

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS**

Tuesday, May 25, 2010

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 May 25, 2010. Chairman Saunders called the meeting to order at 6:05 p.m. requesting the roll call. Ms. Regina Gibson called the roll of the Board and established a quorum:

COMMISSIONERS PRESENT:

Mr. Keith Saunders, Chairman; Mr. Ralph Smith, Vice Chairman; Ms. Robbie Ann Pahlow, Secretary; Mr. Paul Bruns; Ms. Liles; Mr. Sherman; Mr. Steve Landwehr; Mr. Parker McCaleb and Alderman Palazzolo.

DEVELOPMENT STAFF PRESENT:

Mr. Jerry Cook, Economic & Community Development Director; Mr. Wade Morgan, Chief Planner; Ms. Katie Graffam, Economic Development Coordinator; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney.

1. Approval of Minutes for April 27, 2010

Mr. Bruns moved to approve the Design Review Commission minutes of April 27, 2010, seconded by Mr. Smith, with no further comments or discussions.

ROLL CALL: Mr. Landwehr – Yes; Ms. Liles – Abstain; Mr. Bruns – Yes; Alderman Palazzolo – Yes; Mr. Smith – Yes; Mr. Sherman – Abstain; Ms. Pahlow – Yes; Mr. McCaleb – Yes; Chairman Saunders – Yes.

MOTION PASSED

Comment: The Chairman stated the Commission reviewed the items on tonight's agenda in the Executive Session meeting and the following items were added to the Consent Agenda:

Note: Item – Has withdrawn their request for Outdoor Seating Area and is requesting an approval to allow Awnings.

2. CONSENT AGENDA

- a. Levatino Insurance Agency – 1374 Cordova Cove: Request Approval of a Wall-Mounted Tenant Identification Sign (KG).
Debra Faber, Berryhill Signs - Applicant
- b. Millenium Home Furnishings – 3164 Forest Hill-Irene Road in the Forest Hill Crossing Shopping Center; Request Approval of a Sign Package (WM).
Chuck Crawford, Williams Sign Company – Applicant
- c. Vignettes – 9091 Poplar Avenue in the Stonecreek shopping Center: Request Approval of a Logo on a Wall-Mounted Sign (WM).
Lynda Davis, Tri-State signs - Applicant
- d. Valvoline Instant Oil Change – 7607 Poplar Avenue – Request Approval of a Sign Package (KG).
Tom Jordon, Ashland - Applicant

Comment: The Chairman stated he would like to remind the Commissioners that all matters on the Consent Agenda constitutes an acknowledgement that the member has read and reviewed the application materials/plans/staff reports and determines further discussion or presentation of an item as necessary. He stated if there was anyone in the audience that would like an item pulled, please request so at this time, and in seeing none, he asked for a motion.

Mr. Landwehr moved to approve the Consent Agenda, seconded by Alderman Palazzolo.

Mr. Bruns recused himself from the Consent Agenda item “d”.

ROLL CALL: Ms. Pahlow – Yes; Mr. Sherman – Yes; Alderman Palazzolo – Yes; Mr. Bruns – Yes; Mr. McCaleb – Yes; Mr. Smith – Yes; Ms. Liles - Yes; Mr. Landwehr - Yes; Chairman Saunders - Yes.


MOTION PASSED


STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

a. Levatino Insurance Agency – 1374 Cordova Cove: Request Approval of a Wall-Mounted Tenant Identification Sign.

BACKGROUND: The tenant will be occupying an office condominium on Cordova Cove.

DISCUSSION: The applicant is requesting approval of a wall-mounted tenant identification sign. The specifics of the request are as follows:

SIGN:	
Location & Height:	The height of the sign is approximately 5’ from the surrounding grade, oriented parallel to Cordova Cove.
Message:	
Letter Size:	“Levatino Insurance”: 2 ¼” x 1” “Group”: 5 ¼” x 1”
Letter Style:	Garamond Bold
Sign Area:	2.34 sf
Colors & Materials:	Letters: Silver Background: Bronze Materials: Precision Board and Paint
Mounting Structure:	Stud mount

Logo:	
Logo Area:	0.19 sf
Lighting:	n/a
Landscaping:	n/a

STAFF COMMENTS:

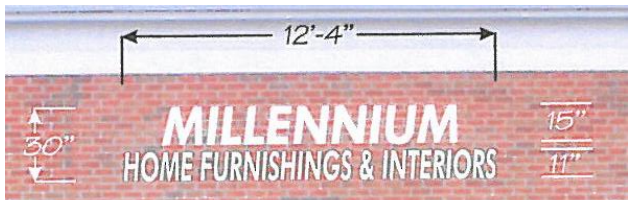
1. The proposed sign meets all the requirements of the Code of Ordinances, Section 14 (Signs).
2. The proposed sign matches the other wall-mounted signs located at the Cordova Cove office building.
3. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

PROPOSED MOTION: To approve the request for a wall-mounted tenant identification signs for Levatino Insurance Group, located at 1374 Cordova Cove, Suite 201, subject to staff comments.

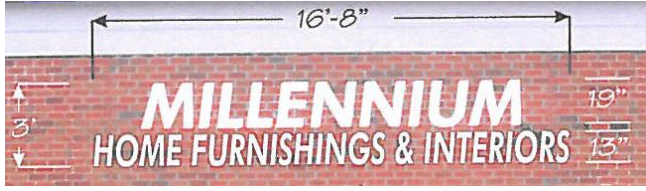
b. Millenium Home furnishings – 3164 Forest Hill-Irene Road in the Forest Hill Crossing Shopping Center: Request Approval of a Sign Package..

BACKGROUND: The Forest Hill Crossing retail center was approved by the Planning Commission on September 5, 2006, by the Design Review Commission on October 24, 2006, and by the Board of Mayor and Aldermen as Project Development Contract No. 1148 on November 13, 2006.

DISCUSSION: The applicant is requesting approval of a sign package consisting of two (2) wall-mounted tenant identification signs. The specifics of the request include:

<u>SIGN 1:</u>	West façade
Location & Height:	The sign will be mounted on the brick façade of the west elevation, above the store entrance, parallel to Forest Hill-Irene Road.
Message:	
Letter Size:	“Millennium”: 15” x 12’4” “Home Furnishings & Interiors”: 11” x 12’4”
Letter Style:	Helvetica
Sign Area:	30 sq. ft.

Colors & Materials:	Letters: White Materials: Painted Aluminum
Mounting Structure:	Stud mounted to brick façade
Lighting:	White LED reverse channel letters

<u>SIGN 2:</u>	North façade
Location & Height:	The sign will be mounted on the brick façade of the northern elevation, above the store entrance, parallel to Poplar Pike.
Message:	
Letter Size:	“Millennium”: 19” x 16’8” “Home Furnishings & Interiors”: 13” x 16’8”
Letter Style:	Helvetica
Sign Area:	50 sq. ft.
Colors & Materials:	Letters: White Materials: Painted Aluminum
Mounting Structure:	Stud mounted to brick façade
Lighting:	White LED reverse channel letters

STAFF COMMENTS:

4. Millennium Home Furnishings will be occupying over ½ of the floor area of the building and will utilize multiple entrances.
5. Forest Hill Crossing does not have a sign policy to allow administrative approval of signs, so DRC approval of all signs is required.
6. The proposed wall signs comply with the sign regulations.


SIGN SUBCOMMITTEE REPORT: The sign subcommittee did not meet in May.

PROPOSED MOTION: To approve the request for a sign package for Millennium Home Furnishings, located at 3164 Forest Hill-Irene Road, Suite 107, subject to staff comments.

- c. **Vignettes – 9091 Poplar Avenue in the Stonecreek Shopping Center: Request Approval of a Logo on a Wall-Mounted Signs.**

BACKGROUND: The applicant’s existing 18 sq.ft. wall-mounted sign was approved by the Design Review Commission on March 8, 2010.

DISCUSSION: The applicant is requesting approval of a logo to be mounted above the existing wall sign above the store’s entrance. The Stonecreek Center sign policy requires DRC approval for logos for stores that are not national or regional tenants.

SIGN:	
Location & Height:	The logo will be mounted directly above the “TT” in Vignettes, 16 feet above the sidewalk.
Logo:	
Logo Size:	0.97 sq.ft.
Colors & Materials:	Logo: Bronze Background: Existing Materials: Aluminum
Mounting Structure:	Stud mounted
Lighting:	White LED

STAFF COMMENTS:

- The wall sign complies with the Stonecreek Center sign policy and Germantown sign regulations, and was approved administratively. However, the sign policy only allows administrative approval of logos for national and regional tenants.

SIGN SUBCOMMITTEE REPORT: The sign subcommittee did not meet in May.



PROPOSED MOTION: To approve the request for the addition of a logo on the Vignettes store located at 9091 Poplar Avenue in Stonecreek Center, subject to staff comments.


d. Valvoline Instant Oil Change – 7607 Poplar Avenue – Request Approval of a Sign Package.

BACKGROUND: Valvoline Instant Oil Change was constructed in 1998.

DISCUSSION: The applicant is requesting approval of a sign package that includes two (2) signs, one (1) ground-mounted sign and one (1) wall-mounted sign. The specifics of the request are as follows:

SIGN 1 (Ground):	Poplar Avenue – Perpendicular
Location & Height:	The height of the sign is approximately 5.5’ from the surrounding grade, oriented perpendicular to Poplar Avenue, and located 30’ from the edge of the curb.
Message:	

	
Letter Size:	"Valvoline": 8" x 4'3" "Instant Oil Change": 5" x 4'11"
Letter Style:	Block Arial
Sign Area:	19 sq. ft.
Colors & Materials:	Letters: White Background: Red Materials: Painted Aluminum
Mounting Structure:	Existing Brick base
Logo:	
Logo Area:	2.8 sq. ft.
Lighting:	Two (2) metal halide fixtures featured on each side of the brick base, each 250W
Landscaping:	Existing approved landscaping

<u>SIGN 2 (Wall):</u>	Poplar Avenue – Parallel
Location & Height:	The sign will be mounted to the building fascia, oriented parallel to Poplar Avenue.
Message:	
Letter Size:	"Valvoline Instant Oil Change": 10" x 10'9.75"

Letter Style:	Block Arial
Sign Area:	9 sq. ft.
Colors & Materials:	Letters: White Background: Red Materials: Polycarbonate
Mounting Structure:	Stud mount to building fascia
Lighting:	High Performance External Linear Lighting (see rendering)

STAFF COMMENTS:

8. The total allowable signage for this site is 28 sq. ft. based on 56' of linear building frontage. The total signage requested is 28 sq. ft.
9. The total logo area allowed is 2.8 sq. ft., based on ten percent of the total signage square footage allowed. The logo area requested is 2.8 sq. ft.
10. The proposed signs meet all the requirements of the City of Germantown Code of Ordinances concerning signs in the "C-2" General Commercial zoning district. According to Sec. 14-34 (e) of the Sign Ordinance, the content allowed on both wall-mounted and ground-mounted signs include, "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."
11. 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 the request for a sign package for Valvoline Instant Oil Change, located at 7607 Poplar Avenue, subject to staff comments.

END CONSENT AGENDA

ADJOURNMENT

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