

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, April 26, 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 April 26, 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; Mr. Wade Morgan, Chief Planner; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney

1. Approval of Minutes for March 22, 2011

Mr. Sherman moved to approve the Design Review Commission minutes of March 22, 2011, seconded by Mr. Smith, 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. Germantown Frame and Rando Gallery – 7580 Poplar Ave., #14, Germantown Collection Center – Request Approval of a Wall-Mounted Tenant Identification Sign.
Brandt Balton w/B.A. Balton Sign Co. - Applicant
- b. Firestone Complete Car Care – 3115 Exeter, Exeter Village Center – Request Approval of a Wall-Mounted Tenant Identification Sign.
Jimmy Williams w/Williams 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. Sherman.



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

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS**a. Germantown Frame and Rando Gallery – 7580 Poplar Ave., #14, Germantown Collection Center – Request Approval of a Wall-Mounted Tenant Identification Sign.**

BACKGROUND: The previous business in this space was The Great Frame Up.

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

: Location & Height:	The sign is proposed to be located above the main customer entrance, 12 feet above the ground.
Content:	
Colors & Materials:	Color: vanilla bean Materials: aluminum;
Font:	Helvetica
Sign Area:	10.54 sq. ft.
Logo:	
Logo Area:	2.4 sq. ft.
Mounting Structure:	stud-mounted to the brick wall
Lighting:	10 mm neon

STAFF COMMENTS:

1. The proposed sign complies with the Sign Regulations in terms of the sign area. The sign complies with the Germantown Collection sign policy in terms of location and color. However, the sign policy only allows Palatino or Palatino Bold font. The policy requires all other fonts, and signs with logos, to apply for approval from the DRC.
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 RECOMMENDATION: the sign subcommittee did not meet in April.

PROPOSED MOTION: To approve the request for a wall-mounted tenant identification sign for Germantown Frame and Rando Gallery, at 7580 Poplar Ave., no.14, subject to staff comments.

After a brief break, due to severe weather conditions, Chairman Saunders called the meeting to order again and added this item to consent with the understanding that the logo will be reduced down to the allowable size of 10%. Ms. Teresa Rando, owner of the store, stated she agreed to make the change to the logo.


Mr. McCaleb moved to approve this motion with changes as discussed above, seconded by Mr. Alter.

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

b. Firestone complete Car Care – 3115 Exeter, Exeter Village Center – Request Approval of a Wall-Mounted Tenant Identification Sign.

BACKGROUND: On January 19, 1988, the DRC approved 2 wall-mounted signs for Firestone. A 31.72 sq. ft. sign was approved for the east wall, and a 17.76 sq. ft. sign for the north wall. On April 7, 2011, a 21.1 square foot wall sign for Firestone Complete Auto Care was administratively approved for the north wall. That sign complied with the Exeter Village sign policy.

DISCUSSION: The applicant is requesting approval of a second wall-mounted sign on the east building wall. The sign regulations (section 14-34.b.1.a) allow a wall sign on a second wall of a commercial establishment, with the approval of the DRC. The specifics of the request are as follows:

: Location & Height:	The sign is proposed to be located on the east wall of the building, in the same location as the existing sign.
Content:	
Colors & Materials:	<p>Color: cream/off-white</p> <p>Materials: Aluminum letters</p>
Font:	Firestone corporate font
Sign Area:	37.2 sq. ft.
Logo:	None
Logo Area:	NA
Mounting Structure:	stud mounted to the building wall
Lighting:	5 watt LED

STAFF COMMENTS:

1. The proposed sign complies with the Sign Regulations and Exeter Village sign policy. DRC approval is required because this is a second sign for the tenant.
2. The application states the sign color to be off-white as required by the Exeter Village sign policy. However, the sign graphic indicates the color to be “star brite white”. The sign graphic shall be revised to state the color as “off-white” prior to approval by staff.
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 RECOMMENDATION: the Sign Subcommittee did not meet in April.

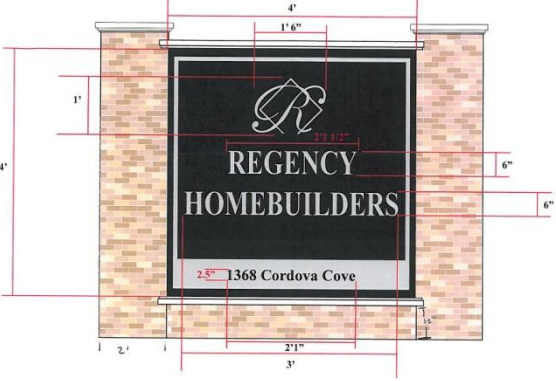
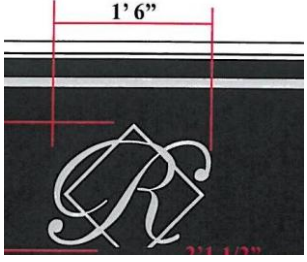
PROPOSED MOTION: To approve the request for a wall-mounted tenant identification sign for Firestone Auto Care in Exeter Village center, subject to staff comments.

END CONSENT AGENDA

3. Regency Homebuilders – 1364 Cordova Cove – Request Approval of a Ground-Mounted Tenant Identification Sign.

BACKGROUND: The previous business in this building was OR Nurses, whose sign was approved at the June 25, 2002 DRC meeting. On July 27, 2010, the DRC approved a 15.33 sq. ft. wall-mounted tenant identification sign.

DISCUSSION: The applicant is requesting approval of a ground-mounted sign including a logo. The specifics of the request are as follows:

: Location & Height:	the sign is proposed to be located 16 feet behind the curb of Cordova Cove, 5 ft. 6 in. in height
Content:	
Colors & Materials:	<p>Color: brushed silver text and logo; black background</p> <p>Materials: PVC and aluminum; brick sign base</p>
Font:	Times Bold
Sign Area:	16 sq. ft.
Logo:	
Logo Area:	1.6 sq. ft.
Mounting Structure:	brick base

Lighting:	none
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STAFF COMMENTS:

1. The proposed sign complies with the Sign Regulations in terms of sign area and height. The sign is proposed to be located 16 feet behind the curb. However, the sign regulations require a minimum of 30 behind the curb face.
2. There is a tree within the landscape island at the 30-foot setback line. The tree is part of the required landscape plan for the Hunters Run Corporate Park. One option is to remove the tree and plant an equivalent-sized tree(s) in another location(s), which would allow the ground sign to be built in the landscape island.
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 RECOMMENDATION: the Sign Subcommittee did not meet in April.

PROPOSED MOTION: To approve the request for a ground-mounted tenant identification sign for Regency Homebuilders at 1364 Cordova Cove, subject to staff comments.

WITHDRAWN BY APPLICANT

4. Amendment to Section 14-62 of the Code of Ordinances: Temporary Leasing Signs.

INTRODUCTION: The City of Germantown has proposed an amendment to the sign ordinance regarding ground-mounted temporary leasing signs. The purpose of the amendment is to address concerns from both the commercial real estate market and City staff over the difficulty of administering the current ordinance.

BACKGROUND: Currently, the ordinance requires the following steps for an initial permit and renewal of a temporary leasing sign:

1. The applicant files a request with the Code Compliance Division requesting a 90-day permit for display of a temporary leasing sign. The permit is granted if the sign meets all the size, location and content requirements of the Code, as well as the following vacancy requirements:
 - a. Leasing space is vacant or about to become vacant;
 - b. The project is less than 85 percent occupied; and
 - c. The applicant has used other means of advertising (direct mail, web listing, etc.) that have been ineffective.
2. For a 90-day renewal of the permit, the applicant must apply to the Design Review Commission (DRC) 30 days in advance of the meeting to meet the agenda deadline, only 60 days into the permit period. As before, the applicant must meet all of the previous criteria.
3. The applicant is only eligible for two 90-day renewals in a two-year period, beginning from the date of the initial permit issued by Code Compliance. Therefore, the sign must either be removed intermittently throughout the two-year period, or be removed the remaining time period, assuming the renewal periods were concurrent with the initial permit.

DISCUSSION: As a result of the above criteria, the DRC agendas have been dominated by the sign renewal requests. Often times, the sign renewal request is coming several months after the sign permit has expired, yet the sign has remained erected. The DRC and commercial real estate market have expressed an interest in amending the current ordinance.

This ordinance amendment was presented to the DRC at its August 24, 2010 and September 28, 2010 meetings, where several options were discussed. Requests by the commission included input from property managers in the City, vacancy rate history and information from neighboring communities regarding how they monitor their temporary leasing signs (if allowed). The Board of Mayor and Aldermen (BMA) has discussed the amendments during several meetings. At the third reading of the ordinance (2010-10) on March 28, 2011, the BMA discussed several proposed revisions to the ordinance. They concluded that the amendment should be referred back to the DRC for discussion of the revisions and their impact on the amendment.

The attachment presents the amendment as recommended by the DRC on 10/26/10, with the proposed revisions highlighted.

PROPOSED MOTION: To approve the amendment as presented to the temporary leasing sign ordinance.

Chairman Saunders explained that the board was going to table the discussion on this amendment to section 14-62 of the Code of Ordinances temporary leasing signs until our next scheduled Design Review Commission meeting due to the weather conditions tonight.

MOTION TABLED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:30 p.m.