

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, March 22, 2011
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 22, 2011. Chairman Saunders called the meeting to order at 6:00 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; Mr. Parker McCaleb, Secretary; Mr. Paul Bruns; Mr. Eric Alter; Mr. Neil Sherman; Ms. Robbie Ann Pahlow; Mr. Sidney Kuehn and Alderman Greg Marcom

DEVELOPMENT STAFF PRESENT:

Mr. Andy Pouncey, Economic & Development Services Director; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney

1. Approval of Minutes for February 22, 2011

Mr. Marcom moved to approve the Design Review Commission minutes of February 22, 2011, seconded by Mr. Bruns, with no further comments or discussions.

ROLL CALL: Mr. Kuehn – Yes; Mr. Alter – Yes; Mr. Bruns – Yes; Alderman Marcom – 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. Original Ink, 7258 Second Street – Request Approval of a Ground-Mounted Tenant Identification Sign. (WM)
Kathryn Miller - Applicant
- b. BP/Circle K, 1351 S. Germantown Rd. – Request Approval of a Sign Package (WM)
Jerry Roberts, w/Memphis Sign Erectors - Representative

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. Sherman moved to approve the Consent Agenda, seconded by Mr. McCaleb.

ROLL CALL: Mr. Kuehn – Yes; Mr. McCaleb – Yes; Alderman Marcom – Yes; Mr. Bruns – Yes; Mr. Smith – Yes; Mr. Alter – Yes; Mr. Sherman – Yes; Ms. Pahlow – Yes; Chairman Saunders - Yes

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

a. Original Ink, 7258 Second Street – Request Approval of a Ground-Mounted Tenant Identification Sign.

BACKGROUND: On April 28, 1998, the DRC granted approval of a variance for a sign at 2289 West Street for Scarlett Lee's Antiques. The variance was granted for the location and size of the sign due to the widening and improvements of West Street, which created a smaller side yard for the property by removing 10 feet of property for the right-of-way. On December 16, 2003, the DRC granted approval for a ground-mounted tenant identification sign for We 3 Kings. On April 24, 2007 the DRC approved a ground-mounted tenant identification sign for Kudzu Gifts.

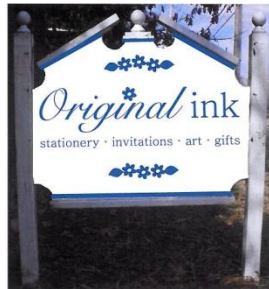
DISCUSSION: The applicant is requesting approval of a ground-mounted sign.

SIGN

Location &

Height: Twenty feet, three inches (20'3") behind and perpendicular to the face of curb on West Street and thirty-three feet, five inches (33'5") behind and perpendicular to the face of curb on Second Street and five feet, nine inches (5'9") above the surrounding grade. (No change in location or height).

Message:



Letter Size: Original: 8.5" x 6.5"
Ink: 3.9" x 2.9"
Stationery invitations art gifts: 1.25" x 1.25"

Letter Style: : Original: Snell
Ink: Batang
Stationery invitations art gifts: Batang

Sign Area: 4'1.75" x 3'4" (13.15 ft²)

Colors & Materials: Background: White, painted wood
Letters: French blue

Mounting Structure: Pre-existing wood posts with finials

Logo: 11.8" x 4.8" (.39 ft²)

Lighting: None

Landscaping: Existing landscaping of lirioppe will be utilized.

STAFF COMMENTS:

1. The proposed sign will utilize the existing sign. The only changes will be to the script, indicating the new tenant.
2. The sign meets the requirements of the Sign Ordinance in terms of size. The sign will remain in the same location as the existing signage, which received a variance for location due to the improvements and widening of Germantown Road.
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 March 16, 2011 and recommended approval on the consent agenda.

PROPOSED MOTION: To approve a ground-mounted tenant identification sign for Original Ink at 7528 Second Street.

b. BP/Circle K, 1351 S. Germantown Rd. – Request Approval of a Sign Package.

BACKGROUND: A sign package was approved by the DRC for British Petroleum (Gulf) on April 17, 1990. The signs were revised to reflect the company name change from Gulf to BP and approved by the DRC on July 17, 1990. On April 13, 1995, the DRC approved Preliminary and Final Plans for the renovation of the existing gas station, convenience store, and car wash. On June 27, 1995, the DRC approved a wall-mounted sign, in addition to the two existing ground mounted signs. In 1995, the sign ordinance did not address wall signs. An application for approval of a sign package for the site was approved on September 28, 1999, when the site changed to 76. On February 27, 2007, the DRC approved two ground-mounted tenant identification signs that included LED illuminated digital gas price components.

DISCUSSION: The applicant is requesting approval to replace the LED/digital price portion of both signs with a panel stating “Car Wash”. The location and exterior dimensions of the sign will not change. In addition, the applicant proposes two ground-mounted price signs and a wall sign on the car wash building.

SIGNS 1 & 2:

Location &

Height: One sign is twenty-one feet (21’) behind Germantown Road; the second sign is 21 feet behind Wolf River Blvd. (No change in location or height).

Message:



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Letter Size: BP/Circle K Face: 4" x 4"
Car Wash Face: 3.5" x 16"
Letter Style: BP/Circle K Face: Avante Garde
Car Wash : Arial

Sign Area: 21 ft² for the total sign; 11.65 sq. ft. (5 ft. x 2 ft. 4 in.) for the Car Wash portion

Colors: BP Face:

	BP Green PMS 355C
	BP Lt. Green PMS 369C
	BP Pearl
	BP Yellow PMS 109C
	White

Circle K Face:

	3630-87 Blue
	3630-33 Red
	White

Materials: painted Lexan

Mounting Structure: Utilizing existing sign structure - Aluminum panel

Logo: Circle K: 22³/₄" x 21³/₄"
BP: 22³/₄" x 21³/₄"

Lighting: The existing floodlight shall remain.

Landscaping: Existing landscaping to remain

FUEL PRICE SIGNS 1 & 2:

Location &

Height: One sign is twenty feet (20') behind the curb of Germantown Road; the second sign is 20 feet behind the curb of Wolf River Blvd. Both signs will be 48 in. in height.


Message:



Letter Size: max. of 10 in. in ht.

Letter Style: Arial

Sign Area: 6.8 sq. ft for each side;

Colors: background: 
Numbers and letters white

Materials: vinyl letters on an aluminum face; sign frame is steel;

Mounting Structure: steel poles in a concrete base, surrounded by brick.

Logo: Circle K: 22³/₄" x 21³/₄"
BP: 22³/₄" x 21³/₄"

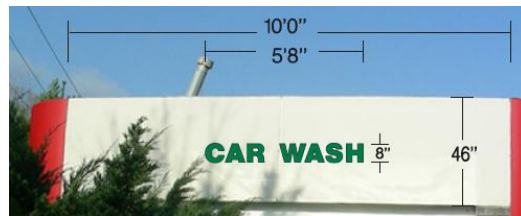
Lighting: none.

Landscaping: none.

CAR WASH WALL SIGN:

Location & Height: Mounted on the wall of the car wash building, above the exit door and facing Wolf River Blvd.

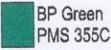
Message:



Letter Size: 8 in. in ht.

Letter Style: Arial

Sign Area: 3.8 sq. ft.;

Colors: letters: 

Materials: individual 1/8 in. aluminum letters

Mounting Structure: mounted to the building wall with studs.

Logo: none

Lighting: none

Landscaping: NA



Roberts
INTERIOR/EXTERIOR
SIGNS, INC.

FLAT CUT OUT LETTERS MOUNTED CENTERED
IN FASCIA AREA. SCALE: 1/4"=1'0"

STAFF COMMENTS:

1. The applicant proposes to remove the LED fuel price fixtures on both signs and replace them with an aluminum panel stating "Car Wash". The overall sign size will not change.
2. The 2 signs comply with the requirements for permanent price signs. (Section 14-35(b)(2) permits one non-illuminated permanent price sign, with a maximum area of 10 square feet per face; set back at least 10 feet from the face of the curb; maximum of 4 ft. in height; one sign per street frontage.)
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 March 16, 2011 and withheld a recommendation on this sign.

PROPOSED MOTION: To approve a sign package for the BP/Circle K store at 1351 S. Germantown Rd., subject to staff comments.

END CONSENT AGENDA

3. Gardens of Germantown – 3179 Professional Plaza Drive – Request Approval of a Ground-Mounted Project Identification Sign.

BACKGROUND: On November 6, 2007, the Planning Commission approved the preliminary and final plan application for the Gardens of Germantown Alzheimer’s Center a residential facility for 62 residents. The Design Review Commission approved building, lighting and landscaping plans on January 22, 2008. The Board of Mayor and Aldermen approved the development as Project Development Contract 1167 on January 28, 2008.

DISCUSSION: The applicant is requesting approval of a ground-mounted sign.

Location &

Height: At the southern entrance drive to the facility, 100 feet from the curb of Poplar Pike. The sign is 3 feet in height.

Message:



Letter Size: Max. of 20 inches in height.

Letter Style: : all letters are corporate font

Sign Area: 6 ft. in width by 3 ft. in height; total area of 18 sq. ft.

Colors &

Materials: Background: aluminum, painted ivory with rough finish
Letters: green, Sintra material

Mounting

Structure: aluminum base

Logo: 2.1 sq. ft. (max. of 5 sq. ft. allowed)

Lighting: 110 watt flood light

Landscaping: Existing landscaping of liriopce will be utilized.

STAFF COMMENTS:

1. The proposed sign will comply with the sign regulations for the underlying district.
2. 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 March 16, 2011 and recommended approval on the consent agenda.

PROPOSED MOTION: To approve a ground-mounted tenant identification sign for the Gardens of Germantown at 3179 Professional Plaza Drive.

Mr. McCaleb moved to approve this motion with the understanding that the sign be a minimum of 10 feet back off of the private drive and seconded by Mr. Bruns.

ROLLCALL: Ms. Pahlow – Yes; Mr. Sherman – Yes; Alderman Marcom – Yes; Mr. Bruns – Yes; Mr. McCaleb – Yes; Mr. Smith – Yes; Mr. Kuehn – Yes; Mr. Alter – Yes; Chairman Saunders – Yes.

MOTION PASSED

4. Shoemaker Financial – 2176 West Street – Request Approval of Building Renovation and Expansion.

BACKGROUND: The building housing Shoemaker Financial was developed in 1974 as the Dixon-Wood Office Building, and was later named Germantown Commons. The building caught fire on October 25, 2010 and suffered substantial damage, to the degree that it has been demolished.

DISCUSSION: The applicant proposes to rebuild the destroyed portion of the building and also enlarge the building by creating a second floor with 2,095 sq. ft. of floor area. A landscape plan, lighting plan and building elevation plans have been submitted for the new building.

<u>Site Area:</u>	2.23 acre
<u>Total Building Area:</u>	27,575 sq. ft. (total site)
<u>Floor Area of Demolished Building:</u>	12,740 sq. ft. (existing); 14,835 sq. ft. (proposed)
<u>Parking:</u>	
<u>Handicapped Accessible</u>	2 spaces
<u>Regular</u>	117 spaces
<u>TOTAL PROVIDED</u>	<u>119 spaces</u>
<u>TOTAL REQUIRED</u>	92 spaces, at office ratio of 1 space per ,
<u>Maximum Building Height</u>	26 ft.

The following checklist describes the characteristics of each part of the property.

DESIGN REVIEW COMMISSION CHECKLIST:

1. *Site Layout:* the number of buildings and building footprint will not change; the 2 northernmost buildings were not involved in the fire and will remain as is. The southern building has been demolished and is to be re-built with a second floor on a portion of it.
2. *Building Elevations:* the building is to have textured concrete masonry unit (CMU) or cast stone band along the base, aluminum windows, and EIFS band above a metal canopy. A color rendering has been provided. Material samples are to be provided at the DRC meeting. The entrance to the new building will be on the west façade. See comments 1 and 2.
3. *Street Improvements and Curb Cuts:* no change to the existing curb cuts to west street.
4. *Parking Lots:* no change to the overall parking lot design; three parking spaces will be removed to provide handicap spaces and as part of the new entrance;
5. *Exterior Lighting:* the existing perimeter parking lot lights will remain. New lighting is to consist of ten, 150 watt Metal Halide fixtures on 10-foot black finished poles around the perimeter of the existing and new building and 39 wall-mounted units with 18 watt compact fluorescent fixtures on the new building. (photos of the existing lights are attached)

6. *Garbage Collection Area*: the original, 1974 plan placed a dumpster in the southwest corner of the site, within a rough-sawn cedar enclosure. See comment 3.
7. *Vents*: Information not provided.
8. *Gas, Electric and Water*: Information not provided.
9. *Mechanical Units*: Information not provided
10. *Landscaping*: A landscaping plan has been provided that replaces some of the existing trees within the courtyard and on the building perimeter. See the landscape subcommittee report for more information.
11. *Mailboxes*: Information not provided
12. *Building Numbers*: Information not provided
13. *Signs*: none indicated. Any proposed signs will require DRC approval of a separate application.

COMMENTS:

1. Staff suggests that the window frames be of a dark bronze finish.
2. Building material samples shall be provided for DRC approval.
3. The dumpster is located in the southwest corner of the property, abutting West Street. The original plans required an enclosure of rough-sawn cedar fence (similar to the building exterior). Staff suggests a new enclosure of brick be constructed.
4. The parking lot has deteriorated in some locations. Staff suggests that it be repaved as a final stage of building construction.
5. Photos of the existing Crape Myrtles and Pines are attached. The Crape Myrtles have been improperly pruned to the point that they have lost their natural shape. The Pines within the courtyard have grown so that only the trunks are visible within the courtyard. The proposed Maple and Magnolia will provide better shade and appearance once established.
6. Prior to DRC final approval, information shall be provided on the location of mechanical units, building vents, and the location of gas, electrical and water meters.

LANDSCAPE PLAN SUBCOMMITTEE REPORT: The landscape subcommittee met on March 10, 2011 and had the following questions. The applicant's responses are also provided:

1. Staff and subcommittee members asked about the characteristics of the Rose Creek Abelia. [An information sheet on this plant is attached.](#)
2. Subcommittee members asked about the brown squares in the courtyard. [The brown squares are pervious pavement areas.](#)
3. Subcommittee members asked about the retention of the existing, mature trees within the courtyard and on the south side of the new building.

[Here are the photos of the trees in the courtyard. Please note that the trunks are irregularly shaped, have damage in the canopies and don't provide any basic shape or form for shade or definition of space in this area. The trees on the west side of the](#)

building are proposed to be removed because they will either be damaged during construction of the new facility (picture 2309) because they are too close to the building wall and the pits for the a/c units which will be removed, because of poor pruning techniques the shapes, character and health of the plants warrant new and the size and scale of the plants do not fit the space in which they are planted (pic 2311).

The Crape Myrtles on the south side of the building are proposed to be removed because the variety that is there is too large for the space in which they are planted and also because they grow and rub against the building trim (pic 2227). We also think that they will incur some damage during the construction of the new building.

Because of the new building construction facing West Street, we are trying to accomplish a unified and updated landscape for both the existing building and the proposed. We want to provide a unified streetscape that is cohesive between the 2 buildings.

PROPOSED MOTION: To approve the request for Preliminary and Final Site Plan Approval for the Shoemaker Financial office building at 2176 West Street, subject to the comments contained in the staff report.

Mr. Howard Glatstein, w/Fisher & Arnold explained that he feels that this building would be a wonderful addition to the City of Germantown. He asked that the commission remember that this building was destroyed by a fire and the insurance company said that they would only pay to re-build the building back to its original state. Mr. Shoemaker decided to improve the appearance of this building instead.

Ms. Amy Stein w/Fisher & Arnold explained that they moved the entrance to face West St. The style they chose to use enhances the building while blending in with the existing complex that is left.

Chairman Saunders explained that one of the requirements that they expect from architectural firms is to present a color chart that has all of the colors and materials that is going to be used on their structure. He expressed that the board had a problem with approving what is being presented without a clear view of what materials and colors will be used on this structure. However, he was very pleased with the building design they came up with.

The board questioned if there was any way possible that they might bring the dumpster location up to Germantown's standards with some form of masonry and steel frame wall?

Mr. David Baker, w/Fisher & Arnold said that since this is an existing structure they would propose at this time to install plantings instead for screening and would be happy to work with Mr. Pouncey on developing a plan for that as well as other places for plantings throughout the property.

Chairman Saunders stated that the board would appreciate some plantings and at least some reasonable maintenance on the existing structure to bring it up to Germantown's standards.

Ms. Stein confirmed that they would be screening the mechanical units and all new utilities coming into the building.

The board explained to Ms. Stein that she would need to come back to the Design Review Commission once a decision is made to construct a retaining wall.

Chairman Saunders asked if the project could be approved at this meeting with a caveat that the samples of the actual materials to be used be brought to Staff for final approval prior to releasing the project for development agreement to BMA. It was agreed by the commission members that Chairman Saunders would review samples to determine that they did match as close as possible to the color rendering of the

project in color & materials. If samples are approved by the chairman, then the project could move forward. Chairman Saunders asked for a motion based on this agreement to submit samples to Staff with approval by DRC Chairman.

Mr. Bruns moved to approve this motion pending the submittal of material samples for the principal structure and seconded by Mr. McCaleb.

ROLLCALL: Mr. Bruns – Yes; Alderman Marcom – Yes; Mr. Alter – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. McCaleb – Yes; Ms. Pahlow – Yes; Mr. Kuehn – Yes; Chairman Saunders – Yes.

MOTION PASSED

New Business: Mr. Smith asked if the staff is going to consider and bring back to the commission the amendment to gas station price signs.

Chairman Saunders requested the staff to bring the amendments in individually instead all in magnitude.

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 7:10 p.m.