

**2. CONSENT AGENDA**

- a. Poplar Market Place – 9443 Poplar Avenue – Request Approval of a Permanent Project Identification Sign  
Mr. Mark Mabry / Frank Balton Sign Company, Representative
- b. Walgreen’s at Saddle Creek – Northwest Corner of Germantown Road and West Farmington Boulevard – Request Approval of a Revised Sign Package  
Ms. Brenda Solomito, Representative
- c. Germantown Crossing – Southwest Corner of Germantown Road and Farmington Boulevard – Request Approval of a Sign Policy  
Mr. Mark Mabry / Frank Balton Sign Company, Representative
- d. Schnucks at Germantown Crossing – 7735 Farmington Boulevard – Request Approval of a Variance for Two Wall-Mounted Tenant Identification Signs  
Mr. Mark Mabry / Frank Balton Sign Company, Representative
- e. The Oaks Subdivision – South Side of McVay Road, South of Howard McVay Park - Request Approval of Front Entrance Features With Signage  
Ms. Connie Scott, Representative

Chairman Saunders stated there are three (3) items, Item #6, Item #7 and Item #8 that have been added to the Consent Agenda:

- f. Stride Rite – 2055 West Street (Saddle Creek South) – Request Approval of Storefront Renovations  
Mr. Larry Shankweiler / Architecture and Planning, Representative
- g. Forest Hill Professional Plaza, Phase II – North Side of Poplar Pike, East of Forest Hill Irene Road – Request Approval of Landscaping, Fencing And Entrance Features  
Mr. Doug Baker / ETI Corporation Inc., Representative
- h. Laurel Oaks Planned Unit Development – West Side of Germantown Road, South of River Bend Drive – Request Preliminary and Final Plan  
Mr. Jeremy Westmoreland / The Renaissance Group, Representative

Chairman Saunders stated he would like to remind the Commission members that by voting in the affirmative, all items would be approved. He also stated if there was any item that any member of the Commission or the audience would like to have pulled from the Consent Agenda for discussion may do so at this time.

There was none.

Chairman Saunders asked for a motion for the Consent Agenda.

**Mounting**

**Structure:** Stone veneer base

**Logo:** None

**Lighting:** 175 watt, ground-mounted flood lights

**Landscaping:** 27-Fire Power Nandina, and 28-Blue Pacific Juniper will surround the sign

**STAFF COMMENTS:**

1. The landscaping and lighting will remain the same as the previous approval.
2. A scaled diagram of the wall-mounted sign was submitted by the applicant as requested by staff. However, the sign calculation is incorrect. The applicant proposed a square footage of 33.5. Staff calculates the square footage as 34.09. The combined square footage of the wall mounted sign plus the square footage of the ground mounted sign (located on the corner of the property) totals 49.29 square feet per street frontage which is less than the allowable square footage (50 sq. ft.) permitted by the Sign Ordinance.
3. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

**SIGN SUBCOMMITTEE REPORT:**

The subcommittee met on November 11, 2004, and recommended that the signs be placed on the Consent Agenda, subject to staff comments.

c. **Germantown Crossing – Southwest Corner of Germantown Road and Farmington Boulevard – Request Approval of a Sign Policy**

Mr. Mark Mabry, with Frank Balton Sign Co., is representing Schnuck's Market in requesting approval of a sign policy for the Germantown Crossing Shopping Center. The shopping center is located on the southeast corner of Germantown Road and Farmington Blvd. and is zoned "SC-1" Shopping Center Commercial.

On January 14, 2003 the Board of Zoning Appeals approved a variance to permit a portion of the Schnuck's Market building to exceed 35 feet in height. On April 1, 2003, the Planning Commission gave final site plan approval to the Germantown Crossing Center. On March 25, 2003 the DRC approved a ground-mounted project identification sign for the development and on April 25, 2003 the DRC approved the final plan of the development. An application for approval of two wall signs for the Schnuck's Market has also been filed.

The applicant requests approval of a sign policy that will establish allowable font, colors, locations and other sign characteristics for the Germantown Crossing shopping center. The intent is to allow tenants to obtain administrative approval of wall signs for their businesses, provided that they are in conformance with the specifications contained in the sign policy. The specific criteria of the sign policy are as follows:

**Primary Identification Sign:**

**Type &**

**Number:** One (1) primary identification sign per tenant is permitted.

**Location:** The primary tenant sign is to be located within the sign band above the tenant space and centered above the tenant space.

**Size:** Each tenant shall have a maximum of fifty (50) square feet or one-half square foot per lineal foot of lease space that is occupied by the tenant, or whichever results in the smaller sign area, for all signage.

**Content:** The content of wall signs will be limited to the tenant name and logo. **(This has been revised since the Sign Sub-committee met)**

**Letter style & Font:**

The main tenant sign is to consist of individual reverse channel aluminum letters. The typography can be Helvetica, Century Gothic or Times New Roman, with letters between twelve (12") and thirty inches (30") in letter height. National and regional tenants will be permitted to use their standard logo script and logos, with the approval of the DRC.

**Color & Material:**

All letters are to be reverse channel steel or aluminum 0.063 in. minimum. All letters shall be mounted and concealed with non-corrosive attachment devices. The permitted colors are Vanilla Bean (Sherwin Williams #10) or Van Dyke Brown (Sherwin Williams # 7041).

**Lighting:** To consist of 6500 degree white neon tubing installed inside the letters and logo script so as to provide a halo effect around the letter. All signs on the sign fascia must have illumination.

**Logo:** Tenants must obtain Design Review Commission approval for all logos.

**Secondary Entrance Signs:**

**Type &**

**Number:** Each tenant will be allowed one (1) storefront entrance door graphic, consisting of the address numbers/letters.

**Location:** Centered vertically and horizontally on the glass transom above the entry door.

**Content:** The tenants street number only.

**Letter Style & Size:**

Four (4) inch, Helvetica medium font.

**Color & Materials:**

White Vinyl

**Lighting:** None

**Logo:** None

**Rear Entrance/Service Drive Signs:**

**Type &**

**Number:** Each tenant shall be allowed one (1) rear service drive identification sign.

**Location:** Centered horizontally, five feet above the bottom of the door.

**Content:** Street number only; the tenant's business name may be installed to a Plexiglas mounting plate.

**Letter Style**

**& Size:** Three (3) inch letters and numbers made of white vinyl in Helvetica Medium. The business name mounting plate will be seven inches high and eighteen inches wide.

**Color &**

**Materials:** The tenants name shall be on a Brown #2418, 3/16 inch thick plexiglass panel that is eighteen (18) inches wide by four (4) inches in height, attached to the glass door with clear silicone. Letters and numbers are to be Beige # 1807.

**Lighting:** None

**STAFF COMMENTS:**

1. National or regional retail chains that prefer to use their standard typography logo script and/or logos must meet the requirements of the City of Germantown Sign Ordinance and must obtain the approval of the Design Review Commission.
2. Prior to approval, the applicant shall provide samples of the colors that are listed in the proposed sign policy.
3. If this Sign Policy is approved, any sign request presented to the Germantown Department of Community Development must be accompanied by a letter of approval from the management of Germantown Crossing.

**SIGN SUBCOMMITTEE REPORT:**

The Sign Subcommittee met on November 11, 2004, and recommended that this item be placed on the consent agenda, provided that the staff's comments on portable signs and sign content are addressed.

- d. **Schnucks at Germantown Crossing – 7735 Farmington Boulevard – Request Approval of a Variance for Two Wall-Mounted Tenant Identification Signs**

Mr. Mark Mabry, with Frank Balton Sign Co., is representing Schnuck's Market in requesting approval of a sign package for the Schnuck's Market at Germantown Crossing Shopping Center.