KRISTINA CONNELL Phone No: 901-674-7532
2. Sign Owner's/Tenant's Address: 7015 W. FARMINGTON Email Address: KRIS N CONNELL@GMAIL.COM
3. Sign Location Address and Name of Shopping Center: #32 SHOPS AT SADDLE CREEK  
7015 W. FARMINGTON BLVD. #32 GERMANTOWN TN 38138
4. Zoning District: Commercial PO; Residential \_\_\_\_\_; Old Germantown \_\_\_\_\_; Office \_\_\_\_\_
5. Sign will be mounted on: Wall PO; 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 PO; Two \_\_\_\_\_
8. Linear feet of building frontage occupied by business where sign will be located: 46 feet.  
 Size of tenant space: 3900 square feet
9. Size of Sign: Width: 11 feet 3 inches; Height: \_\_\_\_\_ feet 11 inches  
**TOTAL AREA OF SIGN IN SQUARE FEET: 10.31**
10. Height of sign at its highest point above the surrounding grade: 12 feet \_\_\_\_\_ inches.
11. Size of Letters: 1) Height 11" Width 6" Font: BOBINI  
 2) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_  
 3) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_
12. Colors: Letters: Bronze SUBMIT COLOR SAMPLES medium Polished Bronze Metal  
 Background: \_\_\_\_\_ 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).  
150 Feet \_\_\_\_\_ Inches Name of Street: W. FARMINGTON  
 \_\_\_\_\_ 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).  
150 Feet \_\_\_\_\_ Inches Name of Street: W. FARMINGTON  
 \_\_\_\_\_ Feet \_\_\_\_\_ Inches Name of Street: \_\_\_\_\_
16. Sign Content (words, letters, logos): NAIL BAR & Co.
17. Size of logo: Horizontal 11 1/2 feet \_\_\_\_\_ inches; Vertical \_\_\_\_\_ feet \_\_\_\_\_ inches.
18. Sign Materials: Letters METAL; Sign Face METAL  
 Mounting Structure (type and materials): FLUSH STUD MOUNTED WITH OFFSETS
19. Sign Illumination, if applicable (type, location and wattage): LED. BACK Lit 100 WATTS
20. Sign Landscaping, if applicable landscape plan shall be submitted
21. Additional Comments: COLOR SAMPLE IS THE PAGE OF THE CATALOG

**SIGN #2 - ARCHWAY**



**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: \_\_\_\_\_

RECEIVED  
 JAN 17 2019

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

Action Requested (Please circle one): Administrative Sign Approval Design Review Commission Approval

Does this sign meet every criterion included in the sign policy for this location?

Yes:  No:  If no, explain: \_\_\_\_\_

**\*\*Complete this first page for each separate sign request\*\***

1. Sign Owner/Tenant: KRISTINA CONNELL Phone No: 901-674-7532
2. Sign Owner's/Tenant's Address: 7615 W. FARMINGTON #32 Email Address: KRISTINA.CONNELL@GMAIL.COM
3. Sign Location Address and Name of Shopping Center: SHOPS OF SADDLE CREEK, INC.  
7615 W. FARMINGTON #32 GERMANTOWN TN 38138
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: 46 feet.  
 Size of tenant space: 3900 square feet
9. Size of Sign: Width: 4 feet 11 inches; Height: 2 feet 0 inches  
**TOTAL AREA OF SIGN IN SQUARE FEET: 9.83 #**
10. Height of sign at its highest point above the surrounding grade: 24 feet \_\_\_\_\_ inches.
11. Size of Letters: 1) Height 12" Width 7" Font: BODINI  
 2) Height 9" Width 5" Font: BODINI  
 3) Height 2" Width 1" Font: GOTHAM
12. Colors: Letters: BRONZE SUBMIT COLOR SAMPLES medium POLISHED BRONZE METAL  
 Background: \_\_\_\_\_ 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).  
120 Feet \_\_\_\_\_ Inches Name of Street: W. FARMINGTON BLVD.  
 \_\_\_\_\_ 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).  
120 Feet \_\_\_\_\_ Inches Name of Street: W. FARMINGTON BLVD.  
 \_\_\_\_\_ Feet \_\_\_\_\_ Inches Name of Street: \_\_\_\_\_
16. Sign Content (words, letters, logos): NAIL BAR & COMPANY
17. Size of logo: Horizontal 1 feet 0 inches; Vertical 0 feet 1.25 inches. (TWO EACH DASHES)
18. Sign Materials: Letters METAL; Sign Face METAL  
 Mounting Structure (type and materials): FLUSH MOUNTED WITH OFFSETS
19. Sign Illumination, if applicable (type, location and wattage): L.E.D. BACKLIT 100 WATTS
20. Sign Landscaping, if applicable landscape plan shall be submitted
21. Additional Comments: COLOR SAMPLE IS THE PAGE OF THE CATALOG.

\*\*\*\*\*  
All applicable parties shown below must sign the application:

Name & Title of Applicant (please print) SEAN ORANS  
Address: 7801 MORIAKTY RD. CORDOVA TN 38018  
Phone No: 901-452-7371 Email Address: SEAN@BALTOUSIGNS.COM  
Applicant Signature: [Signature]

Name & Title of Property Owner/Landlord (please print) TRADEMARK PROPERTIES  
Address: 1701 RIVER RUN #500 FORT WORTH TX 76107  
Phone No: 817-639-2705 Email Address: BGRISHAM@TRADEMARKPROPERTIES.COM  
Property Owner/Landlord Signature: [Signature]

Name & Title of Tenant/Sign Owner (please print) KRISTINA CONNELL OWNER  
Address: 7615 W. FARMINGTON #32 GERMANTOWN TN 38133  
Phone No: 901-674-7532 Email Address: KRISTINACONNELL@GMAIL.COM  
Tenant/Sign Owner Signature: [Signature]

Name of Sign Erecting Company BALTO SIGN CO.  
Address: 7801 MORIAKTY RD. CORDOVA TN 38018  
Phone No: 901-452-7371 Email Address: SEAN@BALTOUSIGNS.COM

**\*\*NO EMAIL APPLICATIONS WILL BE ACCEPTED. IN PERSON OR MAIL ONLY.\*\***

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

.....  
**FOR APPROVING AUTHORITY ONLY**


- APPROVED                      COMMENTS:
- DISAPPROVED

\_\_\_\_\_    \_\_\_\_\_    \_\_\_\_\_  
Date    Signature    Title

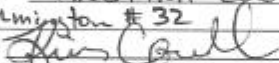
**DISCLOSURE OF OWNERSHIP INTERESTS**

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.

Name & Title of Applicant: SEAN ORVANS  
Address: 7801 MORIAULT CORONA TN 38018  
Signature of Applicant: 

Name & Title of Property Owner/Landlord: B. GRISHAM  
Address: 1701 RIVER ROW #500 FORT WORTH TX 76107  
Signature of Property Owner/Landlord: 

Name & Title Tenant/Lessee: KRISTINA COUNEL  
Address: 7615 W. FAIRMINGTON #32  
Signature of Tenant/Lessee: 

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

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

\*See language in parenthesis above.

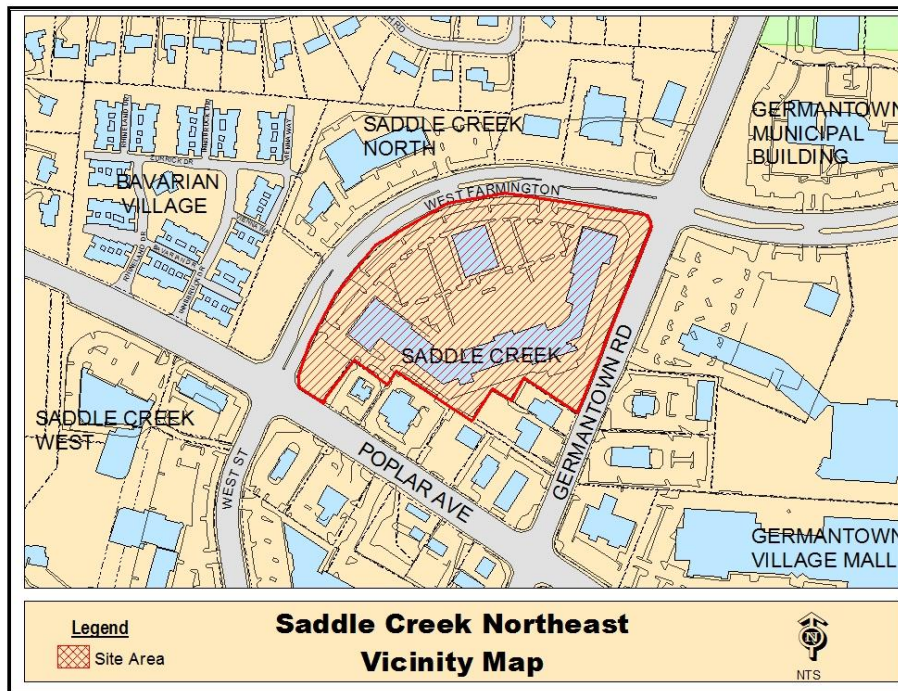


- d. Nail Bar – 7615 W. Farmington Blvd Ste 31 (Saddle Creek NE) Approval of a Store Front Modification (Case No. 19-912).

**INTRODUCTION:**

Subject:	Nail Bar
Case Number:	19-912
Location:	7615 W. Farmington Blvd., Ste. 31 (Saddle Creek NE)
Owner Name:	Shops of Saddle Creek, Inc. – Mark Hudgins
Tenant/Applicant Name:	Nail Bar – Kristina Connell
Zoning District:	“T5” Urban Center (utilizing the pre-existing “SC-1” Shopping Center district regulations)
Description of Request:	Approval of a Storefront Modification

\*Refer to the Disclosure Form attached for more information



**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended placing this item on the Consent Agenda.

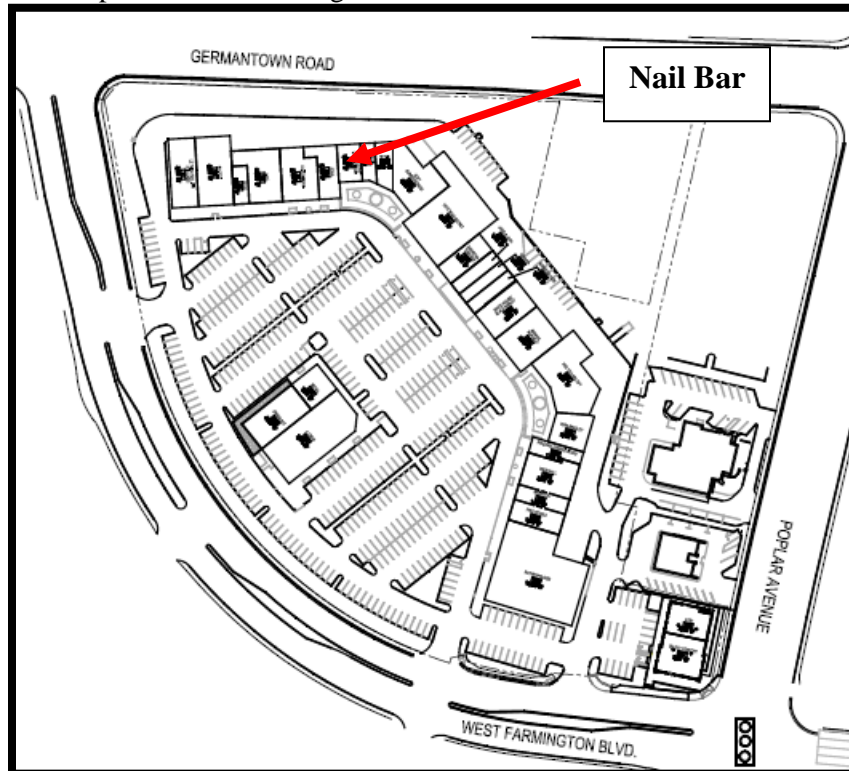
**BACKGROUND:** The subject property is in the Saddle Creek NE shopping center. The Shops of Saddle Creek center was approved by the Planning Commission and the Board of Mayor and Aldermen in 1987. The Design Review Commission recommended approval of a building facade renovation, landscape and lighting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

**DISCUSSION:** Nail Bar is a new tenant in Saddle Creek Northeast, located between Soft Surroundings and Francesca’s. The plan proposes an overall change to the exterior appearance of the storefront that consists of new paint colors, doors, windows and lighting as detailed: 1) EIFS storefront painted a pink shade (“fruit shake”); 2) transparent windows and doors with metal framing; 3) quartz base trim; and 4) sconce lighting. The proposed storefront changes have been approved by the property owners and management.



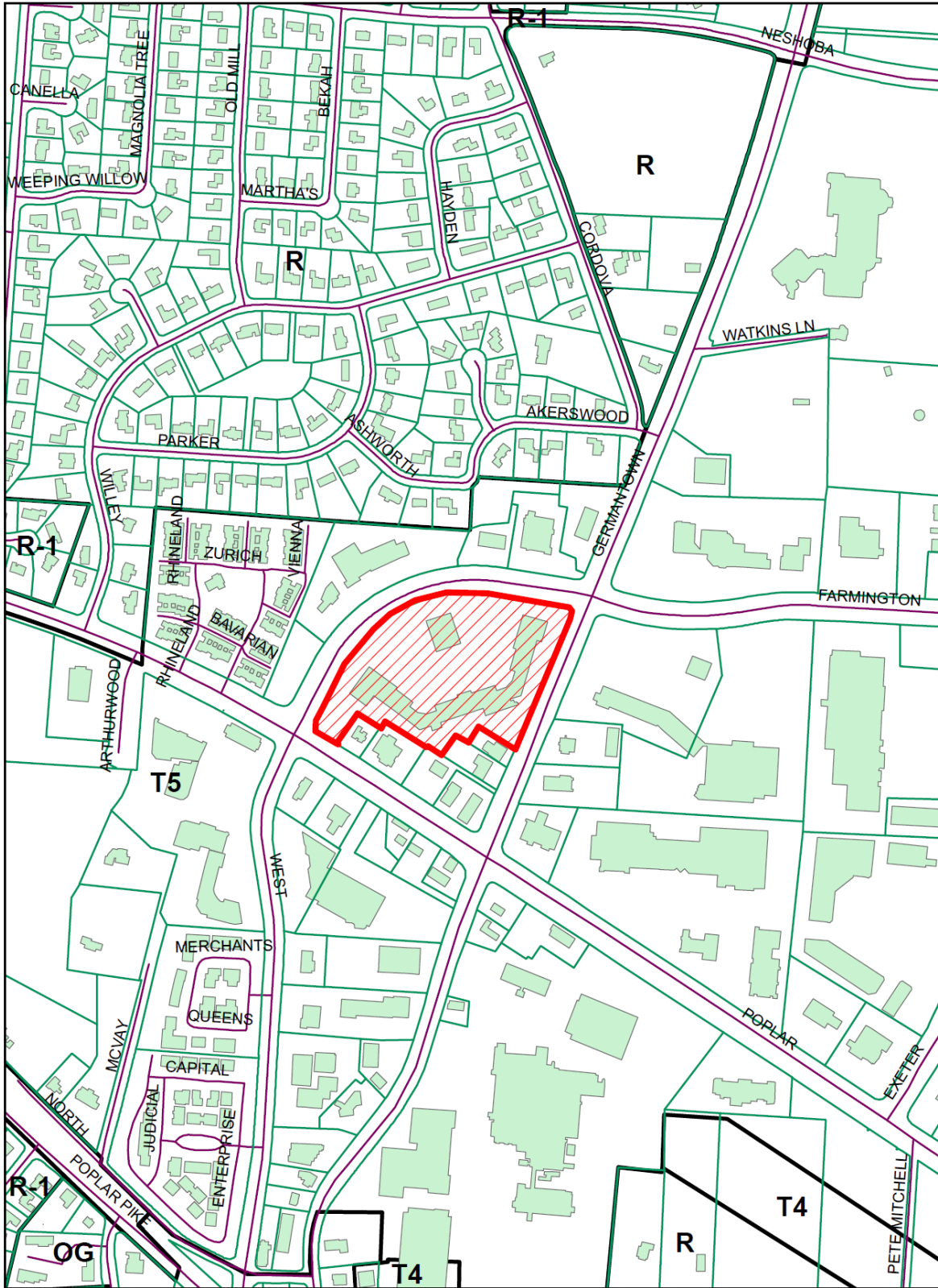
**STAFF COMMENTS:**

1. The applicant has provided a material and color board sample for this project that will be presented at the DRC subcommittee and regular meetings.
2. The applicant has filed a separate application for approval of a signage package as part of this project.
3. If approved, the applicant shall obtain a building permit from Shelby County Construction Code Enforcement Office prior to commencing work.



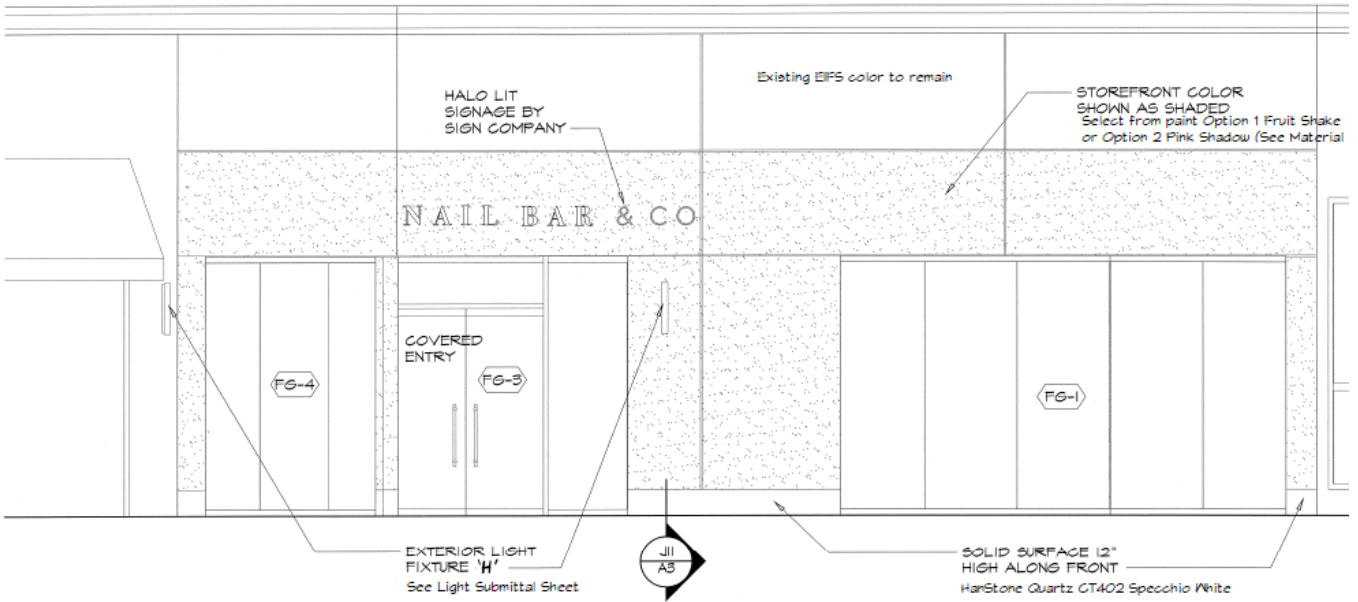
LOCATION MAP

**PROPOSED MOTION:** To approve a storefront modification for the Nail Bar at 7615 W. Farmington Blvd., Ste. 31 (Saddle Creek NE), subject to the Commission's discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.



# ZONING MAP

PROPOSED STOREFRONT MODIFICATION



AO1 EXTERIOR FRONT ELEVATION

1/32" = 1'-0"

ELEVATION RENDERING



Option 1 EIFS Color Fruit Shake

**NAIL BAR & COMPANY**

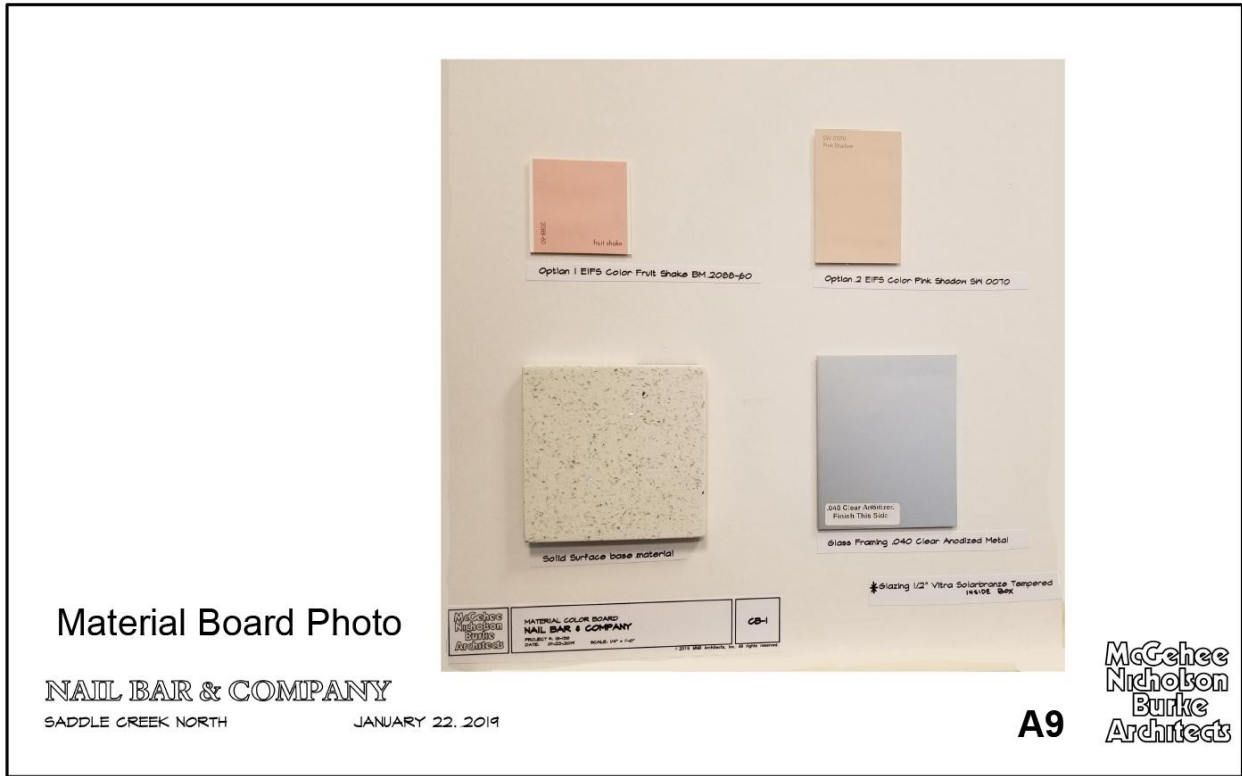
SADDLE CREEK NORTH

JANUARY 22, 2019

**A7**

**McGehee  
 Nicholson  
 Burke  
 Architects**

### COLOR AND MATERIALS BOARD





# 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 (Site plan, building elevations, landscaping, lighting, etc...)  
(Circle which one above applies)
- 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 SADDLE CREEK TENANT FACADE REVIEW

Project Name: NAIL BAR & COMPANY

Project Address: 7615 W FARMINGTON BLVD SUITE 31  
GERMANTOWN TN 38138

Previous Tenant: SUNGLASS HUT PLUS / UNKNOWN

Applicant's Name & Title: DESIGN SPECIALTIES CONSTRUCTION INC. KEN WHITMORE

Mailing Address: 2280 PODESTA COVE MEMPHIS TN 38134

Email Address: designspec3@aol.com Telephone: 901 382 8380

Property Owner's Name & Title: SHOPS OF SADDLE CREEK db HERMAN

Mailing Address: 91 NORTH WACKER DR. SUITE 2500, CHICAGO IL. 60606

Email Address: MARK.HUDGILLS@HERMAN.COM Telephone: 312.849.4160

Developer's Name & Title: TRADEMARK PROPERTY

Mailing Address: 701 RIVER RUN SUITE 500 FORT WORTH, TX 76107

Email Address: BGRISTAM@TRADEMARKPROPERTY.COM 817.639.2705

Lessee's Name & Title: KRISTINA CONNELL NAIL BAR & COMPANY  
MEMBER

Mailing Address: 7615 W FARMINGTON BLVD GERMANTOWN TN

Email Address: KristinConnelle@gmail.com Telephone: 901 674 7532 38138



DRC Project Review Application  
Page 2

Zoning District where project is to be located: T5

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

Saddle Creek North - Tenant Facade Review

All applicable parties shown below must sign the application

KEN WHITMORE DESIGN SPECIALTIES  
Print Name & Title of Applicant

[Signature]  
Signature of Applicant

MARK HODGINS, Vice President  
Print Name & Title of Property Owner

[Signature]  
Signature of Property Owner

BEVILLE GRISHAM, Project Manager  
Print Name & Title of Developer

[Signature]  
Signature of Developer

KRISTINA CONNELL MAIL BAR COMPANY  
Print Name & Title of Lessee

Kristina Connell  
Signature of Lessee

*By these signatures, we attest that all of the required information associated with this application has been submitted to the Planning Division - Department of Economic and 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, lessors 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 Name & Title: DESIGN SPECIALTIES & CONSTRUCTION INC  
 Address: 2200 FORESTIA COVE MEMPHIS TN 38134  
 Signature of Applicant: [Signature]

Property Owner Name & Title: SHOPS AT SADDLE CREEK, <sup>Inc.</sup> GERMANTOWN  
 Address: R. W. HACKER DR SUITE 2500, CHICAGO, IL 60606  
 Signature of Property Owner: [Signature]

Lessee Name & Title: KRISTINA CONNELL, MEMBER  
 Address: 7615 W FARMINGTON BLVD, SUITE 31, GERMANTOWN, TN 38138  
 Signature of Lessee: Kristina Connell

Developer Name & Title: TRADEMARK PROPERTY  
 Address: 1701 RIVER RUN SUITE 500, FORT WORTH TX 76101  
 Signature of Developer: [Signature]

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

Name	Business or Home Address
<u>KRISTINA CONNELL</u>	<u>7615 W FARMINGTON BLVD, SUITE 31, GERMANTOWN, TN 38138</u>
<u>James S. Connell</u>	<u>7615 W FARMINGTON BLVD, SUITE 31, GERMANTOWN, TN 38138</u>
_____	_____
_____	_____
_____	_____
_____	_____

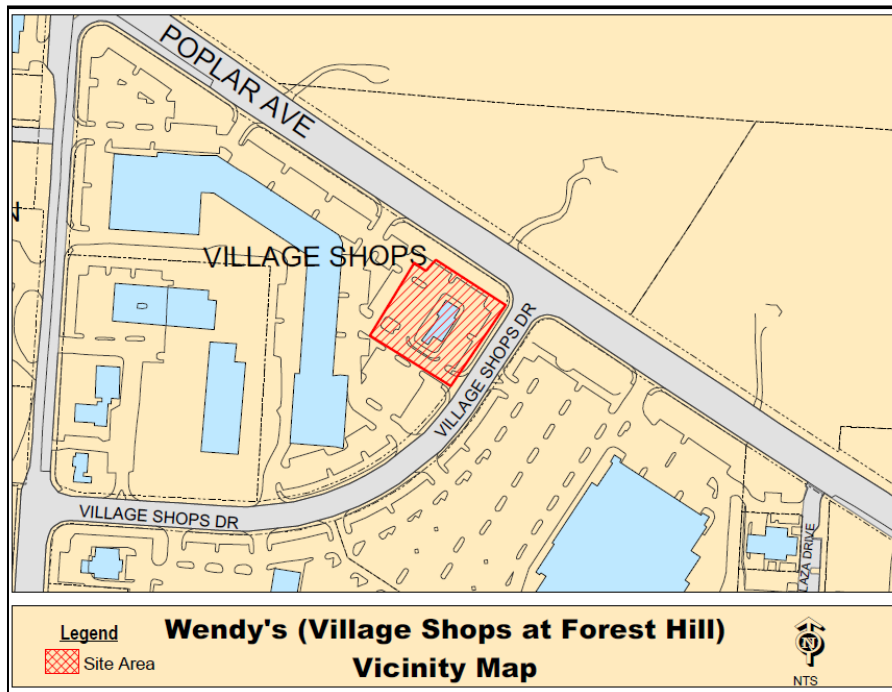
\*See language in parenthesis above.

- e. Wendy's – 9197 Poplar Ave. – Approval of Building Façade Modifications (Case No. 19-913).

**INTRODUCTION:**

Subject:	Wendy's Restaurant, Village Shops of Forest Hill
Case Number:	19-913
Location:	9197 Poplar Avenue
Property Owner Name:	NADG NNN Wen-Germ (TN), LP
Tenant/Applicant Name:	Wen Tennessee, LLC
Representative Name:	Meritage Hospitality Group – Ana Pelhank, Agent
Current Zoning District:	“SC-1” Shopping Center District
Description of Request:	Approval of Building Façade Modifications

\*Refer to the Disclosure Form attached for more information



**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended placing this item on the Consent Agenda.

**BACKGROUND:** Wendy's Restaurant at its current location was approved by the Planning Commission on October 5, 1993, Design Review Commission (DRC) on October 19, 1993, and the Board of Mayor and Aldermen (as Development Contract Number 958) on December 13, 1993. October 28, 2003, the DRC approved a color change of the store's mansard.

**DISCUSSION:** The applicant is now seeking approval of an exterior reimages modification consisting of new building design elements and paint colors. Samples of the colors and materials were submitted with the application and will be provided at the subcommittee meeting.



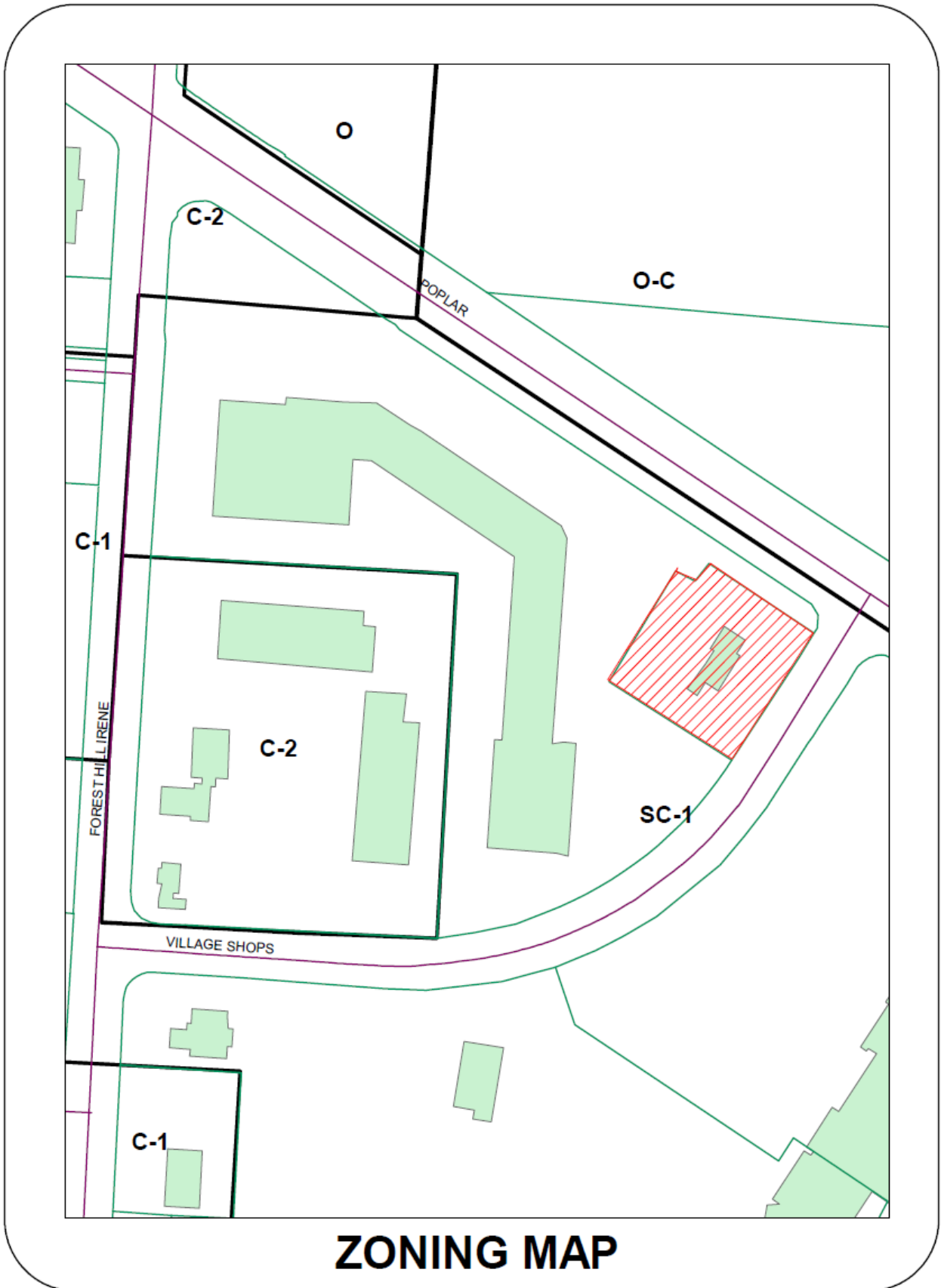
**New Building Design Elements:** Replace the existing metal fascia panel on the front of the building with new corrugated metal painted Reynobond “Brite Red”. Also, new aluminum silver bands will be added to the top of the parapet to frame the new corrugated metal panel.

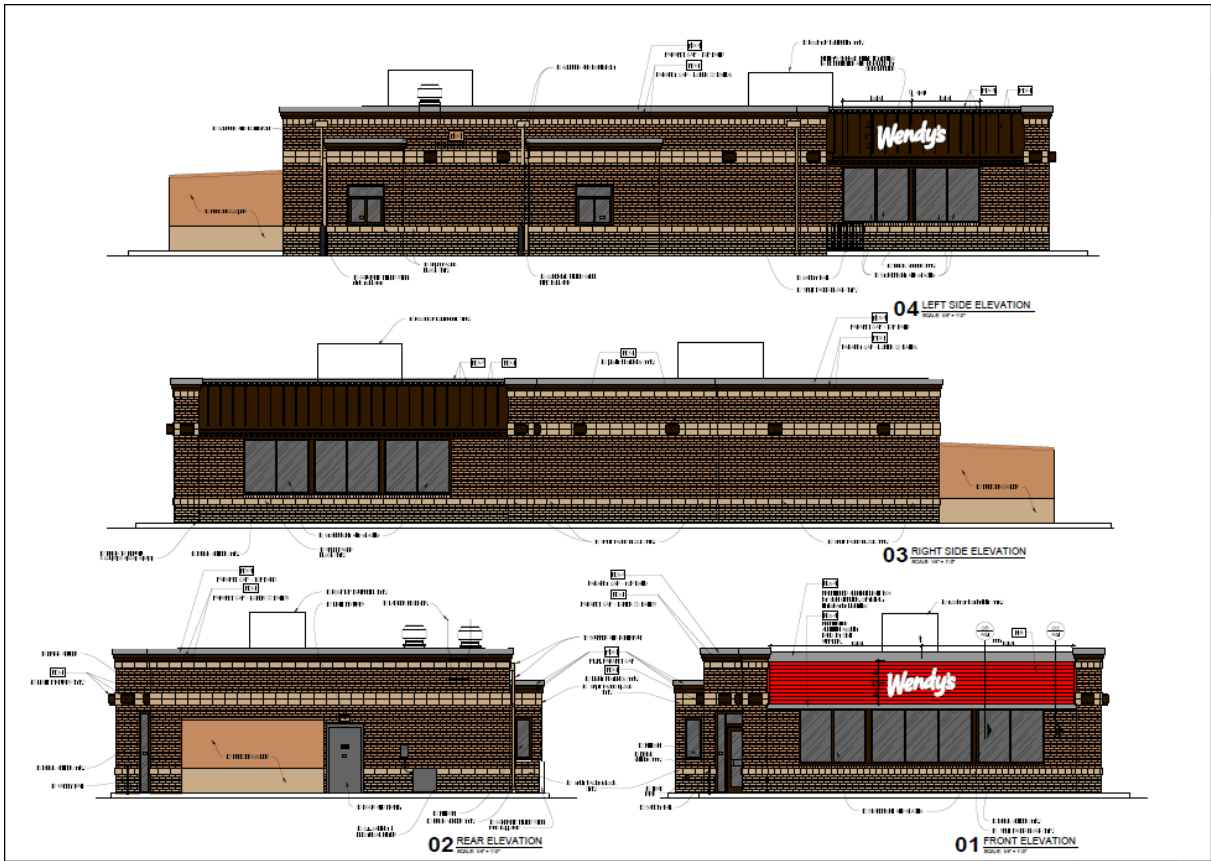
**New Exterior Paint Colors:** The existing metal fascia on the sides of the building is to be painted a Wendy’s Dark Bronze tone. The lower parapet band will be painted dark bronze and the upper parapet band will be painted silver. All existing exterior building light fixtures and safety rails will also be painted dark bronze.

**STAFF COMMENTS:**

1. The proposed changes to this Wendy’s are similar to those approved in 2015 for the Wendy’s located at the southeast corner of Poplar Avenue and West Street, especially the use of the color Reynobond “Brite Red” on the front façade of the building.
2. The applicant indicates that no changes are to be made to the existing landscaping and lighting (except repainting) on the site.
3. The applicant also filed an application for approval to update the two existing building signs. These signs conformed to both the shopping center sign policy and the City Sign Code and were, therefore, approved administratively on February 6, 2019.
4. If approved, the applicant shall obtain the required building permits from the Shelby County Construction Code Enforcement Office prior to commencing work.

**Proposed Motion:** To approve modifications (including new building design elements and paint colors) to the building façade of the Wendy’s Restaurant, located in the Village Shops of Forest Hill at 7724 Poplar Ave., subject to the Board’s discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.







Ana Pelhank  
Meritage Hospitality Group  
45 Ottawa Avenue, SW, Suite 600  
Grand Rapids, MI 49503  
616-591-9271 | [apelhank@mhgi.net](mailto:apelhank@mhgi.net)

January 17, 2019

**Design Review Commission**  
1930 South Germantown Road  
Germantown, TN 38138

Wendy's – 9197 Poplar Avenue - Request Approval of Exterior Building Elevation Remodel.

To Whom It May Concern:

The Wendy's Company is in the middle of a system wide brand transformation that requires all franchisees to "image activate" all of their locations by 2024. Wendy's has released a Refresh Lite program that consist of a limited-scope refresh solution for qualifying restaurants. The Wendy's restaurant located at 9197 Poplar Avenue is one of the qualifying restaurants for the Refresh Lite program.

The proposed scope for the exterior refresh lite work consist of the following:

1. Replace the metal Fascia panels in the front of the building with "Brite Red" corrugated metal (M-6). See page A6.1 on drawings for material and finish schedules. Add aluminum silver bands on top of parapet (PEX-9). The proposed red is a Reynobond "BRITE RED", which is a Wendy's standardized color and it is the same color red previously approved by DRC in the remodel of Wendy's located on 7569 Poplar Avenue.
2. Paint the existing metal fascia on the sides of the building with bronze tone color (PEX-1) and silver band (PEX-9). The proposed color for the existing metal fascia is "Wendy's Dark Bronze", another Wendy's standardized color and also approved previously by DRC.
3. Currently, the building has one sign in the front facing Poplar Ave, and one sign on the building side facing Village Shop Drive. The scope is to replace both signs with the new Logo brand signs. The new signs will consist of the white lettering of "Wendy's" in the new "wave" format. The height of the letters will be 30" height as per the sign regulation and each sign will be 15.05 sq. ft. The new signs package has been revised and approved by the Shop of Forest Hill and shall be reviewed as an administrative change. The approval letter from the Shops of Forest Hills is attached to the sign application.
4. Paint Existing light fixture and the safety railing with dark bronze color (PEX-1).
5. Paint Parapet cap – top band with silver paint, lower band dark bronze paint.

No site, landscape or lighting work will be completed.

Hereby, we request your approval for the exterior modification to the building and existing signs.

Thank you,

**Ana Pelhank**

**Project Engineer-**

Meritage Hospitality Group, Inc.

616-591-9271

[apelhank@mhgi.net](mailto:apelhank@mhgi.net)



45 Ottawa Avenue SW, Suite 600, Grand Rapids, MI 49503  
P 616.776.2600 | F 616.776.2776 | [www.meritagehospitality.com](http://www.meritagehospitality.com)





# 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: **RECEIVED**

DEC 20 2018

RMG  
1:01 PM

CITY OF GERMANTOWN

## 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)  
(Circle which one above applies)

Wireless Transmission Facility  Landscaping (only)  Lighting (only)

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

Other; Explain Exterior Building Renovation

Project Name: Wendy's Lite renovation

Project Address: 9197 Poplar Avenue, Germantown, TN 38138

Previous Tenant: Same

Applicant's Name & Title: Ana Pelhank Project Engineer

Mailing Address: 45 Ottawa Ave SW suite #600, Grand Rapids, MI 49503

Email Address: apelhank@mhgi.net Telephone: 616-591-9271

Property Owner's Name & Title: NADG NNN WENGERM(TN) LP

Mailing Address: 2718 Fairmount Street, Dallas, TX 75201

Email Address: birpland@nadg.com Telephone: (469) 906-7349

Developer's Name & Title: Wen Tennessee, LLC

Mailing Address: 45 Ottawa Ave SW Suite #600, Grand Rapids, MI 49503

Email Address: apelhank@mhgi.net Telephone: 616-591-9271

Lessee's Name & Title: Wen Tennessee, LLC

Mailing Address: 45 Ottawa Ave SW Suite #600, Grand Rapids, MI 49503

Email Address: apelhank@mhgi.net Telephone: 616-591-9271

DRC Project Review Application  
Page 2

Zoning District where project is to be located: SC-1

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

Exterior elevation will be changed as part of a renovation. The change consist as follow:

1. Replace the front metal fascia panel with red corrugated metal. 2. Paint the metal fascia on the sides of the building with dark bronze. 3. Replace the building signs with the newest logo. See letter of intent for more scope details.

**All applicable parties shown below must sign the application:**

Ana Pelhank - Project Engineer  
Print Name & Title of Applicant

Ana Pelhank  
Signature of Applicant

MADA MM WEN-GERM (TN) LP  
Print Name & Title of Property Owner

X  
Signature of Property Owner

Wen Tennessee, LLC  
Print Name & Title of Developer

[Signature]  
Signature of Developer

Wen Tennessee, LLC  
Print Name & Title 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 Planning Division - Department of Economic and 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:

- 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 Name & Title: Anna Pelhank - Project Engineer  
Address: 45 Ottawa Ave SW # 600, Grand Rapids MI  
Signature of Applicant: Anna Pelhank

Property Owner Name & Title: NADG NNN WEN-GERM (TN) LP  
Address: 2718 Fairmount Street, Dallas TX 75201  
Signature of Property Owner: X

Lessee Name & Title: Wen Tennessee, LLC  
Address: 45 Ottawa Ave SW, Suite 600, Grand Rapids, MI 49503  
Signature of Lessee: [Signature]

Developer Name & Title: Wen Tennessee, LLC  
Address: 45 Ottawa Ave SW, Suite 600, Grand Rapids, MI  
Signature of Developer: [Signature]

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

Name	Business or Home Address
<u>NA</u>	<u>NA</u>
_____	_____
_____	_____
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_____	_____

\*See language in parenthesis above.

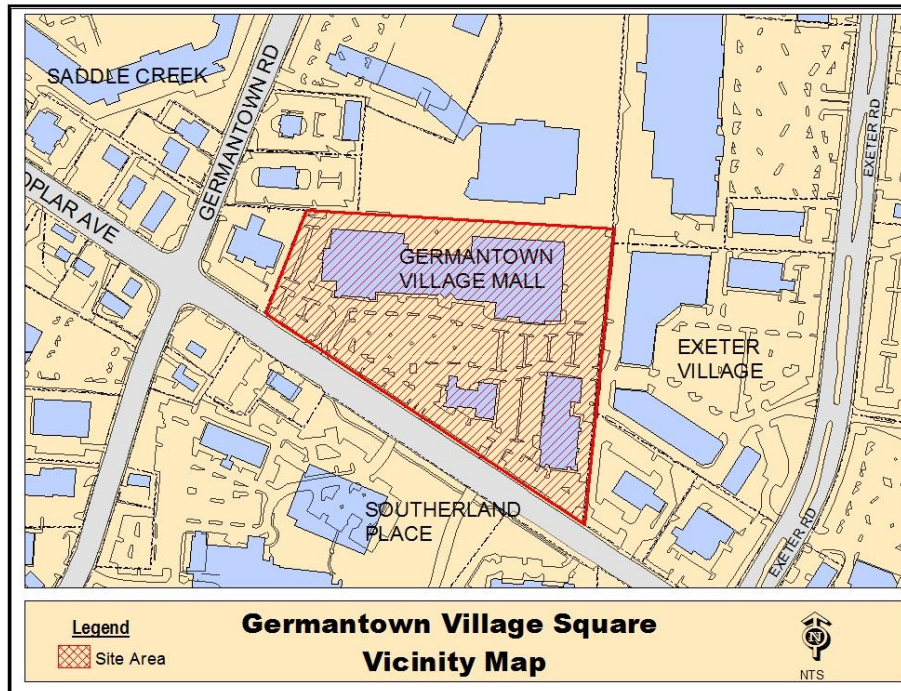


- f. Germantown Village Square – 7724 Poplar Ave. (Germantown Village Square) Approval of Rear Building Façade Modifications (Case No. 15-502).

**INTRODUCTION:**

Subject:	Germantown Village Square Shopping Center
Case Number:	15-502
Location:	7724 Poplar Ave
Property Owner Name:	PEBB Enterprises – Evan Rosenblatt
Applicant/Representative Name:	Mark Kozevski w/ MJM Architects
Current Zoning District:	“T5” Urban Center District (utilizing the pre-existing SC-1 district regulations)
Description of Request:	Approval of Rear Building Façade Modifications

\*Refer to the Disclosure Form attached for more information



**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended placing this item on the Consent Agenda.

**BACKGROUND:** On May 24, 2018, Germantown Village Square Shopping Center received approval from the Design Review Commission of a two-phase renovation project on the property: 1) painting the entire shopping center (outbuildings included) with a new color scheme, and 2) building modification to make the center’s façade appear more uniform (including removal of a tower element and the addition of stairs and railing). On July 24, 2018, the DRC approved a request from a new tenant (Staks Pancake House) in the shopping center that included 3 changes to the exterior of the building: 1) a storefront modification to add one (1) new exterior door that will match the existing storefront; 2) addition of an exterior cooler at the back of the building; 3) a new outdoor seating area (patio) at the front of the building. On November 27, 2018, the DRC approved a request for changes to accommodate another new tenant (Burger Fi) that included the following: 1) a storefront modification to add a new outdoor seating area (patio) on the western side of the building, 2) to add a new rear entry service door; 3) to add a new grease trap, 4) to modify the existing dumpster enclosure. The DRC also approved a new compactor



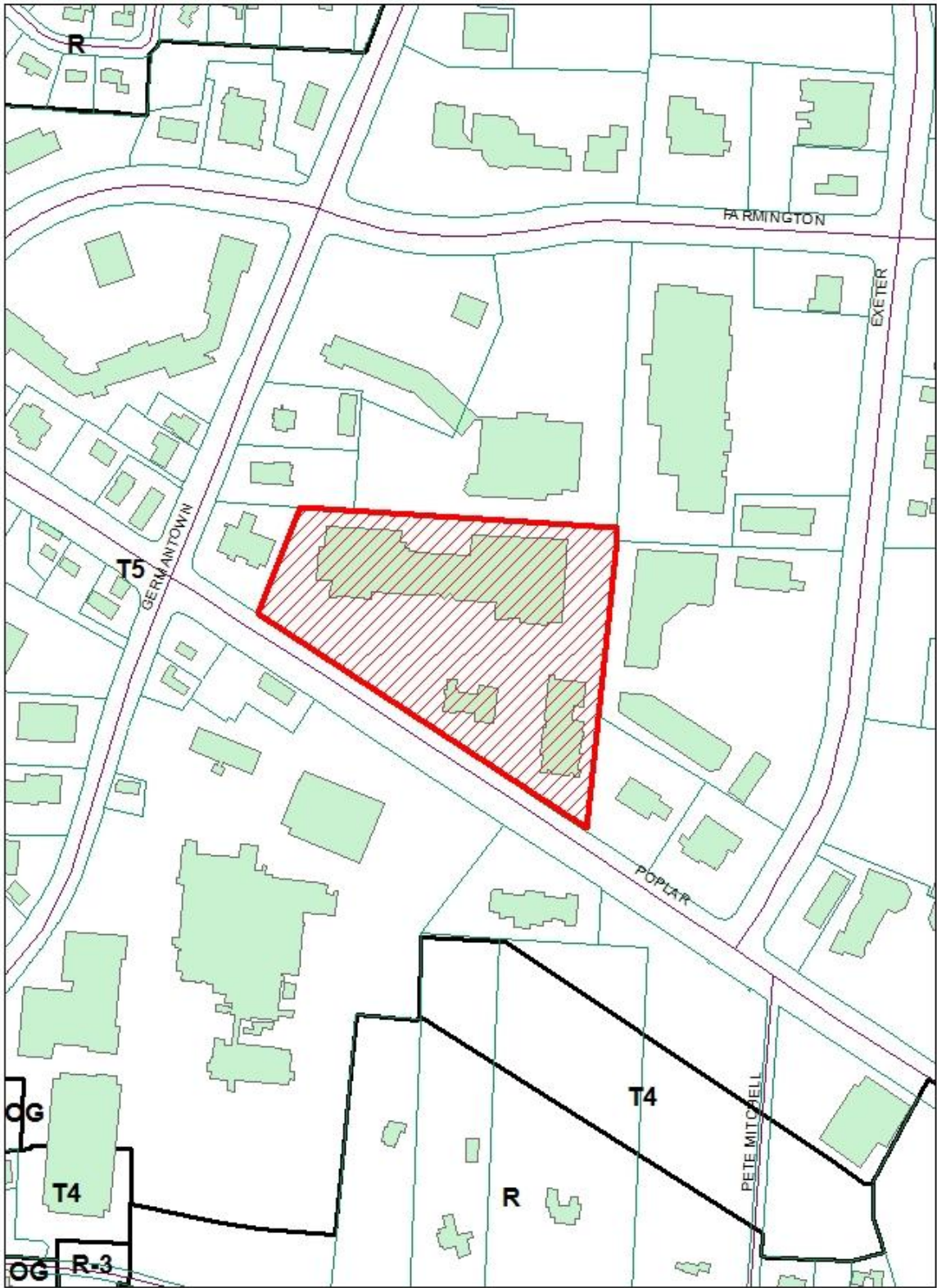
enclosure at the rear of the building to replace an existing dumpster enclosure on, November 27, 2018, and on January 14, 2019, staff administratively approved the addition of HVAC Conduit Lines on the rear building façade.

DISCUSSION: The current request is for approval of a number of modifications to the rear building elevation of the shopping center, specifically behind the new Five Below tenant space. The changes include the following: new HVAC in-take & relief louver vents, double entrance/exit door, emergency egress light fixture, and awning. The new double entrance/exit door will replace existing doors in the same location and the new awning will be constructed of black fabric with a metal frame. Specific details of the changes are reflected in the plans and materials submitted with the application and included in the DRC web packet.

STAFF COMMENTS:

1. The proposed changes are a continuation of the site improvements and building modifications that have recently been made to this shopping center to support new tenants that are currently moving into it.
2. All new elements will be painted to match the existing rear elevation of the building so that they will blend seamlessly into the facade.
3. If approved, the applicant shall obtain the required building permits from Shelby County Construction Code Enforcement Office prior to commencing work.

PROPOSED MOTION: To approve modifications (including new HVAC in-take & relief louver vents, double entrance/exit door, emergency egress light fixture, and awning) to the rear building façade of the Germantown Village Square Shopping Center, located at 7724 Poplar Ave., subject to the Board's discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.

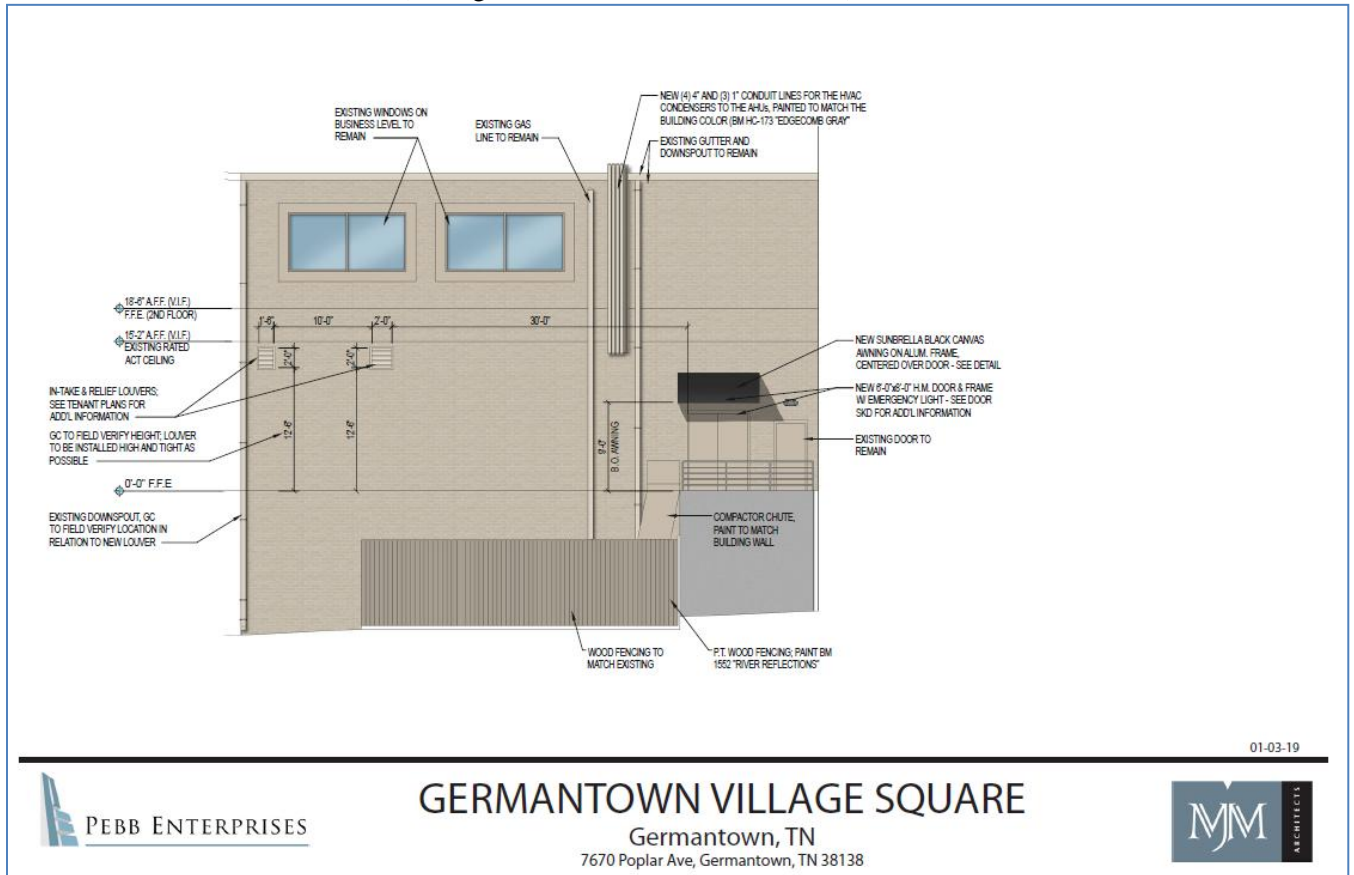


**ZONING MAP**

Photos: Existing Rear of Building & Location of Proposed Changes



Rendering of Proposed Building Modification  
 (Enlarge Plan included in Web Packet)





ARCHITECTURE  
ENGINEERING  
PLANNING  
INTERIORS  
GRAPHICS

### **Letter of Intent**

The scope of this project includes the installation of (2) louvers vents for the air handling units within the tenant space. One vent for air in-take and another for relief. The existing rear access door (6'-0"x7'-0") was deteriorated beyond repair and required replacement. The new door (6'-0"x8'-0") will be installed in the existing opening with a slight increase in height. Finally a black canvas awning on aluminum frame will be installed over the new door.

MJM ARCHITECTS  
712 4TH AVE S  
NASHVILLE, TN 37210  
615-224-8170  
fax. 615-244-8141  
[www.mjmarsh.com](http://www.mjmarsh.com)





# 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)  
(Circle which one above applies)
- Wireless Transmission Facility       Landscaping (only)               Lighting (only)

- Revision/amendment to an approved plan  
Description of requested change: Adding in-take and relief louver vents for the HVAC system, existing double door has deteriorated beyond repair, to be replaced with new double door (6'-0"x8'-0") and emergency egress light fixture, black canvas  
 Other; Explain awning on aluminum frame to be added above rear door.

Project Name: Germantown Village Square - Rear elevation modification

Project Address: 7724 Poplar Ave, Germantown Village Square, Germantown, TN 38138

Previous Tenant: Existing Tenant - Five Below & Vacant Space available for future tenant

Applicant's Name & Title: Mark Kozevski - Project Manager - MJM Architects

Mailing Address: 712 4th Ave. S. Nashville, TN 37210

Email Address: m.kozevski@mjmarch.com Telephone: (615) 244-8170

Property Owner's Name & Title: PEBB Germantown IND, LLC and PEBB Germantown LEB, LLC c/o Eric Hochman

Mailing Address: 7900 Glades Rd, Suite 600, Boca Raton, FL 33434

Email Address: erosenblatt@pebbent.com Telephone: (561) 613-4020

Developer's Name & Title: PEBB Enterprises - Eric Hochman

Mailing Address: 7900 Glades Rd, Suites 600, Boca Raton, FL 33434

Email Address: ehochman@pebbent.com Telephone: (561) 613-4020

Lessee's Name & Title: N/A

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

DRC Project Review Application  
Page 2

Zoning District where project is to be located: T5 - Urban Center

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

Requesting the approval for the addition of (2) small louver vents at the rear of the building for the HVAC system. Also the addition of a black canvas awning on aluminum frame to be placed above the rear double door. Finally the replacement of a deteriorated existing 6'-0"x7'-0" double door with a new 6'-0"x8'-0" double door w/ emergency egress light for the use of both the existing tenant and the future tenant.

**All applicable parties shown below must sign the application:**

Mark Kozevski - Project Manager

**Print Name & Title of Applicant**  
PEBB Germantown IND, LLC c/o: Ian Weiner  
PEBB Germantown LEB, LLC c/o: Ian Weiner

**Print Name & Title of Property Owner**

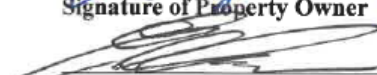
PEBB Germantown IND, LLC c/o: Eric Hochman

**Print Name & Title of Developer**

**Print Name & Title of Lessee**

  
\_\_\_\_\_  
**Signature of Applicant**

  
\_\_\_\_\_  
**Signature of Property Owner** Ian Weiner, Authorized Person

  
\_\_\_\_\_  
**Signature of Developer**

\_\_\_\_\_  
**Signature of Lessee**


*By these signatures, we attest that all of the required information associated with this application has been submitted to the Planning Division - Department of Economic and 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.*

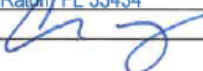
DRC Project Review Application  
Page 3

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Applicant Name & Title: Mark Kozevski - Project Manager  
Address: 712 4th Ave S., Nashville, TN 37210  
Signature of Applicant: 

Property Owner Name & Title: Ian Weiner - PEBB Germantown IND, LLC & PEBB Germantown LEB, LLC  
Address: 7900 Glades Rd. Suite 600, Boca Raton, FL 33434  
Signature of Property Owner:  Ian Weiner, Authorized Person

Lessee Name & Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Signature of Lessee: \_\_\_\_\_

Developer Name & Title: Eric Hochman - PEBB Germantown IND, LLC & PEBB Germantown LEB, LLC  
Address: 7900 Glades Rd. Suite 600, Boca Raton, FL 33434  
Signature of Developer: 

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

Name	Business <u>or</u> Home Address
<u>Bruce Weiner</u>	<u>7900 Glades Rd, Suite 600</u> <u>Boca Raton, FL 33434</u>
<u>Bruce H. Weiner 2016 Trust II</u>	<u>7900 Glades Rd, Suite 600</u> <u>Boca Raton, FL 33434</u>
<u>Bruce H. Weiner 2016 Trust I</u>	<u>7900 Glades Rd, Suite 600</u> <u>Boca Raton, FL 33434</u>

\*See language in parenthesis above.

g. Popcorn Vault – 2219 S. Germantown Rd. – Approval of a Tenant Identification Hanging Sign (Case No. 19-909). Previously Known as Agenda Item No. 5.

**INTRODUCTION:**

Subject:	Popcorn Vault
Case Number:	19-909
Location:	2219 S. Germantown Rd.
Owner Name:	Alexander Jekels
Tenant/Applicant Name:	Popcorn Vault – Patricia Glaspie
Zoning District:	“T-5” Urban Center Zoning District (utilizing the pre-existing “C-2” General Commercial district regulations)
Description of Request:	Approval of a Tenant Identification Hanging Sign

\*Refer to the Disclosure Form attached for more information




**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended that the applicant remove the logo and revise the color to be off-white. The applicant has revised the request accordingly.

**BACKGROUND:** The strip center at 2219 S. Germantown Rd. (“Germantown Shopping Center”) does not have an adopted sign policy. However, all tenant signs appear to have a uniform size, shape and color scheme.

**DISCUSSION:** The applicant is requesting approval of a tenant identification hanging sign for the Popcorn Vault, located on the west side of S. Germantown Rd. and north of North St. The applicant seeks to place the sign on a hanging sign panel (similar to that of the other tenants in the shopping strip), and will use the existing mounting brackets. The specifics of the request are as follows:



TENANT IDENTIFICATION HANGING SIGN

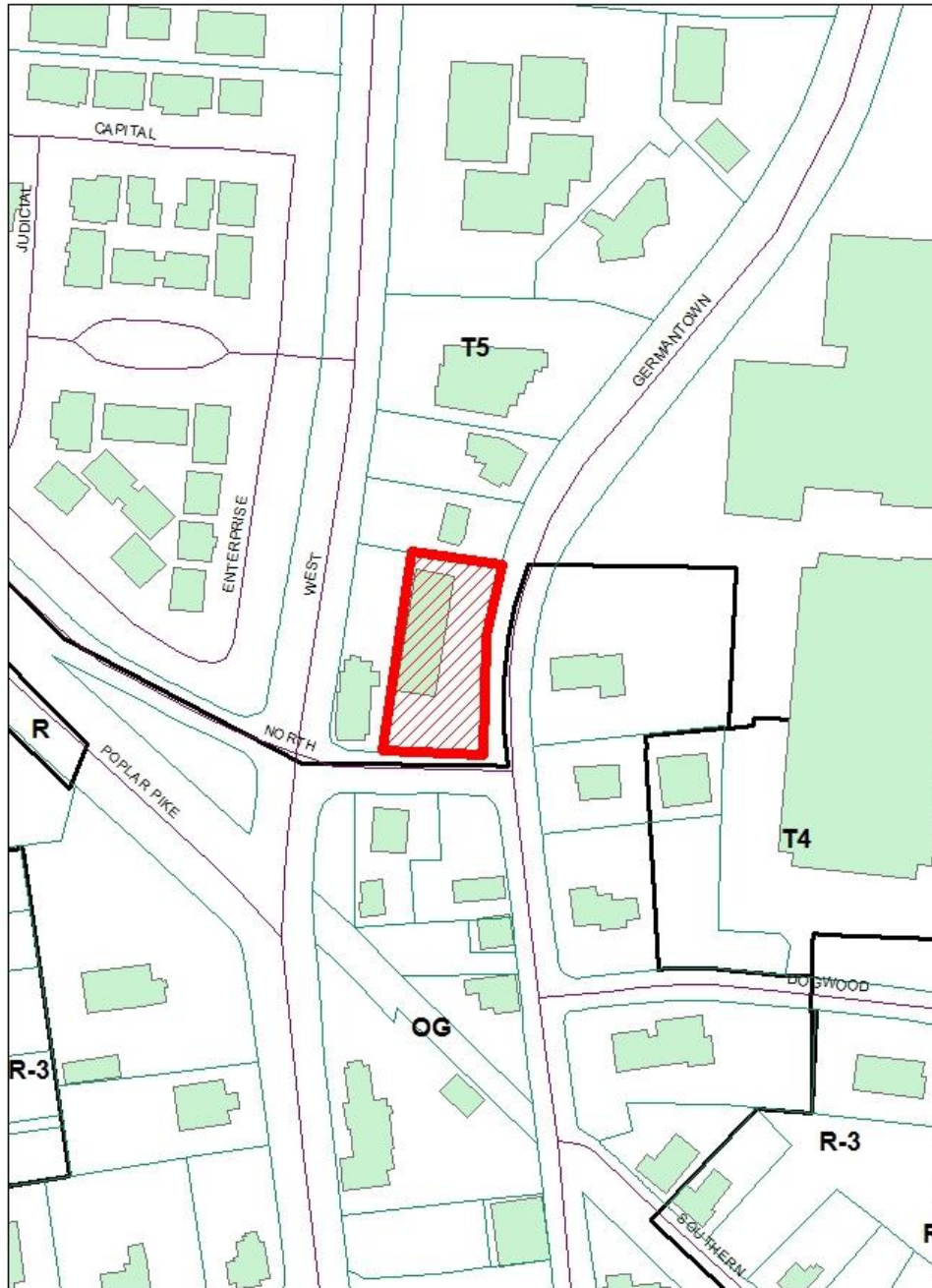
Location & Height:	One single-faced, rectangular sign, parallel to the street, to be hung from the soffit, approximately 60 feet from the back of the pavement on West Street, 11 feet high from the surrounding grade.
Sign Area:	12.5 sq. ft.
Letter Height:	7.5" (Popcorn Vault); 2.25" (Gourmet Popcorn)
Content:	 The logo for Popcorn Vault Gourmet Popcorn. It features the word "Popcorn" in a large, bold, serif font, with "Vault" below it in a similar font. Underneath "Vault" is the phrase "Gourmet Popcorn" in a smaller, cursive-style font. The entire text is set against a dark, rectangular background with a light-colored border.
Colors & Materials:	Color: Letters = Off-White Background = Chocolate Materials: Letters = Vinyl Sticker Sign Face = Painted Wood Composite
Font:	Poster Bodoni
Logo:	N/A
Mounting Structure:	Existing metal brackets
Lighting:	Utilizing existing downward facing spotlights
Landscaping	None existing or proposed by the applicant

STAFF COMMENTS:

1. Staff's research found two permitted signs for this property (Dr. Donald Goldstein, DDS), approved in 1997, and the Design and Print Shop, approved in 2016, both of which are consistent with the sign scheme of all tenants on the property.
  - a. The approved sign for the Design and Print Shop also consisted of off-white, vinyl stickers affixed to a painted wood panel.
2. The requested sign area is 12.5 sq. ft., which conforms to Sec. 14-34(c)(1) of the City of Germantown Sign Ordinance. The total allowable sign area would be 22 sq. ft. (based on the linear footage of the building wall).
3. Per Sec. 14-34(e)(1) of the City of Germantown Sign Ordinance, "... 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." The applicant is requesting the primary product ("Gourmet Popcorn") to be listed on the sign.
4. As a condition of approval for this sign, Planning Division staff recommended to the DRC Subcommittee that the property owner improve the property maintenance of the entire site, especially the façade of the building and the rotting fascia. The DRC stated that this condition of approval would be unfair and burdensome to this specific business. They recommended that this property maintenance issue is pursued by Code Compliance in the City's Neighborhood Services Division.
5. Currently, there are mounting brackets and downward lighting from a previous tenant, which would be used to affix the proposed tenant identification hanging sign.

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

**PROPOSED MOTION:** To approve a tenant identification hanging sign for the Popcorn Vault at 2219 S. Germantown Rd., subject to the Commission's discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.



**ZONING MAP**

### PROPOSED SIGN



30" high x 60" wide sign

**\*\*please note: sign will be symmetrical and in-line with all other signs in the shopping center**



This proof is for general information. Placement and colors are approximate. By signing this, You are responsible for any cost incurred resulting from changes made after order is confirmed. An order will not be processed without this document signed.

Accepted by: \_\_\_\_\_

Title: \_\_\_\_\_

Date : \_\_\_\_\_

Please sign and fax approval to 901-726-6708

### SITE PLAN







# 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  
 Does this sign meet every criterion included in the sign policy for this location?  
 Yes: \_\_\_ No: \_\_\_ If no, explain: \_\_\_\_\_

**\*\*Complete this first page for each separate sign request\*\***

1. Sign Owner/Tenant: Popcorn Vault Phone No: 901-626-6354
2. Sign Owner's/Tenant's Address: 2219 S. Germantown Rd. Email Address: pglaspi@Aristocratgate.com
3. Sign Location Address and Name of Shopping Center: 2219 S. Germantown Rd, #1
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 X; Two \_\_\_\_\_.
8. Linear feet of building frontage occupied by business where sign will be located: 22 feet.  
 Size of tenant space: 850 square feet
9. Size of Sign: Width: 5 feet 0 inches; Height: 2 feet 6 inches  
**TOTAL AREA OF SIGN IN SQUARE FEET: 12.5**
10. Height of sign at its highest point above the surrounding grade: 11 feet 0 inches.
11. Size of Letters: 1) Height 7.5" Width 6.3" Font: Poster Bodoni.  
 2) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_.  
 3) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_.
12. Colors: Letters: White SUBMIT COLOR SAMPLES  
 Background: Brown 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).  
60 Feet 0 Inches Name of Street: S. Germantown Road  
 \_\_\_\_\_ 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).  
64 Feet 0 Inches Name of Street: S. Germantown Road  
 \_\_\_\_\_ Feet \_\_\_\_\_ Inches Name of Street: \_\_\_\_\_
16. Sign Content (words, letters, logos): Popcorn Vault (with popcorn pic logo)
17. Size of logo: Horizontal 0 feet 11.7 inches; Vertical 0 feet 13.5 inches. → 1,125 sq. feet
18. Sign Materials: Letters vinyl; Sign Face wood composite.  
 Mounting Structure (type and materials): metal brackets (existing) + bolts
19. Sign Illumination, if applicable (type, location and wattage): N/A
20. Sign Landscaping, if applicable landscape plan shall be submitted
21. Additional Comments: Replacing old/previous tenant sign with new/current tenants signage.





**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.

Name & Title of Applicant: Patricia Glaspie  
 Address: 5072 Gertrude Dr Memphis, TN 38125  
 Signature of Applicant: [Signature]

Name & Title of Property Owner/Landlord: Alexander Jekels  
 Address: 1252 Brayridge Cove Germantown, TN 38017  
 Signature of Property Owner/Landlord: [Signature]

Name & Title Tenant/Lessee: Patricia Glaspie  
 Address: 5072 Gertrude Dr. Memphis, TN 38125  
 Signature of Tenant/Lessee: [Signature]

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

Name	Business or Home Address
<u>Patricia Glaspie</u>	<u>5072 Gertrude Drive Memphis, TN 38125</u>
_____	_____
_____	_____
_____	_____
_____	_____

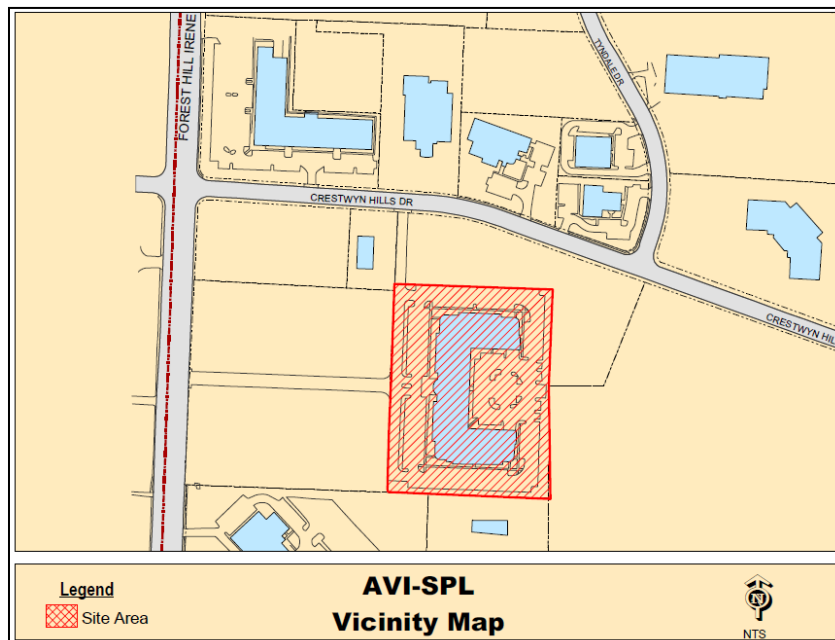
\*See language in parenthesis above.

- h. AVI-SPL – 3860 Forest Hill Irene Rd. – Approval of a Wall Sign (Case No. 19-910).  
Previously Known as Agenda Item No. 6.

**INTRODUCTION:**

Subject:	AVI-SPL
Case Number:	19-910
Location:	3860 Forest Hill Irene Rd., #101
Property Owner Name:	LPC Forest Hill., LLC
Applicant Name:	AVI-SPL – Jordan Myers, Regional Manger
Representative Name:	Signworks – Barry Buxbaum
Current Zoning District:	“T-5” Urban Center District (utilizing the pre-existing “O-51” Office district regulations)
Description of Request:	Approval of a Wall-Mounted Tenant Identification Sign

\*Refer to the Disclosure Form attached for more information




\*Applicant is a tenant within an existing office building

**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended that the applicant reduce the size of the logo to comply with the Sign Ordinance and that the proposed green color of the logo is revised to a shade that has been previously approved by the DRC for signs in Germantown. The applicant has revised the logo size as requested by the DRC Subcommittee. However, the staff has determined that the green color originally proposed for the logo is the same PMS color with a matte finish approved by the DRC for the logo on the West Cancer Center and Region Banks.

**BACKGROUND:** The applicant is a tenant in a 75,000 square foot building that was approved with the recording of the Forest Hill Heights Planned Development, Amended July 2000 and built the same year. The property for this site was annexed into the City of Germantown in September 2000.

**DISCUSSION:** The applicant is requesting approval of a wall-mounted tenant identification sign for AVI-SPL, who is located within an existing office building on the east side of Forest Hill Irene Road, south of Crestwyn Hill Drive. The previous sign approval for this space was in 2001 for Integrated Solutions, Inc. The specifics of the request are as follows:

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

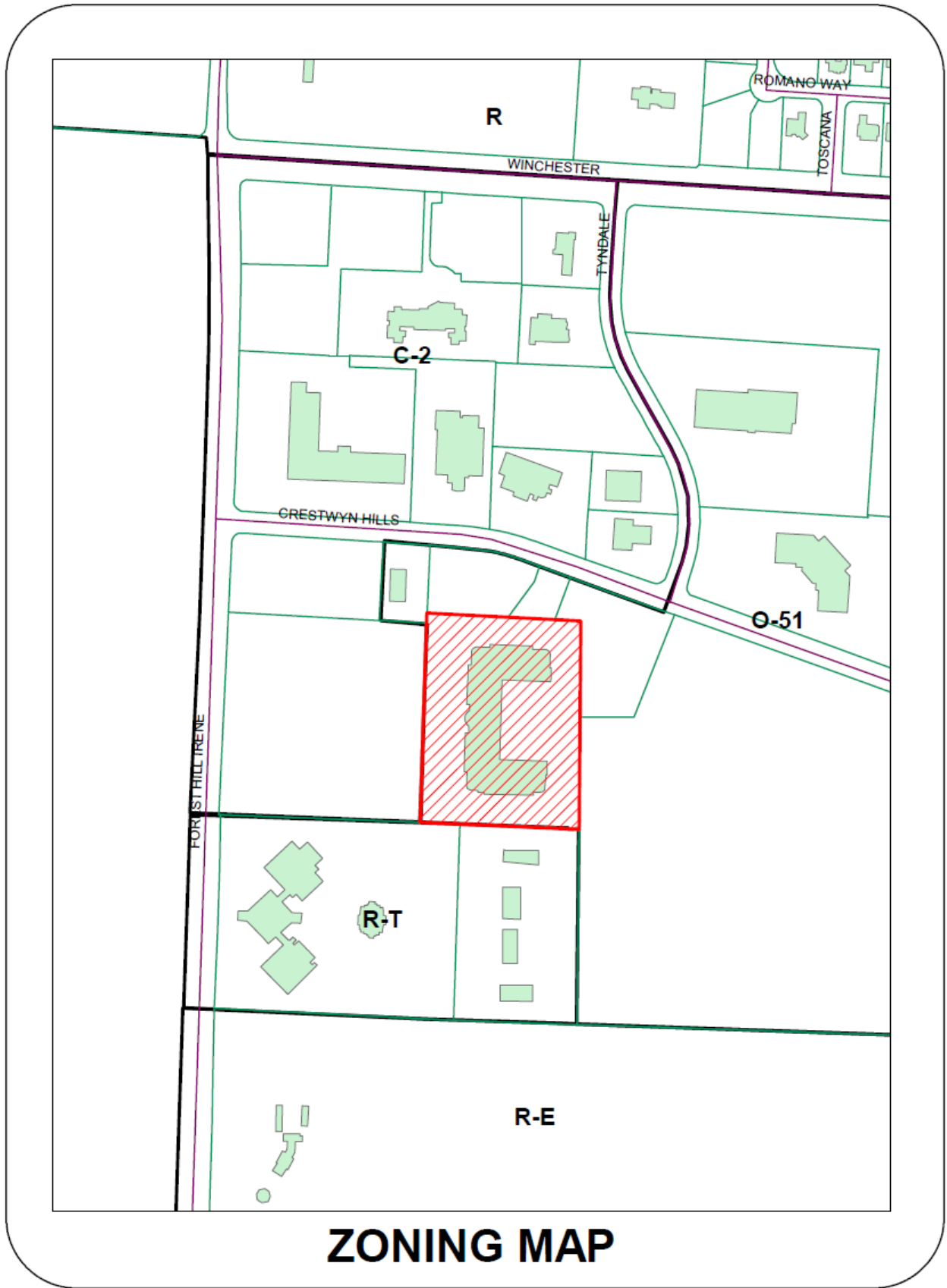
Location & Height:	One sign to be mounted on the wall of the north facing building façade, parallel to Crestwyn Hill Drive, above a building entrance with a maximum height of 15' from the surrounding grade.
Total Sign Area:	20.35 sq. ft. (11'10" x 20.64")
Logo Area	7.453 sq. ft. (52" x 20.64")
Content/Logo:	
Colors & Materials:	Color: Letters = Blue (Pantone 281C) Green (Pantone 376C) Background = Existing building façade (EIFS) Materials: Letters = Aluminum
Font:	San-Serif
Letter Height:	17.3"
Mounting Structure:	Steel stud- mounting bolts directly to the building facade
Lighting:	None

**STAFF COMMENTS:**

1. Although the existing commercial building (use) is located within the "T-5" Urban Center District, it was developed under the regulations for the pre-existing "O-51" Commercial District. Consequently, the signage for this business will be regulated by the O-51 sign regulations of the Zoning Ordinance.
2. The applicant has 106 feet of frontage on Crestwyn Hill Drive (based on the linear footage of the building wall where the public entrance is located), resulting in a maximum allowable sign area of 75 square feet (1 sq. ft. of sign area per foot of linear wall façade or a 75 sq. ft. maximum, whichever is less) per the current Sign Ordinance. The total of the current requested sign area is 20.35 sq. ft., which conforms to the Sign Code.
3. Per Section 23-34(e)(7)(c) of the City Sign Code, "a logo and the area on the face of the sign that may be covered by a logo shall not exceed 10% of the allowable sign area". Based on the maximum allowable sign area permitted (75 sq. ft.), this sign could have a logo size of 7.5 sq. ft. The proposed logo on this sign (7.453 sq. ft.) conforms to the requirements of the Sign Code.
4. The applicant is requesting approval of a logo color that the DRC has discouraged use of due to the bright fluorescent tone of it. The color is Green (Pantone 376C). However, the proposed green color for the logo is the same PMS color with a matte finish that was approved by the DRC for the logo on the West Cancer Center and Region Bank. A color sample of the new shade will be available at the DRC meeting.
5. If approved, the applicant must obtain a permit from the Memphis/Shelby County Office of Code Enforcement prior to installing the signs.

**PROPOSED MOTION:** To approve a wall sign for AVI-SPL, located at 3860 Forest Hill Irene Rd., #101, subject to the Board's discussion, staff comments and conditions in the staff report, and the documents and plans submitted with the application.





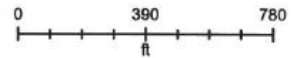
My Map



**MELVIN BURGESS, ASSESSOR**  
**SHELBY COUNTY, TENNESSEE**

DISCLAIMER: THIS MAP IS FOR PROPERTY ASSESSMENT PURPOSES ONLY. IT IS NOT CONCLUSIVE AS TO LOCATION OF PROPERTY OR LEGAL OWNERSHIP AND THEREFORE, SHOULD NOT BE RELIED UPON AS A REPRESENTATION OF ANY PROPERTY FOR ANY PURPOSE.

MAP DATE: January 8, 2019





**Pantone 281C**



**Pantone 376C**



# 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  
 Does this sign meet every criterion included in the sign policy for this location?

Yes:  No:  If no, explain: \_\_\_\_\_

**\*\*Complete this first page for each separate sign request\*\***

- \*\*\*\*\*
1. Sign Owner/Tenant: AVI - SPL Phone No: 800-282-6733
  2. Sign Owner's/Tenant's Address: 3860 Forest Hill Irene Rd. Email Address: \_\_\_\_\_
  3. Sign Location Address and Name of Shopping Center:  
3860 Forest Hill Irene Rd., #101, Germantown, TN 38125
  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: 106 feet.  
 Size of tenant space: 7,900 square feet
  9. Size of Sign: Width: 11 feet 10 inches; Height: 2 feet 0 inches  
 TOTAL AREA OF SIGN IN SQUARE FEET: 23,667
  10. Height of sign at its highest point above the surrounding grade: 17 feet 0 inches.
  11. Size of Letters: 1) Height 17.3" Width 13" Font: Custom sans-serif  
 2) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_  
 3) Height \_\_\_\_\_ Width \_\_\_\_\_ Font: \_\_\_\_\_
  12. Colors: Letters: Blue (281C) & green (376C) 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).  
998 Feet \_\_\_\_\_ Inches Name of Street: Forest Hill Irene Rd.  
244 Feet \_\_\_\_\_ Inches Name of Street: Crestwyn Hills
  15. Distance building is set back from street curb or edge of pavement (corner lots, provide distance from both streets).  
760 Feet \_\_\_\_\_ Inches Name of Street: Forest Hill Irene Rd.  
244 Feet \_\_\_\_\_ Inches Name of Street: Crestwyn Hills
  16. Sign Content (words, letters, logos):  
AVI - SPL (with double-diamond logo)
  17. Size of logo: Horizontal 5 feet 0 inches; Vertical 2 feet 0 inches.
  18. Sign Materials: Letters aluminum; Sign Face \_\_\_\_\_  
 Mounting Structure (type and materials): steel stud-mounting bolts
  19. Sign Illumination, if applicable (type, location and wattage):  
N/A
  20. Sign Landscaping, if applicable landscape plan shall be submitted
  21. Additional Comments: letters/logo will be coated with a matte finish





**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.

Name & Title of Applicant: Barry Buxbaum, Signworks Acct. Manager  
Address: 2151 York Ave., Memphis TN 38104  
Signature of Applicant: [Signature]

Name & Title of Property Owner/Landlord: LPC Forest Hill, LLC  
Address: c/o McKee and McFarland, Inc., P.O. Box 171133, Memphis, TN 38187-1133  
Signature of Property Owner/Landlord: [Signature]

Name & Title Tenant/Lessee: Jordan Myers - Regional GM/AVI-SPL  
Address: 3860 Forest Hill Irene, Suite 101, Memphis, TN 38125  
Signature of Tenant/Lessee: [Signature]

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

Name	Business or Home Address
<u>Moses Libitzky</u>	<u>1475 Powell St., # 201 Emeryville, CA 94608</u>
<u>Nathan Petrowsky</u>	<u>1475 Powell St., # 201 Emeryville, CA 94608</u>
_____	_____
_____	_____
_____	_____
_____	_____

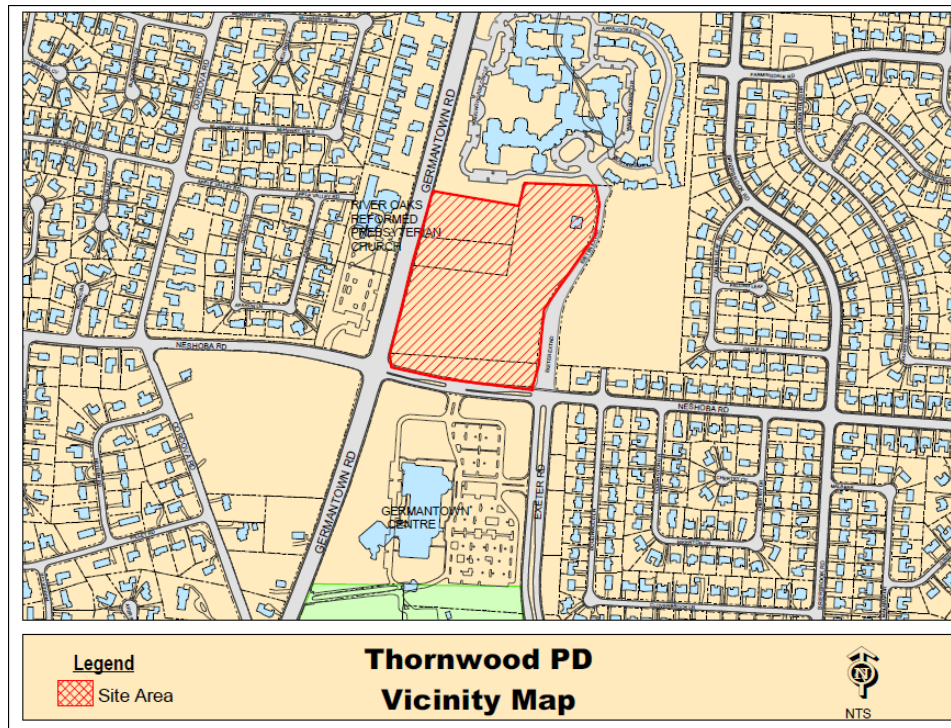
\*See language in parenthesis above.

5. Thornwood Mixed Use PD – 1680 S. Germantown Rd. – Approval of a Sign Policy (Case No. 18-833).

**INTRODUCTION:**

Subject:	Thornwood Planned Development
Case Number:	18-833
Location:	1680 S. Germantown Rd.
Property Owner/ Applicant Name:	McNeill Real Estate – Spence Ray
Name:	AVI-SPL – Jordan Myers, Regional Manger
Representative Name:	Balton Signs – Bruce Littman
Current Zoning District:	“T-5” Urban Center District
Description of Request:	Approval of a Sign Policy & Warrant

\*Refer to the Disclosure Form attached for more information



**DRC SUBCOMMITTEE REPORT:** The DRC Subcommittee met on February 14, 2019, and recommended that the applicant continue working with staff to provide the details requested in the DRC Subcommittee report. Most of the details have been provided and the policy has been revised accordingly; however, more information is needed before recommending approval of the proposed ground-mounted project directory and directional signs as part of the sign policy. The applicant is in agreement with staff’s recommendation.

**BACKGROUND:** Thornwood is located within the Central Business District area of Germantown. The property was rezoned from the “R” Single Family Residential District to the T4 and T5 districts as part of the Germantown Smart Growth Plan in 2007. The development is a mixed-use development consisting of multi-family, hotel, office and retail uses. The Thornwood Outline Plan was approved by the Planning Commission (PC) on April 1, 2014, and by the Board of Mayor and Aldermen (BMA) on May 12, 2014.

The Final Plan for Phase 1 (Infrastructure) was approved by the PC, on June 3, 2014, and Development Contract No. 1196 was approved by the BMA approved on November 24, 2014. Phase 2 (Bob Richards Jewelers) and Phase 3 (Hampton Inn Hotel) Final Plans were approved by the PC, on August 5, 2014, and Development Contracts No. 1198 and 1199 were approved by the BMA on September 14, 2015. The Final Plan for Phase 4 (The Residences Apartments) was approved by the PC on December 17, 2014, and the BMA approved Development Contract No. 1200 on June 13, 2016. The PC approved the Final Plan for Phase 5 (currently completing construction), on December 17, 2014, and the BMA approved Development Contract No. 1201 on October 24, 2016.

This application is being filed pursuant to 23-742(d) *et seq.*, of the Germantown Smart Code. The applicant seeks approval of a warrant to Division 8 (Signs) pursuant to 23- 745(e).

**DISCUSSION:** The current application is for approval of a sign policy that will include signage for all five phases of the development, with special attention to Phase 5. The applicant is seeking approval of a sign policy that would govern signage for this project that would set general standards and controls for all signs. However, the policy contains several deviations from the Smart Code Sign Regulations that require the applicant to seek approval of a warrant for the policy as a whole.

Signs within Smart Code districts are governed by Article VII. Division 8 of the Zoning Ordinance and approved as follows: a) All signs shall be subject to approval by the Director of Economic and Community Development (DECD). (b) Warrant: Any deviation from this shall be deemed a warrant and shall be reviewed by the DRC.

**WARRANTS:**

Per Section 23-745, any requested deviation from the Smart Code District's regulations must be granted by approval of a warrant.

In those instances where reasons are shown that would justify a deviation from the strict requirements of the provisions of the Smart Code, the Planning Commission [Design Review Commission] shall have authority to permit such deviations. A warrant is an official decision that permits a practice that is not consistent with a specific provision(s) of this Code, but is justified by its "intent" and is consistent with the urban design guidelines and/or development concepts in the "Germantown Smart Growth Plan".

The following is from the Smart Code section of the zoning regulations: "In determining justifiable reasons for granting a warrant, the PC shall take into account, among other relevant factors that may be applicable, the relationship of the property to other properties, whether the deviation would be in accord with the intent of the Smart Code, principles of good land use planning as same may evolve over time, the topography of the property, and peculiar and exceptional practical difficulties or undue hardship upon the owner of the property. In determining whether to grant a warrant, financial hardship shall not alone be considered sufficient to justify a deviation. In all events, the PC [DRC] shall take into consideration whether the proposed deviation may be granted without substantial detriment to the public good and without substantially impairing the intent and purpose of the Smart Code provisions."

(See Warrant Application with applicant's justification for each request on pages 17-19 of this report.):

**STAFF COMMENTS:**

1. Staff is still working with the applicant to finalize the details for the project directory signs and the directional signs and recommends that these two types of signs be dropped from the policy at this time. Upon finalizing the sign details this request; they should be resubmitted to the DRC for review and approval, if necessary. If the signs conform to the Smart Code Sign Section of the Zoning Ordinance, then per the Code they may be approved by the DECD.
2. If approved, the Thornwood Sign Policy will provide staff with a set of criteria on which to review sign applications for administrative review to ensure that signage throughout the development is consistent and cohesive.



MAIN MOTION: To approve a sign policy for Thornwood Planned Development, subject to the Commission’s discussion, staff comments and conditions in the staff report and the plans and documents filed with the application.

WARRANT:

PROPOSED MOTION 1: To approve a warrant from Article VII. Division 8 of the Zoning Ordinance: to allow the sign approval as prescribed by the sign policy for Thornwood Planned Development.

*Thornwood Market Row Tenant Signage Specifications*

1730 S. Germantown Road, Germantown, TN 38138

I. General

- A. The guidelines as outlined herein establish the framework (“Specs”) for all Tenant signage within Thornwood Market Row (the “Project”) and shall be used by the Tenant, sign manufacturer and sign installer for the submittal, review, and approval of all signage within the Project. Unless specifically approved by Landlord in writing, no deviation will be allowed from the Specs.
- B. Signage material, fabrication, and installation must meet the City of Germantown and Shelby County Code sign ordinances. Sign construction, design, and installation must fully comply with the National Electrical Code.
- C. No signage shall be fabricated, installed or submitted to the City of Germantown for approval or permitting until fully approved in writing by Thornwood Mixed Use Partners (the “Landlord”). Sign submittals shall be made to Landlord as follows:

Thornwood Mixed Use Partners

Attn: M. Spence Ray

1468 Kimbrough, Ste 103

Germantown, TN 38138

(901)-754-7774

[sray@mcneillcre.com](mailto:sray@mcneillcre.com)

All submittals shall be made to Landlord via email in Adobe PDF format and in writing via hand delivery, US mail or by recognized overnight delivery service such as FedEx or UPS.

- D. Sign submittals shall be drawn to an accurate scale of 1-1/2” to 1’0”. Sign submittals shall accurately identify and specify sign material, color, thickness, mounting and design of LED lighting.
- E. Sign submittals shall include samples of any colors and materials no larger than 5” x 5” and no smaller than 2” x 2”.

F. Permitted Signs: Wall Signs (Project, Building Identification & Tenant), Sandwich Boards, and Blade Signs

II. Specifics

A. Subject to compliance of all aspects of the Specs, the following signs are permitted:

1. Wall Signs:

- a. Each Tenant may have up to (2) two wall signs in the locations as shown on the attached “Sign Location Plan” (Exhibit A).
- b. Wall signs shall be limited to one (1) sign per interior parking deck elevation and (1) one wall sign per exterior street frontage
- c. Sign panel shall be used exclusively as the background for the name of the business above which it is situated.
- d. Landlord shall provide and install a panel (“Sign Panel”) for each elevation where Tenant intends to install signage. The panel shall be 42” tall. See Exhibit B.
- e. The Sign Panel shall be fabricated out of aluminum and painted matte black. The Sign Panel is the property of the Landlord and shall not be removed, damaged or modified.
- f. All signs shall be mounted on the Sign Panel in the locations as shown on the Sign Location Plan (Exhibit A). All signs shall be centered vertically and horizontally within the borders of the Sign Panel.
- g. Panels shall be removed from the building façade upon a tenant vacating a leased space.
- h. Size: Project Building Identification Signs – Wall signs shall have a maximum total sign area of 75 square feet, or one foot for each linear foot of building wall or lease space on which the sign is erected, whichever results in the smaller sign area, never to exceed 75 square feet, except the Design Review Commission, may approve additional sign area up to a maximum of 100 square feet.
- i. Tenant Space - Wall signs shall have a maximum total sign area per exterior façade of each tenant space with entrance of 50 square feet, or one (1) square foot for each linear foot of building wall or lease space on which the sign is erected, whichever results in the smaller sign area, never to exceed 50 square feet.
- j. Signs are limited to individual stud mounted, back-lit aluminum letters with a maximum height of 34”. The depth of letters shall be no less than

3” and no greater than 4”. All letters or logos shall be mounted no less than 1” and no more than 2” off the face of the Sign Panel.

- k. All sign faces and returns shall be SW 7008 Alabaster.
  - l. All signs must be individually back-lit illuminated with white LED’s.
  - m. Fonts used on all signs are subject to Landlord review and approval.
  - n. Subject to approval by Landlord and City of Germantown, Tenant may use logos consistent with national, regional, or local Company branding as part of their sign in accordance with the City of Germantown sign ordinance. Logos may not exceed 10% of the maximum signage area.
  - o. Tenant is responsible for providing electrical junction box with power supplied via a circuit to Tenant’s electrical panel meeting National and Shelby County Electric Code.
2. Hanging Blade Signs:
- a. Each Tenant may have (1) hanging blade sign.
  - b. The hanging blade sign shall be limited to the interior parking deck elevation. The dimension of the blade sign shall be as follows:
  - c. Size: Hanging blade signs shall have a maximum total sign area of 9 square feet per side with a maximum height and width of 3’ each, and a maximum thickness of 4”.
  - d. All text including tenant name shall be Alabaster White.
  - e. The hanging blade signs shall be as shown on attached Exhibit C. If Tenant elects to have the approved sandwich board sign, Landlord will provide and install at Tenant’s expense.
3. Sandwich Board:
- a. Each Tenant may have one (1) sandwich board sign.
  - b. The sandwich board sign shall be located on the parking deck side of the building façade.
  - c. Size: Sandwich Board Sign shall have a maximum total sign area of 5 square feet per side with a maximum height of 42” and width of 30”.
  - d. The tenant/business name shall be clearly legible on the sign.
  - e. The sandwich board sign shall be displayed outside each store only during business operating hours and shall be stored inside during all times stores are not open for business.
  - f. The sandwich board sign must not interfere with pedestrian travel or encroach upon the accessible path/sidewalk.

- g. The sandwich board sign shall be as shown on Exhibit D. If Tenant elects to have the approved sandwich board sign, Landlord will provide and install at Tenant's expense.

III. Miscellaneous

- A. Landlord shall provide Project standard building address numbers on the front and rear doors.
- B. At the expiration of the lease, Tenant shall have Tenant's sign removed by a professional sign company licensed in Shelby County Tennessee within (5) business days of vacating the leased premises.

IV. Secondary Signage

- A. No signage, graphics or materials of any type may be placed on the windows of the leased premises.
- B. Subject to review and approval of Landlord and City of Germantown, surface mount vinyl Storefront signage providing Tenants name, logo and operating hours may be placed on the glass entrance doors and rear service delivery doors in accordance with the City of Germantown sign ordinance. Total area on any glass entry door or rear service doors shall not exceed a total of one square foot and no individual letter may exceed 4" in height. The color of any vinyl letterings shall be Alabaster White.

V. Prohibited Signage

- A. Portable (except approved sandwich boards) or temporary unless specifically approved by Landlord and City of Germantown.
- B. Flashing, rotating, moving or strobe signs of any type.
- C. Box, Cube or Panel Signs.
- D. Specifically prohibited is any type of temporary ground signs, including paper, plastic or metal signs placed on stakes, post, wires within the project common areas or street frontages.
- E. Specifically prohibited are passing out or distributing leaflets, circulars, advertising material of any kind anywhere and at any time within the Thornwood Development.
- F. Specifically prohibited is parking any vehicles or trailers within the Thornwood Development containing advertising graphics or promotional messages related to Tenant's business. Tenant expressly acknowledges that Landlord will have all vehicles in violation of this provision immediately towed at Tenants expense.
- G. Specifically prohibited is Tenant engaging, providing or contracting for any person to advertise using costumes by wearing promotional materials anywhere within the Thornwood Development.



**EXHIBIT A: WALL SIGN LOCATION PLAN**





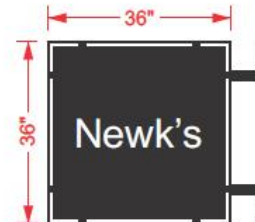
Exterior Finish Schedule		
MARKING OR NUMBER	DESCRIPTION	LOCATION
1	BRICK (EXTERIOR COURSE)	VENUE, TERRAZZO, TERRAZZO, SECTION, 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th
2	CONCRETE (EXTERIOR COURSE)	CONCRETE COURSE
3	GLAZED IRON	IRON
4	EXTERIOR COURSE (EXTERIOR COURSE)	EXTERIOR COURSE
5	IRON	IRON
6	IRON	IRON
7	IRON	IRON
8	IRON	IRON
9	IRON	IRON
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100	IRON	IRON



EXHIBIT B: WALL SIGNS

# *Restaurant*

## EXHIBIT C: HANGING BLADE SIGNS



MANUFACTURE AND INSTALL  
(13) 3' x 3' BLADE SIGNS  
(MATTE BLACK)  
WITH REMOVABLE  
3/8" THICK TENANT PANELS  
WHITE VINYL COPY

## EXHIBIT D: SANDWICH BOARD 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: \_\_\_\_\_

## 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)*  
*(Circle which one above applies)*
- Wireless Transmission Facility       Landscaping (only)               Lighting (only)
- Revision/amendment to an approved plan  
Description of requested change: \_\_\_\_\_
- Other; Explain Sign Policy

Project Name: Thornwood Market Row

Project Address: 1730 S. Germantown Rd

Previous Tenant: \_\_\_\_\_

Applicant's Name & Title: Spence Ray- Managing Partner

Mailing Address: 1468 Kimbrough, Ste 103, Germantown, TN 38138

Email Address: sray@mcneillcre.com Telephone: 901-568-7700

Property Owner's Name & Title: Thornwood Mixed Use Partners LLC

Mailing Address: 1468 Kimbrough, Ste 103, Germantown, TN 38138

Email Address: sray@mcneillcre.com Telephone: 901-568-7700

Developer's Name & Title: Same

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Lessee's Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_



DRC Project Review Application  
Page 2

Zoning District where project is to be located: T-5 Smartcode

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

Project Sign Policy for Commercial Tenants  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**All applicable parties shown below must sign the application:**

M. Spence Ray Managing Partner  
Print Name & Title of Applicant

Same  
Print Name & Title of Property Owner

Same  
Print Name & Title of Developer

\_\_\_\_\_  
Print Name & Title of Lessee

M SR  
Signature of Applicant

M SR  
Signature of Property Owner

M SR  
Signature of Developer

\_\_\_\_\_  
Signature of Lessee

*By these signatures, we attest that all of the required information associated with this application has been submitted to the Planning Division - Department of Economic and 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:

- I. **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 Name & Title: Same  
Address: \_\_\_\_\_  
Signature of Applicant: \_\_\_\_\_

Property Owner Name & Title: Same M. Spence Ray  
Address: 1468 Kimbrough, Ste 103, Germantown, TN 38138  
Signature of Property Owner: M. Spence

Lessee Name & Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Signature of Lessee: \_\_\_\_\_

Developer Name & Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Signature of Developer: \_\_\_\_\_

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

Name	Business or Home Address
<u>LLCMTN Holdings LLC</u>	<u>1468 Kimbrough, Ste 103, Germantown, TN 38138</u>
<u>UC Hospitality</u>	<u>1468 Kimbrough, Ste 103, Germantown, TN 38138</u>
<u>THornwood Mixed Use Investors</u>	<u>1468 Kimbrough, Ste 103, Germantown, TN 38138</u>
_____	_____
_____	_____
_____	_____

\*See language in parenthesis above.



**CITY OF  
 GERMANTOWN  
 TENNESSEE**

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

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

**SMART CODE WARRANT APPLICATION  
 (TO BE SUBMITTED WITH THE PLANNING COMMISSION APPLICATION)**

PROJECT INFORMATION	
Project Name:	<u>Thornwood Market Row</u>
Address:	<u>1730 S. Germantown Rd, Germantown TN 38138</u>
Project Description:	<u>Retail-Office-Residential Mixed Use</u>
No. of Acres:	<u>2.4</u> Parcel Identification Number(s): <u>G02-20-00522</u> Zoning District <u>T5 Urban Center</u>
APPLICANT/PROPERTY OWNER/LESSEE/DEVELOPER INFORMATION	
Applicant Name & Title (Print):	<u>M. Spence Ray</u> Address: <u>1468 Kimbrough, Ste 103, Germantown</u>
Phone No.:	<u>901-568-7700</u> Email Address: <u>sray@mcneillcre.com</u>
Signature of Applicant:	<u>M. SR</u>
Owner Name & Title (Print):	<u>same</u> Address: _____
Phone No.:	_____ Email Address: _____
Signature of Property Owner:	<u>M. SR</u>
Lessee Name & Title (Print):	<u>same</u> Address: _____
Phone No.:	_____ Email Address: _____
Signature of Lessee:	<u>M. SR</u>
Developer Name & Title (Print):	<u>same</u> Address: _____
Phone No.:	_____ Email Address: _____
Signature of Developer:	<u>M. SR</u>
APPLICANT INFORMATION	
Name & Title:	<u>M. Spence Ray-Managing Partner</u> Company Name: <u>Thornwood Mixed Use Partners</u>
Address:	<u>1468 Kimbrough, Ste 103, Germantown</u> Phone No.: <u>901-568-7700</u>
Fax No.:	<u>901-754-7668</u> Email Address: <u>sray@mcneillcre.com</u>
Who will represent this proposal at the Planning Commission meeting?	<u>M. Spence Ray</u>

Smart Code –Warrant Application Form  
Page 2

WARRANT REQUEST(S)
<p><b><u>WARRANT #1</u></b></p> <p><b>Section 23-745, A warrant is an official decision that permits a practice that is not consistent with a specific provision(s) of the Code, but is justified by its intent (Sec. 23-741) and is consistent with the adopted small area plan applicable to that location.</b></p> <p>Section of Smart Code from which the deviation is sought: <u>ARTICLE VII – SMART GROWTH ZONING DISTRICTS (SMART CODE) DIVISION 87– SIGNS.</u></p> <hr/> <hr/> <hr/> <p>Justification of Intent (provide additional information as necessary to make the case):</p> <p><u>In order to provide continuity for all retail tenant signage within the project, Developer has requested approval for Project Sign Criteria providing for City of Germantown administrative review and approval provided all signage submittals adhere to the Project Sign Criteria.</u></p> <p><u>The granting of the proposed warrant will alleviate seeking additional warrants for each tenant sign.</u></p>
WARRANT REQUEST
<p><b><u>WARRANT #2</u></b></p> <p><b>Section 23-745, A warrant is an official decision that permits a practice that is not consistent with a specific provision(s) of the Code, but is justified by its intent (Sec. 23-741) and is consistent with the adopted small area plan applicable to that location.</b></p> <p>Section of Smart Code from which the deviation is sought: _____</p> <hr/> <hr/> <hr/> <p>Justification of Intent (provide additional information as necessary to make the case): _____</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

**PLEASE NOTE: If more than 1 warrant is being requested, please complete this page and attach to the application. If more than 2 warrants are being requested, please make copies of this page, provide the information requested and attach the pages to the back of the application.**



DISCUSSION:

Sheila Pounder, Planning Division Manager, gave a presentation of the item to Planning Commission.

After much discussion with staff, Chairman Bruns called for a motion.

Mr. Gibson made a motion to approve a sign policy for Thornwood Planned Development as amended, subject to the Commission's discussion, staff comments and conditions in the staff report and the plans and documents filed with the application, and seconded by Mr. White.

ROLL CALL: Mr. Sloan – Yes; Mr. Lacey – yes; Mr. Schmidt – Yes; Mr. Gibson – Yes; Alderman Owens – Yes; Mr. Kumar – Yes; Mr. White – Yes; Chairman Bruns – Yes.

MOTION PASSED

WARRANT:

Mr. Sloan moved to approve a warrant from Article VII. Division 8 of the Zoning Ordinance: to allow the sign approval as prescribed by the sign policy for Thornwood Planned Development. Based on the principles of uniformity, architecture and sound urban design as well of principles of land use planning

Alderman Owens explained that Mr. Sloan's motion would either need to be amended or retracted.

Mr. Sloan retracted his motion, seconded by Mr. Schmidt.

Alderman Owens moved to approve a warrant from Article VII. Division 8 of the Zoning Ordinance: to allow the sign approval as prescribed by the sign policy for Thornwood Planned Development. Based on the good principles of uniformity, architecture and sound urban design, as well as the principles of good land use planning. Seconded by Mr. Schmidt.

ROLL CALL: Mr. Kumar – Yes, agrees with Alderman Owens motion; Mr. Gibson – Yes, agrees with Alderman Owens motion and feels it is appropriate in this setting for this type of development and for this type of sign policy to be in effect; Mr. Sloan – Yes, agreed with the rest of the board in the uniformity and the need for the amendment; Mr. Lacey – Yes, believes in this policy intent of the original sign policy and agree with Alderman Owens; Mr. White – Yes, Believe it is consistent with the intent of Smart Growth and adheres to the principles herein; Mr. Schmidt – Yes, for all the reasons stated prior; Alderman Owens – Yes, for the reasons stated previously; Chairman Bruns – Yes, for all of the reasons stated before and the intent of the sign policy is in keeping with Smart Code.

MOTION PASSED

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OLD BUSINESS: The Chairman asked if there was any old business. There was none.

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NEW BUSINESS:

Alderman Owens informed the commission that the Board of Mayor and Alderman approved the project development contract for the wireless transmission facility on Madonna Learning Center and it was approved as a monopole.

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Alderman Owens also mentioned that they have appointed Neil Sherman's wife Patricia Sherman to this body and she will be taking his place at the next meeting.

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ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:27 p.m.

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Mr. Paul Bruns, Chairman  
Design Review Commission

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