

**DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, September 27, 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 September 27, 2011. Chairman Saunders called the meeting to order at 6:08 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. Neil Sherman; Mr. Eric Alter; and Mr. Sidney Kuehn

**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 August 23, 2011**

Mr. Smith moved to approve the Design Review Commission minutes of August 23, 2011, seconded by Mr. McCaleb, with no further comments or discussions.

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

**MOTION PASSED**

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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. 2021 S. Germantown Rd. (Martin Building) - Request Approval of an Amendment to the Sign Policy.  
Bruce Taylor – Applicant
- b. Pak Mail – 2021 S. Germantown Rd. (Martin Building) – Request Approval of a Wall-Mounted Tenant Identification Sign.  
Jim Shaver – Applicant
- c. Five Guys – 1990 S. Germantown Rd., (Germantown Crossing Center) – Request Approval of Two Wall-Mounted Tenant Identification Signs.  
Rob Norcross, w/Looney-Ricks-Kiss – Applicant
- d. dcj Wealth management – 3011 Centre Oak Way, Suite 101 – Request Approval of a Wall-Mounted Tenant Identification Sign.  
Tricia Hardin, w/dcj - 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 as discussed, seconded by Mr. Sherman.

Alderman Marcom recused himself from item number 6 and Mr. Bruns recused himself from item number 7.

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

**MOTION PASSED**

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**STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS**

**a. 2021 S. Germantown Rd. (Martin Building) – Request Approval of an Amendment to the Sign Policy.**

**BACKGROUND:** The sign policy for the Martin Building was approved in 2005.

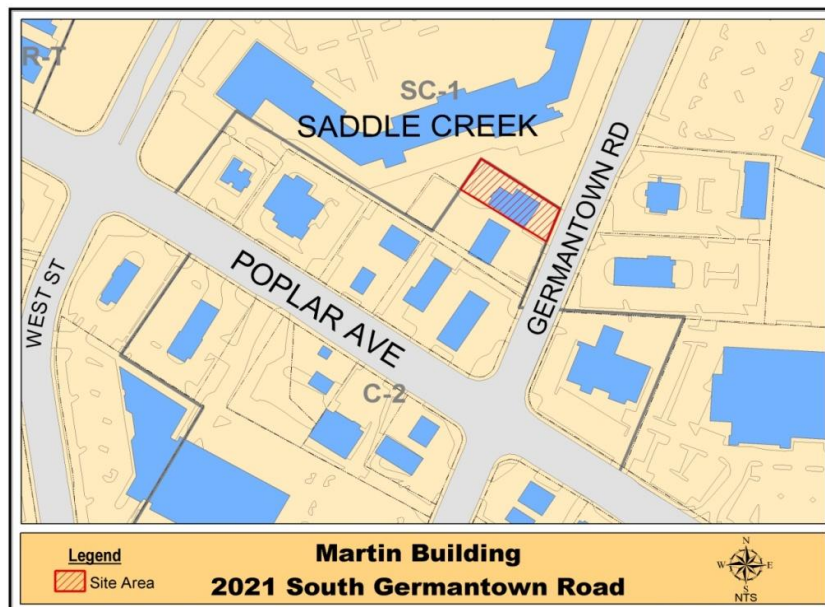
**DISCUSSION:** The applicant is requesting approval of revisions to the sign policy. The modified policy, with changes identified, is included in this packet. Items that have changed, yet were included in the 2005 sign policy, are identified in red with parenthesis. Items that have changed and are new to the policy are highlighted. The building has recently undergone a renovation. The façade was updated and the designated location for wall signs was adjusted to accommodate the improvements to the building.

Changes to the sign policy include: an increase in the allowable square footage for tenant signs in Suites 1 and 4, removal of language referencing “secondary signs”, addition of the Cristen ITC font to the allowable typography, addition of the color PMS #485 to the allowable sign colors, additional requirements for street and suite numbers, and an updated building elevation graphic.

**STAFF COMMENTS:**

1. The revised sign policy complies with the Sign Regulations for size, location, and content.
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 September.



## **SIGNAGE SPECIFICATIONS MANUAL**

# **MARTIN BUILDING**

**2021 South Germantown Road  
Suite 1 - 4  
Germantown, Tennessee**

**Revised August 24, 2011  
Approved by City of Germantown  
Design & Review Committee**

**2011**

## GENERAL REQUIREMENTS

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This purpose of this manual is to define and specify all exterior signage criteria for the Martin Building, 2021 South Germantown Road, Suites 1 and 4, Germantown, Tennessee.

Each tenant shall provide signage package for their space as described below by area designation. Tenants areas are as follows:

Main Signage Spaces for the two (2) tenants on front of building in suites 1 and 4 - a minimum of 8 inches to a maximum of 18 inches letter height.

~~(Secondary Signs—On the front freeze board—one on right side and one on left side with maximum letter height of 6 inches.)~~

Rear Door Sign.

Shop Street Address Numerals.

All sign packages shall be submitted for approval to Bruce C. Taylor, 7960 Wolf River Blvd., Suite 101, Germantown, Tennessee 38138, prior to fabrication and installation. The costs of the fabrication and installation shall be the responsibility of each individual tenant. Sign construction is to be completed in compliance with code requirements of the City of Germantown sign ordinance and the instructions, limitations and criteria contained in this manual.

Sign requests for this building that are submitted to the Design Review Commission (DRC) for approval shall require a letter of approval or disapproval from the property owner or his/her representative.

Once signs are approved by the City of Germantown Department of Development or Design Review Commission, the applicants must obtain a sign permit from the Memphis and Shelby County Office of Construction Code Enforcement prior to erecting any sign.

## PECIFICATION/PRIMARY TENANT SIGN

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### ALLOWABLE SIGNAGE

#### TEXT

The two main sign units **for suites 1 and 4** located on the upper front of the building are to be limited by the area contained in the ~~“(Signage spaces) Tenant Sign”~~ **spaces** shown on the elevation. The main tenant signs for the two tenants on the front of the building shall have a maximum total area of ~~(12.05)~~ **16.50** sq.ft. for each of the two (2) suites and shall be mounted on the front of the building as shown on page 5.

~~(The secondary tenant signs for the rear two tenants shall be a maximum of three point seven (3.7) square feet and shall be on the far right and far left of the front freeze board.)~~

The ~~“(Signage spaces) Tenant signage”~~ **spaces** is the area in which a sign is permitted to be located.

### TYPOGRAPHY

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The main tenant sign unit shall be all individual letters, within the signage space above the tenant premises. The typography shall permit upper or lower case letters. The letter height shall be a minimum of 8 inches and a maximum of 18 inches. The type of typography shall be similar in character and overall appearance, but preferably ~~(,but not limited to,)~~ Helvetica, **(and)** Helvetica Medium, **and Cristen ITC**.

Any other letter style shall be approved by the DRC.

National or regional chainstore tenants shall be permitted to use their standard typography logo script and logos (provided logos meet the City of Germantown sign ordinance and receive DRC approval) which have been used nationwide. These signs are also subject to DRC approval.

## MATERIALS

The front and sides of the reverse channel letters shall be .080" aluminum. All exposed aluminum joints shall be welded and ground smooth. All letters shall have concealed, non-corrosive, attachment devices, clips, wires and shall be designed and fabricated in accordance with the local sign ordinances. Each letter of the sign units may be back lighted with single stroke 4500 soft white neon (~~if greater than 3 1/2" wide~~) or LED lighting. Each letter of the sign shall be mounted 1 1/2" to 2" away from face of wall to provide proper backlighting of letter. Provide ballast meeting U.L. standards. A junction box will be supplied at each tenant space by landlord and all wiring to junction boxes shall be concealed. The letters of these signs are to match the tenant's colors selected from the following page.

~~(The secondary signs shall be painted directly on the front freeze board. The signs are painted backgrounds and letters.)~~

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Letters (~~at main two (2) larger~~) signage panels shall match one of the following "PMS" colors.

# 485

Dark Bronze

# 4624

~~(The secondary signs shall have the same color for letters with Benjamin Moor Lancaster White 78 background.)~~ Other colors may be approved by the DRC.

## INSTALLATION REQUIREMENTS

The (~~main~~) tenant signs shall be centered within the designated signage space on the front of the building.

~~(The secondary signs will remain located and installed as is.)~~

All main tenant signs are to be centered in the (~~signage band (signage space)~~) "Tenant Sign" spaces as shown on page 5.


PROPOSED MOTION: To approve the request for a wall-mounted tenant identification sign for Pak Mail at 2021 S. Germantown Rd, subject to staff comments.

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### **b. Pak Mail – 2021 S. Germantown Rd. (Martin Building) – Request Approval of a Wall-Mounted Tenant Identification Sign.**

BACKGROUND: The previous business in this building was Kaddy Shak Golf.

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

: Location & Height:	The sign is proposed to be located above the main customer entrance within the allowable tenant sign space.
Content:	
Colors & Materials:	Color: Red PMS #485 Materials: Aluminum
Font:	Custom, corporate font
Sign Area:	15.85 sq. ft.
Logo:	N/A
Logo Area:	N/A
Mounting Structure:	Stud mounted off fascia with non-corrosive hardware
Lighting:	Internally back-lit by white LED lights

**STAFF COMMENTS:**

3. The proposed sign complies with the Sign Regulations for size, location, and content.
4. The letters in the proposed sign (18 3/4") exceed the height allowed in the sign policy (18") and must receive approval from the DRC.
5. The letters in the proposed sign will be mounted 2 1/2" from the face of the sign. This exceeds the 1 1/2" – 2" requirement in the sign policy and must receive approval from the DRC.
6. The applicant shall provide the height of the sign from the surrounding grade and the height of the sign at its highest point above the surrounding grade.
7. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.
8. **SIGN SUBCOMMITTEE RECOMMENDATION:** The Sign Subcommittee did not meet in September.

**PROPOSED MOTION:** To approve the request for a wall-mounted tenant identification sign for Pak Mail at 2021 S. Germantown Rd, subject to staff comments.

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- c. **Five Guys – 1990 S. Germantown Rd (Germantown Crossing Center) – Request Approval of Two Wall-Mounted Tenant Identification Signs.**


**BACKGROUND:** The previous business in this space was Super D drugstore.

**DISCUSSION:** The applicant is requesting approval of two wall-mounted signs. One sign is on the north building elevation, over the doorway and a second sign is proposed on the west building elevation on the wall of the drive-through area. The Germantown Crossing center has a sign policy for administrative approval of signs that comply with the policy. DRC approval of these signs is required because


- 1) The center’s sign policy permits either “vanilla bean” or “vandyke brown” sign colors and permits only one sign per tenant. Deviations from the policy require DRC approval. Also, the policy allows national and regional chains to use their corporate script, with DRC approval, and;
- 2) The Germantown sign regulations allow the DRC to approve the second sign on the west building elevation wall, provided the wall has a customer entrance and is not visible from residential areas.

The specifics of the request are as follows:

**SIGN 1: NORTH ELEVATION**

: Location & Height:	the sign is proposed to be located above the main customer entrance, 17 feet, 6 inches above the ground.
Content:	
Colors & Materials:	Color: red Materials: aluminum;
Font:	all caps block lettering
Sign Area:	17 sq. ft.
Logo:	none
Logo Area:	NA
Mounting Structure:	pin-mounted to the brick wall
Lighting:	120 watt white LED back lighting

**SIGN 2: WEST ELEVATION**

: Location & Height:	the sign is proposed to be located on the portico wall, 19 ft., 3 in. above the ground.
Content:	
Colors & Materials:	Color: red Materials: aluminum;
Font:	all caps block lettering
Sign Area:	30.08 sq. ft.
Logo:	none

Logo Area:	NA
Mounting Structure:	pin-mounted to the brick wall
Lighting:	120 watt white LED back lighting

**STAFF COMMENTS:**

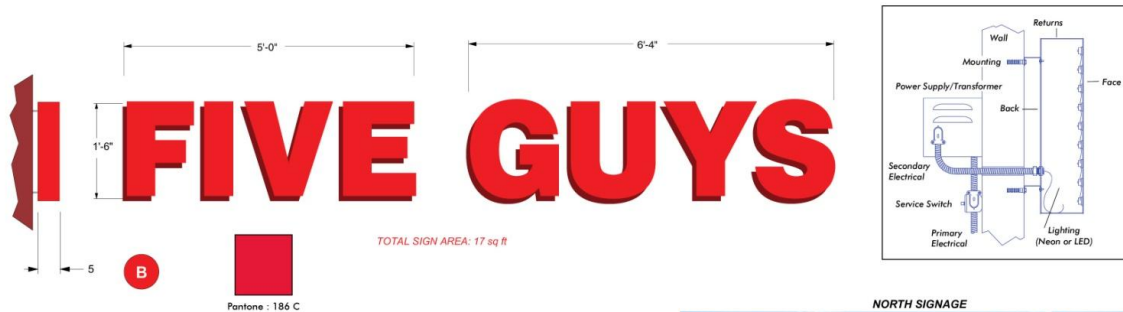
- The proposed sign complies with the Sign Regulations in terms of the sign area and lighting. The Germantown Crossing sign policy only allows either “vanilla bean” or “vandyke brown” sign colors. The policy requires all other colors, and regional chain scripts, to apply for approval from the DRC.
- The Germantown sign regulations allow the DRC to approve the second sign on the west building elevation wall, provided the wall has a customer entrance and is not visible from residential areas.
- Ownership of the Germantown Crossing center was recently transferred. Prior to DRC approval, the applicant shall provide a statement of approval of the proposed sign from the new owner/management.
- 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 September.

**PROPOSED MOTION:** To approve the request for a wall-mounted tenant identification sign on the north building elevation for Five Guys Restaurant, at 1990 S. Germantown Rd., subject to staff comments.

**SIGN 1 – NORTH BUILDING ELEVATION**

**REVERSE CHANNEL LETTER SPECIFICATIONS :**



Letters : Routed .090" aluminum faces, .063" x 5" tall returns, welded construction, seams sealed, drain holes.  
 Letter Finish : Letter interiors primed and painted using Zap White, exteriors primed & painted "Red" to match Pantone PMS 186c using Matthews Acrylic Polyurethane.  
 Letter Backs : Routed 3/16" clear polycarbonate.  
 Lighting : Letters to halo light background wall surface using internally mounted Sloan "White" LED light modules, single stroke around letter perimeters.  
 Mounting : Letters pin mounted 2" out from wall surface using clips.  
 Electrical : 120volt, UL listed & labeled, Sloan "Modular 60" power supplies remotely mounted inside building.  
 Location: Sign centered horizontal and vertical on face of building extension as shown.

**VOLTAGE**  
 120 Volts  
 277 Volts

**NORTH SIGNAGE**



JNB SIGNS INCORPORATED 1921 Venture Drive, Suite 1, Janesville, WI 53546 Phone: 1-800-243-7997 Fax: 1-608-754-7822

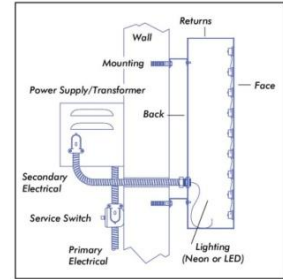
CLIENT Five Guys Burgers & Fries SALESMAN Matt Stried CUSTOMERS SIGNATURE X DATE

JOB SITE Germantown, TN ARTIST Dan DATE 08-29-11 DRAWING 04639-02 1 of 1

**SIGN 2 – WEST BUILDING ELEVATION**



**REVERSE CHANNEL LETTER SPECIFICATIONS :**



Pantone : 186 C

- Letters : Routed .090" aluminum faces, .063" x 5" tall returns, welded construction, seams sealed, drain holes.
- Letter Finish : Letter interiors primed and painted using Zap White, exteriors primed & painted "Red" to match Pantone PMS 186c using Matthews Acrylic Polyurethane.
- Letter Backs : Routed 3/16" clear polycarbonate.
- Lighting : Letters to halo light background wall surface using internally mounted Sloan "White" LED light modules, single stroke around letter perimeters.
- Mounting : Letters pin mounted 2" out from wall surface using clips.
- Electrical : 120volt, UL listed & labeled, Sloan "Modular 60" power supplies remotely mounted inside building.
- Location : Sign centered horizontal and vertical on face of building extension as shown.

**VOLTAGE**  
 120 Volts  
 277 Volts

WEST SIGNAGE



JNB SIGNS INCORPORATED 1221 Venture Drive, Suite 1, Janesville, WI 53546 Phone : 1-800-943-7997 Fax : 1-608-754-7892

CLIENT Five Guys Burgers & Fries SALESMAN Matt Stried CUSTOMERS SIGNATURE X DATE

JOB SITE Germantown, TN ARTIST Dan DATE 08-29-11 DRAWING 04639-03 1 of 1

**Note:**  
 These Drawings are intended to convey design intent only. Final engineering, materials, and fabrication shall remain the responsibility of the Fabricator to ensure quality fit and finish for all components and seals. Field verify all mounting dimensions.

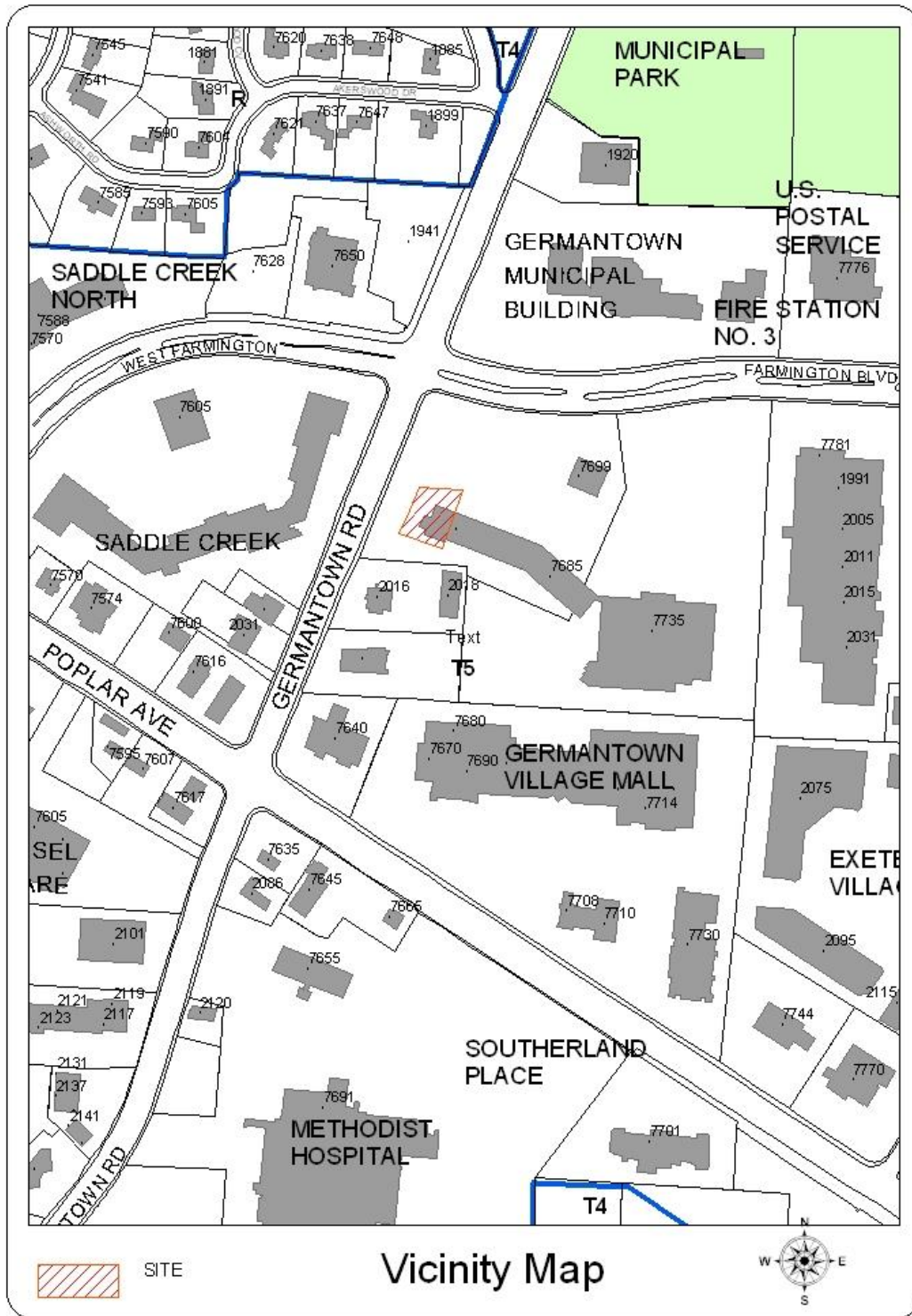
Colors are shown for reference only, and are subject to the limitations of the printing process. Refer to finish samples and/or color system swatches for accurate reference.

All existing condition dimensions are approximate and are provided for reference purposes only. Signage Contractor shall verify all conditions prior to preparations of shop drawings and ordering material.



**Signage Location**



Five Guys Burgers and Fries :: August 23, 2011 :: 01.10509.00 :: © 2011 LRK, Inc. All Rights Reserved.



**d. dcj Wealth Management – 3011 Centre Oak Way, Suite 101 – Request Approval of a Wall-Mounted Tenant Identification Sign.**

**BACKGROUND:** The building is lot 8 of the Forest Hill-Irene Commercial Subdivision. The building was completed in 2011.

**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.
Content:	
Colors & Materials:	Color: copper Materials: copper and aluminum;
Font:	Times New Roman
Sign Area:	33 sq. ft.
Logo:	
Logo Area:	4 sq. ft.
Mounting Structure:	blind, stud-mounted to the stone wall
Lighting:	none

**STAFF COMMENTS:**

13. The proposed sign complies with the Sign Regulations. The globe logo is visually approximately the same size as the text, but is within the 10 percent limit of the allowable sign area. A sign of 43.75 sq. ft. is allowed, with a 4.38 sq. ft. logo. The proposed logo is 4 sq. ft.
14. 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 September

**PROPOSED MOTION:** To approve the request for a wall-mounted tenant identification sign for dcj Wealth Management at 3011 Centre Oak Way, subject to staff comments.

**New Business**

Chairman Saunders said that the special events banner for the Make-A-Wish Foundation of the Mid-South is being added to the agenda. This banner will be located in the same place as it was last year at the Poplar/Farmington fountain.

Mr. Andy Pouncey explained that this is the identical request as it was last year and it was approved by this board.

Mr. McCaleb moved to approve this motion to extended the banner approval for the Make-A-Wish Foundation at the Saddle Creek location which is located at West Farmington and Poplar for three

continuous years 2011, 2012 and 2013 as long as the banner does not substantially change, seconded by Mr. Sherman.

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

**MOTION PASSED**

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**ADJOURNMENT**

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:23 p.m.