

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, August 23, 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 August 23, 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; and Mr. Sidney Kuehn

DEVELOPMENT STAFF PRESENT:

Mr. Wade Morgan, Chief Planner and Ms. Regina Gibson, Administrative Secretary

1. Approval of Minutes for July 26, 2011

Mr. Smith moved to approve the Design Review Commission minutes of July 26, 2011, seconded by Mr. Bruns, with no further comments or discussions.

ROLL CALL: Mr. Kuehn – Yes; Mr. Bruns – Yes; Alderman Marcom – Yes; Mr. Smith – 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. Regency Homebuilders – 1374 Cordova Cove – Request Approval of a Ground-Mounted Tenant Identification Sign.
Stephanie Thrash - 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. Smith – Yes; Mr. McCaleb – Yes; Alderman Marcom – Yes; Mr. Bruns – Yes; Mr. Kuehn – Yes; Chairman Saunders - Yes

MOTION PASSED

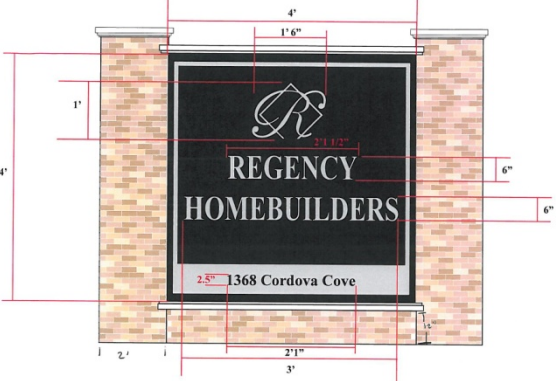
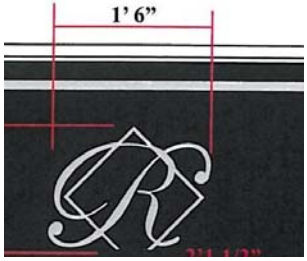
STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

- a. **Regency Homebuilders – 1374 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. The request was first considered at the April 26, 2011, DRC meeting, where it was deferred so the applicant could have an arborist evaluate the existing tree and prepare a revised landscape plan.

DISCUSSION: The applicant is requesting approval of a ground-mounted sign including a logo. The sign's location has been revised from the original one. The specifics of the request are as follows:

: Location & Height:	the sign is proposed to be located 30 feet behind the curb of Cordova Cove, 5 ft. 6 in. in height (previous location was 16 ft. behind the curb)
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

STAFF COMMENTS:

1. The proposed sign complies with the Sign Regulations. The sign has been re-located to 30 feet behind the curb, from the original proposal of 16 feet behind the curb.
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. The applicant has engaged a certified arborist to evaluate the tree. The evaluation is attached.

3. The applicant has provided a new landscape plan for the street frontage and the area surrounding the ground sign. Prior to DRC approval, the sizes of all new landscaping material shall be provided.
4. Staff recommends that the three Boxwood on the street side of the sign be replaced by three Soft-touch Holly.
5. 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 August.

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

3. Amendment to Chapter 14, Section 34 (Permanent Signs) of the Code of Ordinances: Medical Office Signs.

BACKGROUND: The regulations creating medical office monument signs were approved in 2007 as a means to better identify clinics and doctors' offices to drivers, particularly seniors and others not familiar with Germantown. The regulations currently allow special signs identifying medical buildings to be closer to the street than standard ground signs and to list the names of tenants that occupy at least 10,000 sq. ft. of floor area.

The owners of the building at 7550 Wolf River Blvd. and one of the tenants, Midsouth Internal Medicine, have requested the DRC consider an amendment to allow smaller tenants to be listed on the monument sign. Midsouth Internal Medicine occupies 4,000 sq. ft. of the 43,500 sq. ft. building. The existing medical office ground sign has space for four tenants, but currently only one (Trumball and PGM) meets the 10,000 sq. ft. criteria. Wells Fargo Advisors, initially met the criteria but no longer does. The monument sign currently lists Trumball/PGM and Wells Fargo, and has space for two additional tenant names.

DISCUSSION: The proposed amendment will remove the 10,000 sq. ft. floor area minimum and allow the sign dimensions, letter size requirements and the landlord to dictate which tenant names are placed on the sign. The medical office monument sign is 11 ft. in width and has a maximum allowed height of 3 ft., 11 in., with 32 in. of that height available for tenant names. The regulations set maximum and minimum letter heights, depending on the number of names on the sign.

SIGN SUBCOMMITTEE REPORT: The Sign Subcommittee did not meet in August.

STAFF COMMENTS:

1. An illustration of the types of medical office signs is attached.

PROPOSED MOTION: To approve the proposed amendment to section 14-34 of the sign regulations, regarding medical office monument signs.

Ms. Cindy Reeves w/SR Consulting; Dr. Mike Pruett, Mrs. Lisa Pruett and Dr. George Chu w/Midsouth Internal Medicine and Price Ford, Developer all expressed appreciation to the commission for their consideration of this request.

Andy Pouncey explained that if this motion is approved tonight that they would try to get it on the agenda for the Board of Mayor and Alderman by October 2011.

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

ROLL CALL: Mr. Smith – Yes; Mr. Kuehn – Yes; Mr. McCaleb – Yes; Alderman Marcom – Yes; Mr. Bruns – Yes; Chairman Saunders – Yes.

MOTION PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:27 p.m.