

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS**

Tuesday, June 22, 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 June 22, 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. Elizabeth Mann; Mr. Neil Sherman; and Mr. Parker McCaleb.

DEVELOPMENT STAFF PRESENT:

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

1. Approval of Minutes for May 25, 2010

Mr. Smith moved to approve the Design Review Commission minutes of May 25, 2010, seconded by Mr. McCaleb, with no further comments or discussions.

ROLL CALL: Ms. Mann – Yes; Mr. Bruns – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; 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:

2. CONSENT AGENDA

- a. Noodles Asian Bistro – 7850 Poplar Ave., Suite 12 in Germantown Collection Shopping Center: Request Approval of a logo (WM)
Mark Balton, Precision Signs - Applicant
- b. Germantown United Methodist Church – 2320 and 2338 S. Germantown Rd.: Request Approval of a Sign Package (WM)
Don Rhoads - Applicant
- c. Germantown Festival – Request Approval of Special Event Banners (KG)
Melba Fristick - Applicant
- d. Landmark Center – 1227 S. Germantown Road: Request Renewal of a Temporary Leasing Sign (WM)
Mike Gayden, Gayden Sign Co. - Applicant

Comment: The Chairman stated he would like to remind the Commissioners that voting on all matters on the Consent Agenda constitutes an acknowledgement that the member has read and reviewed the application materials/plans/staff reports and 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. McCaleb moved to approve the Consent Agenda, seconded by Mr. Smith.

ROLL CALL: Mr. Bruns – Yes; Ms. Pahlow – Yes; Mr. Smith – Yes; Mr. McCaleb – Yes; Ms. Mann – Yes; Mr. Sherman – Yes; Chairman Saunders - Yes.

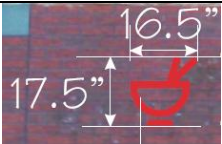
MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

a. Noodles Asian Bistro – 7850 Poplar Ave., Suite 12 in Germantown Collection Shopping Center: Request Approval of a Logo.

BACKGROUND: The proposed sign complies with the sign policy for the shopping center in terms of overall size, colors and material. The sign policy requires DRC approval of all logos.

DISCUSSION: The applicant is requesting approval of a logo representing a bowl with chopsticks. The specifics of the request are as follows:

Location & Height:	the sign text and logo will be 18 feet above the sidewalk.
Logo:	
Colors & Materials:	Color: Centari Red Materials: aluminum
Logo Area:	2 sq. ft.
Mounting Structure:	stud mounted to the brick

STAFF COMMENTS:

1. The proposed logo's area is 10 percent of the allowable sign area, so complies with the sign regulations.
2. 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 logo for Noodles Asian Bistro, subject to staff comments.

b. Germantown United Methodist Church – 2320 and 2338 S. Germantown Road: Request Approval of a Sign Package.



BACKGROUND: The demolition of the Cottage Antiques building (2331 S. Germantown Rd.) was approved by the Design Review Commission on January 27, 2009 and the development of the existing parking lot was approved on September 22, 2009.


DESIGN REVIEW COMMISSION


June 22, 2010

Page 3

DISCUSSION: The applicant is requesting approval of 2 ground-mounted signs identifying the offices located in the two buildings on the site: the McKendree District Office at 2320 S. Germantown Rd.; and the Cottage, a ministry of the Germantown United Methodist Church at 2338 S. Germantown Rd. Specific information on each sign follows:

SIGN 1:	2320 S. Germantown Rd
Location & Height:	33 feet behind the curb of Germantown Rd.; 2 feet, 8 inches above the surrounding grade.
Message:	
Letter Size:	ht. - 1.75 in.; width – 1.75 in.
Letter Style:	Castle T bold
Sign Area:	6 sq. ft. (3 ft. x 2 ft.)
Logo:	
Logo Size:	0.2 sq.ft.
Colors & Materials:	aluminum sign with black letters on white background
Mounting Structure:	aluminum posts
Lighting:	none
Landscaping:	existing landscaping

SIGN 2:	2338 S. Germantown Rd
Location & Height:	125 feet behind the curb of Germantown Rd.; 2 feet, 8 inches above the surrounding grade.
Message:	
Letter Size:	ht. - 1.75 in.; width – 1.75 in.
Letter Style:	Castle T bold
Sign Area:	6 sq. ft.

Logo:	
Logo Size:	0.97 sq.ft.
Colors & Materials:	aluminum sign with black letters on white background
Mounting Structure:	aluminum posts
Lighting:	none
Landscaping:	existing landscaping

STAFF COMMENTS:

3. The proposed signs comply with the Old Germantown district sign regulations.
4. The applicant shall obtain a sign permit from the Shelby County Office of Construction Code Enforcement prior to construction of the signs.

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

PROPOSED MOTION: To approve the request for 2 ground-mounted signs for Germantown United Methodist Church at 2320 and 2338 S. Germantown Road, subject to staff comments.

c. Germantown Festival: Request Approval of Special Event Banners.

INTRODUCTION:

Applicant Name: Melba Fristick – Applicant

Location: The banners are proposed in the following locations:

1. Municipal Center, at the intersection of Germantown Road and Farmington Boulevard;
2. Within the center median of Wolf River Boulevard near the western City Limit ;
3. At the Poplar/Poplar Pike intersection near the eastern City Limit; and
4. At the Pickering Center on Poplar Pike (event location).



Current Zoning District: Various Zoning Districts

Description of Request: Request Approval for a Three (3) Year Approval for Temporary Event Banners

BACKGROUND: In March 2000, the Design Review Commission (DRC) adopted a Policy for Use of Temporary Signs and Sign Frames. The DRC has granted three (3) year renewals for the temporary event banners for the Germantown Festival on the following dates:

- July 24, 2001;
- May 25, 2004; and
- May 22, 2007.

DISCUSSION: The applicant is requesting approval for four (4) temporary event banner locations. The Festival will be held on Saturday, September 11th, and Sunday September 12th, 2010, at Morgan Woods / C.O. Franklin Park. The banners will be erected one (1) week prior to the scheduled dates of the festival and removed the day after the event. Directional and parking signs will also be displayed on the days of the event. The specifics of the request are as follows:

BANNERS:	
Location & Height:	The height of the banners will be approximately seven (7) feet above the surrounding grade, in the following locations: <ol style="list-style-type: none"> 1. Municipal Center, at the intersection of Germantown Road and Farmington Boulevard; 2. Within the center median of Wolf River Boulevard near the western City Limit ; 3. At the Poplar/Poplar Pike intersection near the eastern City Limit; and 4. At the Pickering Center on Poplar Pike (event location).
Message:	
Letter Style:	Block Arial
Colors & Materials:	Letters: Burgundy Background: Off-White Materials: Vinyl
Mounting Structure:	4' x 7' City Frames
Logo:	

STAFF COMMENTS:

5. The proposed banners meet all the requirements of the City's banner policy. See attached.
6. If approved, the applicant must notify the Department of Development when the banners are ready to be erected at least one (1) month prior to the event.

If approved, the temporary banners will be permitted for the Germantown Festival until 2012. The applicant must re-apply for approval for the 2013 Germantown Festival.

PROPOSED MOTION: To approve the request for a three (3) year approval for temporary event banners for the Germantown Festival, subject to staff comments.



d. Landmark Center – 1227 S. Germantown Road: Request Renewal of a Temporary Leasing Sign.

BACKGROUND: The applicant was issued a permit on January 26, 2010, for the display of a temporary leasing sign at the Landmark Center for a 90-day period through April 30, 2010. The applicant was notified on March 17, 2010 by the Code Compliance division that the sign would need to be removed by April 30 or the permit renewed. The following table summarizes the approvals and renewals to date:

Date	Action
1/26/2010 to 4/30/2010	Initial permit period for leasing sign

The applicant is now requesting a 90-day renewal period based on §14-62(f)(2) of the Sign Ordinance which allows the Design Review Commission (DRC) to renew permits for temporary leasing signs if the building meets the qualifications outlined in the ordinance. If approved, the sign will be permitted to be displayed from April 31, 2010 through July 25, 2010.

DISCUSSION: The applicant is requesting approval for a 90-day renewal of a temporary leasing sign. The specifics of the request are as follows:

SIGN:	
Location & Height:	The sign will be located 20' from Germantown Rd., positioned parallel to the roadway. The height of the sign will be approximately 6' above the surrounding grade.
Message:	
Letter Style:	Arial
Sign Area:	16 sq.ft.
Colors & Materials:	Letters: Black and White Background: Yellow, Orange and White Materials: Wood & Vinyl
Mounting Structure:	Ground-mounted by wooden poles.
Logo:	
Logo Area:	2 sq. ft.
Lighting:	none

Landscaping:	none
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STAFF COMMENTS:

7. §14-62(f)(2) of the Germantown Sign Ordinance states, “real estate for lease signs shall be removed within 90 days after initial approval. The sign permit may be renewed, after application to and approval by the DRC, for one additional 90-day period, provided the property owner or his agent submits written documentation that the space has not yet been leased or that other space either currently is vacant or will be vacant within 30 days. Subsequent renewals shall be at the discretion of the design review commission, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. The DRC may approve a maximum of two 90-day renewals during the next 24 months.”
8. The applicant has submitted a letter documenting the compliance with leasing sign regulations. (attached)
9. The original 24 month period within which display is allowed ends January 26, 2012.
10. If approved by the DRC, this permit expires July 25, 2010.

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

PROPOSED MOTION: To approve the 90 day renewal of a temporary real estate leasing sign located at 1227 S. Germantown Rd.

END CONSENT AGENDA

1. James Avery, - 7615 W. Farmington Blvd in Saddle Creek Shopping Center: Request Approval of a Storefront Modification.

BACKGROUND: James Avery, a national jewelry tenant, is moving into the space formerly occupied by Crabtree & Evelyn.

DISCUSSION: The applicant is requesting DRC approval for storefront modifications to Suite 10 of the Saddle Creek shopping center.

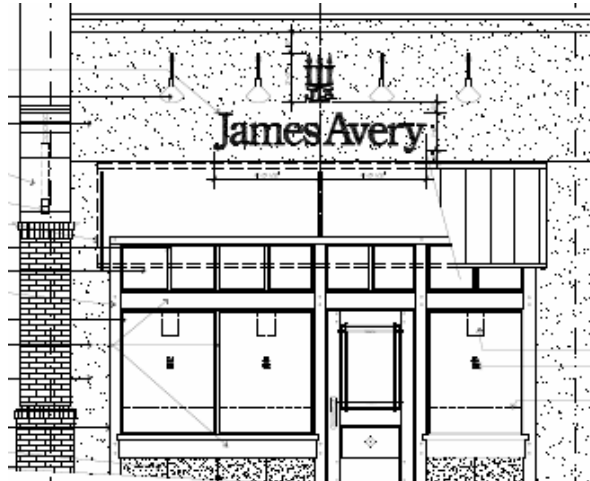
Lighting: The storefront façade will utilize the existing three (3) gooseneck lamps, and add one (1) gooseneck lamp to match the existing lamps. The four (4) lamps will be centered over the storefront.

Exterior Color & Materials: The existing brick and EIFS/stucco will remain on the façade of the building. The applicant will be adding a decorative standing seam copper awning with wood trim. The windows will be trimmed with ¾” wood mullion and round head iron studs will be featured on the façade where noted. The base of the storefront will feature a limestone façade below the show windows.

Existing Storefront



Proposed Storefront



STAFF COMMENTS:

1. Any reference to signage shall be disregarded. The applicant will make a separate application for signage approval.
2. Prior to DRC approval, the applicant shall submit a color rendering of the proposed storefront and material samples of the copper awning, wood trim and limestone.

The Shelby County Code, Section 3-25 [Reference 1200-3-11-02 (Asbestos)] require building owners and/or operators to submit a notification of intent to do demolition or renovation at least ten (10) working days prior to the start of the activity even if no asbestos is present so compliance can be verified. Notification also includes the submittal of an asbestos survey report. Please contact the Health Department at (901) 544-7349 for more information.

PROPOSED MOTION: To approve the request for a storefront modification for James Avery, located at 7615 West Farmington Boulevard, Suite 10, subject to staff comments.

Dale Culbertson with EIB Contractors explained that the copper that is being used will eventually turn Patine in color with age. The front entrance will be a wood door with stained glass. They would also be installing an additional gooseneck lamp to match the three already existing. They will re-center the lamps over the storefront and patch the holes to match the eifs.

There was no opposition to this application and no further comments. The Chairman asked for a motion.

Mr. McCaleb moved to approve subject to the board's comments, seconded by Ms. Mann.

ROLLCALL: Ms. Pahlow – Yes; Mr. Sherman – Yes; Mr. Bruns – Yes; Mr. McCaleb – Yes; Mr. Smith – Yes; Ms. Mann – Yes; Chairman Saunders – Yes.

MOTION PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:20 p.m.