

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, July 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 July 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; Alderman Greg Marcom; Mr. Paul Bruns; Mr. Eric Alter; Mr. Neil Sherman; Ms. Robbie Ann Pahlow and Mr. Sidney Kuehn

DEVELOPMENT STAFF PRESENT:

Mr. Wade Morgan, Chief Planner; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney

1. Approval of Minutes for June 28, 2011

Mr. Bruns moved to approve the Design Review Commission minutes of June 28, 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. Gigi's Cupcakes – 9077 Poplar Ave., No. 103, Stonecreek Center – Request Approval of Modifications to an Existing Wall-Mounted Tenant Identification Sign.
Bruce Littman, w/Precision 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. Smith moved to approve the Consent Agenda, seconded by Mr. McCaleb.

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

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. **Gigi's Cupcakes – 9077 Poplar Ave., No. 103, Stonecreek Center – Request Approval of Modifications to an Existing Wall-Mounted Tenant Identification Sign.**

BACKGROUND: Stonecreek Centre was approved by the Planning Commission and Design Review Commission in 2006. On November 28, 2006, the Design Review Commission approved a Sign Policy for Stonecreek Centre that granted Staff the authority to administratively approve signs within the Stonecreek Centre, provided the proposed signs meet the criteria as set forth in the sign policy. Signs that do not comply with the sign policy have to be reviewed/approved by the DRC.

The existing sign for Gigi's Cupcakes complied with the sign policy and was approved administratively on August 19, 2010. The sign face is "aluminum" in color.

DISCUSSION: The applicant is requesting approval to change the sign face color to white. There will be no change to the sign size, material, font or lighting.

STAFF COMMENTS:

1. The white color requested is not included in the approved sign policy for Stone Creek Centre; therefore an exception to the policy is required.
2. The Dunkin Donuts and FedEx/Kinkos signs were approved by the DRC to have white letters. Both of those tenants are in the same building as Gigi's Cupcakes.
3. The Stonecreek management has provided written approval of the change in color. Staff recommends that the management company apply to change the sign policy to include white as an acceptable color.
4. Photos of the existing signs are attached.

SIGN SUBCOMMITTEE REPORT: The Sign Subcommittee met on July 14, 2011 to discuss the request. The subcommittee questioned the reasoning for white lettering on the sign when the center's sign policy does not support that color. According to the sign company representative, the store owner likes the white of the Dunkin Donuts sign and prefers that appearance.

PROPOSED MOTION: To grant approval for a revised wall mounted tenant identification signs for Gigi's Cupcakes located at 9077 Poplar Avenue, Suite 103 in the Stonecreek Centre, subject to staff comments.

3. Germantown Church of Christ – 8823 Poplar Pike – Request Preliminary and Final Plan Approval of an Addition to the Recreation Area Pavilion and Area Lighting.

BACKGROUND: Germantown Church of Christ relocated from 7007 Poplar Avenue to 8723 Poplar Pike with the development of the subject property, which was approved as Contract Number 988 by the Board of Mayor and Aldermen on January 22, 1996. The church later built an addition, which was approved by the Board of Mayor and Aldermen on July 22, 2002, as Contract Number 1087. On December 13, 2005, the Board of Zoning Appeals approved a Use-on-Appeal to allow the addition of a walking trail, pavilion, and a ball field to its master plan. On March 28, 2006, the DRC approved the plans for the walking trail, pavilion, ball field, landscaping, fencing, and playground.

DISCUSSION: The applicant proposes to construct a 40 ft. by 60 ft. addition to the pavilion. The addition is to contain a concession stand, toilets and storage area. The design and materials are to match the existing pavilion. The roof will be classic green (forest green) and the columns will be faced with field brick, accent brick and split face CMU. In addition, they request approval of ground-mounted bollard lights along the path from the parking lot to the pavilion. A landscape plan for the area between the pavilion and the residential lots on the west side of Inspiration Drive has been prepared. The

landscaping will be in addition to the landscaping within the common open space area of The Preserve PUD.

STAFF COMMENTS:

1. Photographs of the pavilion and landscaping as it exists at present are also included with this staff report.

SIGN SUBCOMMITTEE REPORT: The Sign Subcommittee met on July 14, 2011 to discuss the request. The subcommittee recommended:

1. The roofs and gables of the two buildings should connect.
2. Additional design elements are needed to break up the mass of the addition's wall; columns or differing brick colors are needed.
3. The applicant should provide material samples.

The applicant has revised the elevation drawings by adding pilasters and some 8x8" accent blocks to add some relief to the brick field. A revised elevation drawing is attached. Material samples and a color rendering will be available at the DRC meeting.

PROPOSED MOTION: To approve an addition to the recreation area pavilion and bollard lighting for the pathway at Germantown Church of Christ at 8723 Poplar Pike, subject to the site plan filed with the application and to staff comments.

Mr. Curt Pierce with Fleming & Associates Architects explained to the board that he will be using the exact same material that already exists at the Pavilion now. Mr. Pierce also agreed to the board's landscape suggestion for the triangle area located on the northwest corner of the property.

Mr. Kuehn moved to approve this motion with changes as discussed, seconded by Mr. Sherman.

ROLL CALL: 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. Amendment to chapter 14, Article II (Permanent Signs) of the Code of Ordinances: Hanging Directory Signs.

INTRODUCTION: The City of Germantown proposes an amendment to the sign ordinance regarding the addition of projecting signs. This amendment is in response to a proposal from Salvaggio Development Group. for a sign on the recently completed Brownstone building on Poplar Pike, within the Old Germantown district. The proposed sign projects from the front wall of the building, to the right of the front entrance, and lists the building tenants in a directory format. This type of sign is architecturally appropriate for buildings built in Chicago, New York and similar urban areas during the latter half of the 19th century. The Salvaggio Development Group submitted several photos illustrating such projecting signs in their appropriate settings.

BACKGROUND: The sign regulations currently require wall-mounted signs to be face-mounted on the building wall and project no more than four inches from the wall. The regulations give the DRC the authority to grant an exception to that requirement, but offer no guidelines for when the exception is appropriate or for the amount of the exception. In addition, wall-mounted signs may list the name of the tenant (not multiple tenants/businesses), and directory type signs in the OG district must be placed behind

the main building and completely screened from the street. On June 28, 2011, the DRC deferred action on the amendment until the July 26, 2011 meeting.

DISCUSSION: The attached amendment will specifically allow the DRC to approve signs that project from the building wall in situations where that type of sign is consistent with the architectural character of the building. Buildings that are of a “rowhouse” appearance, similar to the Brownstone, or of a cottage appearance, may be appropriate for a projecting sign. Projecting signs will be allowed in the Old Germantown district and in all office and commercial districts (OG, O, O-51, O-C, C-1, C-2 and SC-1 districts). The amendment establishes a maximum size of 3.5 square feet and requires the sign to be placed in the vicinity of the main public entrance, with the exact location subject to DRC approval. The sign may list the names of multiple businesses, with the exact content subject to DRC approval.

The attachment presents the amendment with the proposed revisions highlighted in red. Revisions made by DRC members during the July 14, 2011 subcommittee meeting are in blue text.

SIGN SUBCOMMITTEE REPORT: The Sign Subcommittee met on July 14, 2011 to discuss the proposed amendment. The subcommittee made the following revisions to the amendment:

1. Each building façade should be allowed up to two signs and a maximum of two or three additional blades. The signs should be located near the doorways.
2. Each sign should be a maximum of four feet in height.
3. Design of the sign as art should be promoted.
4. Signs that project from the building but are horizontal/parallel to the building should be allowed.

PROPOSED MOTION: To approve the proposed amendment to sections 14-4, 14-34, and 14-37 of the sign regulations to allow projecting signs in the office, commercial and Old Germantown districts.



NEW ORLEANS, LA



COTSWALD, ENGLAND



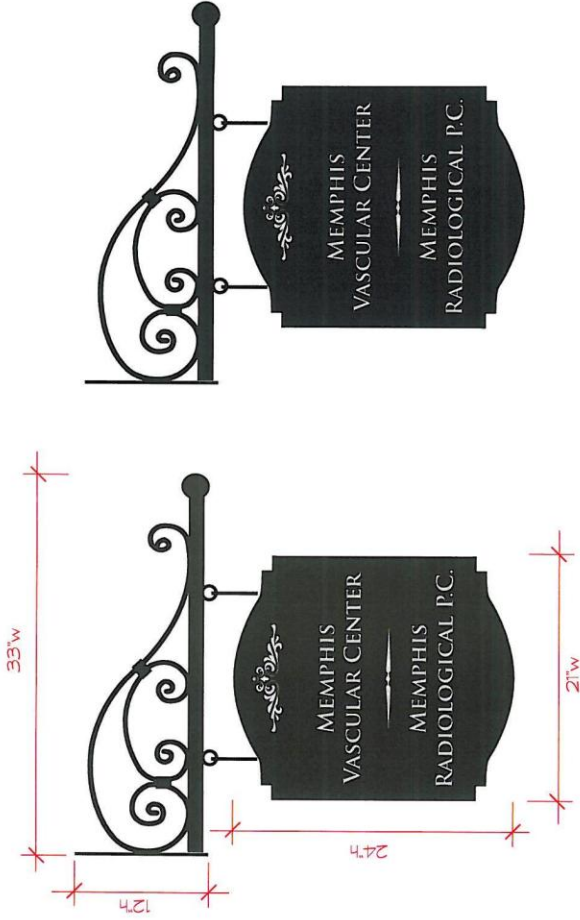
HUDSON, WI



BED AND BREAKFAST, EUROPE



double sided sign



DURANODIC BRONZE
 OPTION

BLACK OPTION

****CUSTOMER'S APPROVAL**

**BY SIGNING THIS DOCUMENT, I AGREE THE SPELLING, CONTENT AND LAYOUT ARE CORRECT. I UNDERSTAND THAT MY SIGNAGE WILL BE PRODUCED AS SPECIFIED AND ANY CHANGES REQUESTED AFTER THE DATE BELOW WILL BE AT MY EXPENSE.

FILE NAME: **Item1**

CLIENT NAME: Salvaggio
 FILE LOCATION: Art 12Design 2011-Salvaggio
 DESIGNER: AM
 DATE _TIME: 4, 10, 11 __ 9:45am

SCALE: 1/8"

DATE

DESCRIPTION: DOUBLE SIDED - 21"W X 24"H X 1" thick PVC panel painted duranodic bronze or black. Panel to have cutout edges. 1.25" copy on both sides in oyster vinyl. Trajan Pro bold font, graphics in oyster vinyl.
 wall bracket: 33"W (378-33) hanging blade bracket in oil rubbed bronze or black finish.
 Sign 8 hardware kit.

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Section 14-1 definitions –

Projecting Sign means a sign that is wholly or partly dependent upon a building for support and extends more than twelve (12) inches from such building.

Section 14-4: Prohibited signs.

The following types of signs are prohibited under this chapter:

- (1) Signs which show pictures of human figures, animals or food, except for design review commission approved logos, and signs which contain characters, cartoons or statements of an obscene, indecent or immoral character which would offend public morals or decency;
- (2) Signs which contain or are an imitation of an official traffic sign or signal or contain the words "stop," "go slow," "caution," "danger," "warning" or similar words;
- (3) Signs which are of a size, location, movement, content, coloring, or manner or illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal;
- (4) Changeable copy signs with interchangeable letters, except that changeable copy signs are allowed for secondary schools and churches as provided under section 14-33;
- (5) Signs which advertise an activity, business, product or service not conducted on the premises upon which the sign is located;
- (6) Signs which have any moving parts, except those signs allowed under section 14-32(b)(2) and 14-34;
- (7) Changing signs (automatic or flashing), including all changing exterior signs and any changing interior signs that are visible from outside the building within which the signs are located;
- (8) Signs which contain or consist of street banners, pennants, ribbons, balloons, streamers, strings of light bulbs, spinners or other similar materials and devices, illuminated or nonilluminated, that are used to attract the attention of clients, potential customers and/or the general public are prohibited, except when allowed by special permit by the board of mayor and aldermen;
- (9) Interior lighted translucent signs, except that interior lighted translucent letters are allowed in specific uses under section 14-5;
- (10) Signs which contain reflective materials;
- (11) Signs which contain reflective type bulbs, pulsating light or strobe light;
- (12) Signs which are made structurally sound by guy wires or unsightly bracing;
- (13) Signs attached to, suspended from or painted on any vehicle which is regularly parked on any street or private property when one of the purposes of so locating such vehicle is to display, demonstrate, and advertise or attract the attention of the public:
 - a. It is not a violation of this section merely to have a common logo of business sign attached to, suspended from, or painted on a company vehicle regularly engaged in the business of the owner; and
 - b. When it is determined by appropriate authorities that a vehicle is being regularly parked in a manner that violates this chapter, the city will issue a single notice of warning to the owner of the vehicle, who will be provided an opportunity for an informal hearing by representatives of the city consisting of the city administrator, director of development and the chairperson of the design review commission or their designated representatives prior to the institution of formal application to the design review commission and/or judicial proceedings.
- (14) Signs which are not expressly permitted by this chapter;
- (15) Special event signs are expressly prohibited in the OG district.

(Code 1986, § 17-4; Ord. No. 2002-14, 12-19-02)

THE SECTIONS ALLOWING PROJECTING SIGNS IN THE OFFICE AND COMMERCIAL DISTRICTS ARE DELETED.

Section 14-37: Old Germantown (OG) district.

- (a) *Generally.* The Old Germantown (OG) district is unique through its development as the original center for the city. It possesses tradition, charm and character, and serves as a visible reminder of the cultural and historical development of the city. It is the intent of this section to preserve and enhance the elements of the quaint, historical and traditional nature of the village center through the design of the signs located in this OG district.
- (b) *Allowable signs.* Allowable signs in the OG district shall be as follows:
- (1) A wall sign face mounted on the building wall, provided that the wall contains the main entrance and storefront of the business or occupant and faces a public street. The following wall signs may also be allowed with the approval of the design review commission:
 - a. Sign on the other wall of the occupant in lieu of or in combination with a sign on a wall containing a main exterior entrance.
 - b. More than one sign when there is more than one entrance.
 - c. Sign placed on walls containing a main entrance facing customer parking lots not apparent from residential areas.
 - (2) Ground-mounted sign for project, building or tenant identification.
 - (3) Traffic directional signs as approved by the design review commission.
 - (4) Exterior directories shall be allowed, provided that:
 - a. In any project where one or more tenant does not have an exterior entrance or does not qualify for an exterior sign, the building shall qualify for a directory.
 - b. The purpose of the directory shall be for customer convenience, direction and safety.
 - c. The number of directories shall be limited to one for each main entrance to the building.
 - (5) A projecting sign, perpendicular or parallel to the building wall, in situations where it is demonstrated that the sign is appropriate to the architectural character or historic context of the building. Artistic design and content may be allowed. Projecting signs shall serve ~~and~~ in lieu of a wall and ~~or~~ ground-mounted sign. Each façade facing a street or parking area and containing a public entrance is allowed one sign, which may consist of a maximum of three blades. Projecting signs may only be illuminated by external spotlights.
- (c) *Size.* The size of permanent signs in the OG district shall be as follows:
- (1) *Wall signs.* A maximum total wall sign area up to 12 square feet. Where frontage is on more than one street, a sign shall be permitted on each building wall facing a street.
 - (2) *Ground-mounted signs.* Ground-mounted signs in lieu of wall signs shall not exceed 12 square feet per face, and the total sign area shall not exceed 24 square feet total of all faces. The maximum sign area shall be limited to five square feet of sign area per face for signs located 15 feet from the face of the curb or the edge of the pavement. The maximum sign area for those signs located between 15 feet and 30 feet from the curb or the edge of the pavement shall be based on one square foot per each two feet of setback with a maximum of 12 square feet per face. The maximum sign area shall be limited to 12 square feet of sign area per face for signs located 30 feet or more from the face of the curb or the edge of the pavement.
 - (3) *Directories.* Directories shall not exceed 7½ square feet per face, and the total directory area shall not exceed 15 square feet.
 - (4) *Traffic directional signs.* Traffic directional signs shall not exceed a maximum total area of 128 square inches per face (eight inches by 16 inches) with a maximum of two faces per sign, not to exceed a total of 256 square inches. Such signs shall not exceed 20 inches above the existing grade.

- (5) *Projecting Signs*. projecting signs shall be proportional to the building and the façade on which it is proposed. The size of the sign is subject to design review commission approval, but shall not exceed (4) $3\frac{1}{2}$ square feet per face per blade, and the total sign area shall not exceed (16) ~~seven (7)~~ square feet.

(d) *Location*. The location of permanent signs in the OG district shall be according to the following:

- (1) *all signs*. All wall signs, ~~except projecting signs~~, shall be face mounted on the building wall ~~unless approved otherwise by the design review commission. Wall-mounted signs~~ and shall not project more than four inches from the face of the building ~~unless approved otherwise by the design review commission~~. Signs shall not project above the roofline unless incorporated in the roof design and only if approved by the design review commission.
- (2) *Ground-mounted signs*. Where the building setback is 40 feet or less, the ground-mounted sign shall be placed within ten feet from the front face of the building. A ground-mounted sign shall not be located less than 15 feet from the edge of the pavement. Where the building setback is more than 40 feet, the sign location shall not be less than 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of four feet, as measured from the surrounding grade. Where a sign is oriented parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.
- (3) *Directories*. Directories, ~~except when incorporated into a projecting sign~~, shall be located either behind the main building or within ten feet of the front building line upon approval of the design review commission. Directories shall be completely screened from the street as approved by the design review commission. The height of the directory shall be a maximum of four feet, as measured from the surrounding grade.
- (4) *Traffic directional signs*. Traffic directional signs shall be located a minimum of one foot from the right-of-way (existing and/or proposed, whichever is greater) of any street.
- (5) *Projecting Signs*: projecting signs shall be located on the building wall, in close proximity to the main public entrance and a minimum of seven (7) feet above the finished grade. ~~Signs~~ ~~The sign~~ shall not extend above the principal building wall and may extend a maximum of four (4) feet from the building wall. The exact location shall be subject to approval of the design review commission.

(e) *Content*. The content of permanent signs in the OG district shall be as follows:

- (1) Wall signs shall be limited to the name of the business, address, hours, dates, instructions, and primary products and services.
- (2) Ground-mounted signs shall be limited to the name of the business, address, hours, dates, instructions, and primary products and services.
- (3) Permanent project signs shall be limited to the name and address of the project. Tenant names shall not be allowed on permanent project signs.
- (4) Project, tenant or product identification will not be allowed on traffic directional signs within any project or development, unless the design review commission agrees such identification is essential to directing traffic.
- (5) Projecting signs shall be limited to the names of ~~a maximum of two~~ tenants/businesses ~~plus their addresses, hours, dates, instructions, and their primary products and services~~. The number of tenants/businesses listed shall be subject to design review commission approval. Multiple blades for tenant/business names and services may be used, subject to design review commission approval and provided that the scale of the sign is proportional to the building and façade. ~~The design~~

~~review commission may allow additional business names provided appropriate justification is provided.~~

- (6)(5) The content of signs shall be composed of letters, numbers and such logos as are not prohibited by section 14-4 and which are approved by the design review commission, provided that the following restrictions shall also apply:
- a. The name of the business, which may also appear once on the sign, and the address, hours, instructions, and primary products and services, as approved by the design review commission, shall be composed of letters and/or numbers; and a letter or number that is written or drawn in such a manner that in addition to representing the letter or number itself connotes an object or part thereof, other than a letter or number, shall not be considered a "letter" or "number" for the purposes of this subsection (e).
 - b. All other content of a sign shall, for the purposes of this subsection (e) be considered a logo, and the area on the face of the sign that may be covered by a logo shall not exceed ten percent of the allowable sign area; provided, however, that any border of a sign that is considered by the design review commission to be in proportion to the size of a sign shall not be considered to be a logo or part thereof for the purpose of this subsection (e).
 - c. In no case may more than one logo be used on a sign. A maximum of three logos may be permitted on a storefront containing a major entrance for public entry to a business but not elsewhere, provided that the combined total area of all logos on the walls containing such major entrances shall not exceed ten percent of the allowable area for the premises of the occupant. The location of a logo on a wall containing a major entrance as aforesaid (other than on a sign face approved by the design review commission) shall be specifically approved by the design review commission.
 - d. The name of the business shall be the primary element of a sign. A logo, if any, shall appear as a secondary element of a sign, subordinate to the primary element of a sign.
- (7) (6) Exterior directories shall be limited to the following:
- a. Building identification and address.
 - b. Tenant name and location.
 - c. Building identification letters shall not exceed three inches, and tenant identification letters shall not exceed three inches.
 - d. Each tenant listed shall occupy the same size and shape space.
- (8)(7) Traffic directional signs shall indicate "enter" - "exit" only. Letters should be light in color on a dark background and not exceed 3½ inches in height.

Mr. Sherman moved to approve the proposed amendment to sections 14-4, 14-34, 14-37, of the sign regulations to allow projected signs for office and commercial in Old Germantown districts as well as all changes made in the executive session, 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

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:26 p.m.