

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, November 23, 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 November 23, 2010. Chairman Smith 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. Ralph Smith, Vice Chairman; Ms. Robbie Ann Pahlow, Secretary; Mr. Neil Sherman; Ms. Elizabeth Mann; Mr. Paul Bruns and Alderman Palazzolo

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 October 26, 2010

Mr. Bruns moved to approve the Design Review Commission minutes of October 26, 2010, seconded by Alderman Palazzolo, with no further comments or discussions.

ROLL CALL: Ms. Mann – Yes; Mr. Bruns – Yes; Alderman Palazzolo – Yes; Mr. Sherman – Yes; Ms. Pahlow – Yes; Chairman Smith – 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. Our Lady of Perpetual Help Catholic School – 8151 Poplar Ave. – Request Approval of Wall-Mounted Building Identification Sign. (WM)

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.

Alderman Palazzolo moved to approve the Consent Agenda as amended, seconded by Mr. Bruns.

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

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. **Our Lady of Perpetual Help Catholic School – 8151 Poplar Ave. – Request Approval of Wall-Mounted Building Identification Sign.**

DISCUSSION: The applicant is requesting approval of a wall-mounted building identification sign. The sign is proposed to be placed above the doorway to the school, facing Poplar Ave.

SIGN

Location &

Height: The sign will be mounted at a height of 12'8" above the surrounding grade, and setback 80 feet from Poplar Ave.

Message:

our lady of perpetual help school

Letter Size: 9" x 4"

Letter Style: American Uncial

Sign Area: 11'6" x 1' (11.5 ft²)

Colors &

Materials: Letters: Dark anodized bronze, 1/2" solid acrylic
Background: existing wall, EIFS

Mounting

Structure: stud mounted onto façade with aluminum studs and silicone adhesive

Logo: None

Lighting: None

Landscaping: None

STAFF COMMENTS:

1. The requested sign complies with the amendment to the sign regulations approved by the Board of Mayor and Aldermen on November 22, 2010 (ordinance 2010-09).
2. The school has no sign, and the church has a ground-mounted sign on Poplar.
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 sign subcommittee met on September 10, 2009, and recommended approval on the consent agenda.

PROPOSED MOTION: To approve the request for a wall-mounted building identification sign for Our Lady of Perpetual Help located at 8151 Poplar Ave.

Chairman Smith requested that the board vote on the next three items at the same time since they are all very similar.

- 3. Hop-In (Exxon Station) - 1300 S. Germantown Rd. – Request Approval of a Wall-Mounted Tenant Identification Sign (WM).**

DISCUSSION: The applicant is requesting approval of a wall mounted tenant identification sign.

SIGN:

Location &

Height: The sign will be on the building's Germantown Road frontage, 11 feet above the ground.

Message:



Letter Size: 17.25 in. in height

Letter Style: custom, corporate font

Sign Area: 17.25 in. by 65 in. (7.79 sq. ft.)

Building frontage: 77 ft.

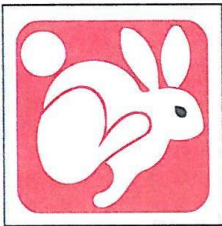
Colors &

Materials: Red, white and blue plastic letters on a metal sign face

Mounting

Structure: attached with adhesive directly to the building façade.

Logo: hopping rabbit logo; 17.25 in. x 17.25 in. (2.07 sq. ft.)



Lighting: none

Landscaping: N/A

STAFF COMMENTS:

1. The text portion of the sign complies with the sign regulations for size, location and content (7.79 sq. ft. proposed and 38.5 sq. ft. allowed).
2. The sign regulations prohibit pictures of animals, except for "design review commission approved logos".

3. The only other animal logo that the DRC has approved is the abstract chicken logo at Chick-Fil-a, which the DRC approved on May 23, 1995. The DRC has recently approved abstract human figures at Panera Bread and Advanced Dermatology. Photos are attached.
4. 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 sign subcommittee did not meet in November.

PROPOSED MOTION: To approve the request for a wall-mounted tenant identification sign, including a rabbit logo, for Hop-In at 1300 S. Germantown Road in a "C-2" Commercial zoning district.

4. Hop-in (Exxon Station) - 9100 Poplar Ave. – Request Approval of a Wall-Mounted Tenant Identification Sign (WM).

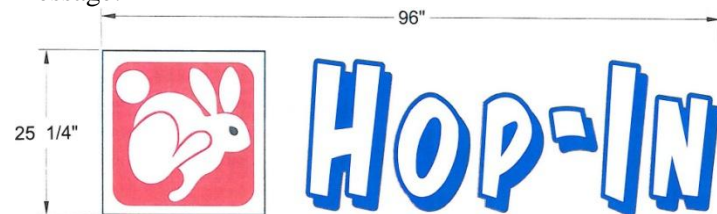
DISCUSSION: The applicant is requesting approval of a wall mounted tenant identification sign. The "Hop-In" sign with rabbit logo will replace "On the Run".

SIGN:

Location &

Height: The sign will be centered over the entrance door on the building's Poplar Ave. frontage, 10 feet above the ground.

Message:



Letter Size: 25.25 in. in height

Letter Style: custom, corporate font

Sign Area: 25.25 in. by 96 in. (16.8 sq. ft.); including the logo

Building frontage: 62 ft.

Colors &

Materials: Red, white and blue plastic letters on a plastic sign face

Mounting

Structure: attached with adhesive directly to the building façade.



Logo: hopping rabbit logo; 25.25 in. x 25.25 in. (4.4 sq. ft.)

Lighting: none

Landscaping: N/A

STAFF COMMENTS:

4. The text portion of the sign complies with the sign regulations for size, location and content (16.8 sq. ft. proposed and 31 sq. ft. allowed).
5. The sign regulations prohibit pictures of animals, except for “design review commission approved logos”
6. The only other animal logo that the DRC has approved is the abstract chicken logo at Chick-Fil-a, which the DRC approved on May 23, 1995. The DRC has recently approved abstract human figures at Panera Bread and Advanced Dermatology. Photos are attached.
7. The logo exceeds the maximum area allowed by the sign regulations. The logo is 4.4 square feet in area, while the regulations allow a maximum area of 3.1 square feet. Prior to DRC approval, the logo shall be reduced in size to 3.1 square feet or less.
8. 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 sign subcommittee did not meet in November.

PROPOSED MOTION: To approve the request for a wall-mounted tenant identification sign, including a rabbit logo, for Hop-in (Exxon Station), 9100 Poplar Ave in a “C-2” Commercial zoning district.

5. Hop-in (Exxon Station) – 7616 Poplar Ave. – Request Approval of a Wall-Mounted Tenant Identification Sign (WM).

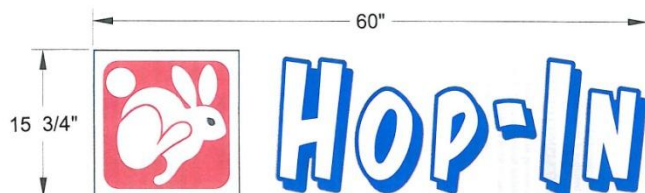
DISCUSSION: The applicant is requesting approval of a wall mounted tenant identification sign. The “Hop-In” sign with rabbit logo will replace “On the Run”, which was approved by the DRC on August 22, 2006.

SIGN:

Location &

Height: The sign will be centered over the entrance door on the building’s Germantown Road frontage, 11 feet above the ground.

Message:



Letter Size: 15.75 in. in height

Letter Style: custom, corporate font

Sign Area: 15.75 in. by 60 in. (6.6 sq. ft.); logo included

Colors &
Materials: Red, white and blue plastic letters on a plastic sign face

Mounting
Structure: attached directly to the building façade.

Logo: hopping rabbit logo; 15.75 in. x 15.75 in. (1.72 sq. ft.)



Lighting: none

Landscaping: N/A

STAFF COMMENTS:

9. The text portion of the sign complies with the sign regulations for size, location and content (6.6 sq. ft. proposed and 25 sq. ft. allowed).
10. The sign regulations prohibit pictures of animals, except for “design review commission approved logos”.
11. The only other animal logo that the DRC has approved is the abstract chicken logo at Chick-fil-a, which the DRC approved on May 23, 1995. The DRC has recently approved abstract human figures at Panera Bread and Advanced Dermatology. Photos are attached.
12. 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 sign subcommittee did not meet in November.

PROPOSED MOTION: To approve the request for a wall-mounted tenant identification sign, including a rabbit logo, for Hop-in (Exxon Station), 7616 Poplar Ave in a “T5” Urban Center zoning district, adhering to “C-2” Commercial zoning district.

Mr. Scott Pridmore with Mid-South Signs explained that he didn’t feel like the company would have a problem with not using the rabbit logo and will be good to go with just using the lettering.

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

Mr. Sherman moved that they approve the Hop-In sign without the rabbit logo at 1300 S. Germantown Road; 9100 Poplar Ave.; and 7616 Poplar Ave., seconded by Ms. Pahlow.

ROLL CALL: Ms. Pahlow – Yes; Mr. Sherman – Yes; Alderman Palazzolo – Yes; Mr. Bruns – Yes; Ms. Mann – Yes; Chairman Smith – Yes.

MOTION PASSED

NEW BUSINESS: Chairman Smith asked if there was any new business? Alderman Palazzola stated he wished to address the upcoming retirement of Economic and Community Development Director Jerry Cook. Alderman Palazzolo noted that Jerry has given many, many years of service to the City and the Design Review Commission. He thanked Mr. Cook for his service.

Chairman Smith added that Jerry Cook had dealt with all of the commissions on both the professional and political sides and that he was a credit to the City.

Jerry Cook thanked the DRC members for their support.

ADJOURNMENT

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