DESIGN REVIEW COMMISSION MUNICIPAL CENTER COUNCIL CHAMBERS

Tuesday, February 28, 2012 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 28, 2012. 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; Alderman Greg Marcom; Mr. Paul Bruns; Ms. Robbie Ann Pahlow; Mr. Eric Alter; and Mr. John Walker

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 January 24, 2012

Mr. Smith moved to approve the Design Review Commission minutes of January 24, 2012, seconded by Mr. McCaleb, with no further comments or discussions.

ROLL CALL: Mr. Walker – Yes; Mr. Alter – Yes; Mr. Bruns – Yes; Alderman Marcom – Yes; Mr. Smith – Yes; Ms. Pahlow – Abstain; 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. Sweet Wise 7850 Poplar Ave., Germantown Collection Request Approval of a Wall-Mounted Tenant Identification Sign.
 Austin Tudor, w/Joyce Signs Applicant
- b. Chili's Restaurant 7801 Poplar Ave., Germantown Collection Request Approval of a Tenant Sign Package.

Richard Tuck/Laurel Walyga, w/Core States Group - 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 made a motion to approve the Consent Agenda as discussed, seconded by Mr. McCaleb.

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

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

a. <u>Sweet Wise - 7850 Poplar Ave., Germantown Collection - Request Approval of a Wall-</u> Mounted Tenant Identification Sign.

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

: Location &	the sign is proposed to be located to the right of the main customer entrance, 12
Height:	feet above the ground. The applicant proposes to locate part of the sign on the
	Leslie's Pool Supply sign area. Approval of the location has been provided from
	both Leslie's Pool and the shopping center management.
Content:	14-14 W P P P P P P P P P P P P P P P P P P
Colors & Materials:	Color: text – Ibis White; logo – dark pink (sample will
	be available at the DRC meeting)
	Materials: aluminum letters
Font:	corporate font
Sign Area:	10.5 sq. ft.
Logo:	see graphic above
Logo Area:	1.5 sq. ft.
Mounting	stud-mounted to the brick wall
Structure:	
Lighting:	backlighted with LED

STAFF COMMENTS:

- 1. The proposed sign complies with the Sign Regulations and the Germantown Collection sign policy in terms of the overall sign area, location, text color and material. The sign policy requires all signs with logos and fonts other than Palatino or Palatino Bold to obtain approval from the DRC.
- 2. The store is located in a corner between Leslie's Pool Supply and Jimmy John's deli. The standard sign location, directly above the entrance and within the lease space, is partially blocked by a tree (see the attached photo). The applicant proposes to place "Sweet Wise" on a portion of the Leslie's Pool Supply sign area. The logo will be within the Sweet Wise lease space. Letters approving the location have been provided from both Leslie's Pool Supply and the shopping center management.
- 3. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

<u>PROPOSED MOTION:</u> To approve the request for a wall-mounted tenant identification sign for Sweet Wise, at 7850 Poplar Ave., no.20, subject to staff comments.

b. <u>Chili's Restaurant – 7801 Poplar Ave., Germantown Collection – Request Approval of Tenant Identification Sign Package.</u>

BACKGROUND: Chili's restaurant has occupied the space since December, 1988.

<u>DISCUSSION</u>: The applicant is requesting approval of two wall-mounted signs including a logo. The specifics of the request are as follows:

SIGN 1: Front (east elevation)

: Location &	the sign is proposed to be located above the main customer entrance, 15 feet above
Height:	the ground.
Content:	\$5.9°
Colors & Materials:	Color: text – Satin White; apostrophe - Green Materials: aluminum letters
Font:	corporate font
Sign Area:	29.9 sq. ft.
Logo:	none
Logo Area:	NA.
Mounting Structure:	stud-mounted to the brick wall
Lighting:	backlighted with white LED

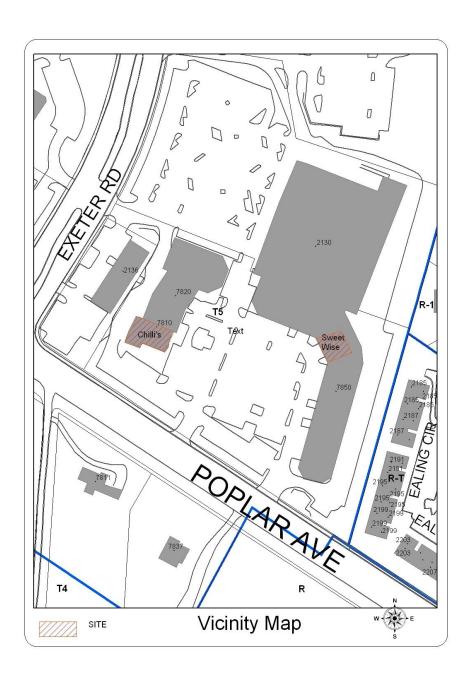
SIGN 2: Side (south elevation)

: Location & Height:	the sign is proposed to be located on the west end of the south building wall, 8 feet above the ground.
Content:	10-5 1/4*
Colors & Materials:	Color: text – Satin White; apostrophe - Green Materials: aluminum letters
Font:	corporate font
Sign Area:	42.63 sq. ft.
Logo:	none
Logo Area:	NA.
Mounting Structure:	stud-mounted to the brick wall

STAFF COMMENTS:

- 4. The proposed sign one complies with the Sign Regulations and the Germantown Collection sign policy in terms of the overall sign size, location, and material. Sign 2 complies in terms of sign size and material, and requires DRC approval because it is to be located on a wall without an entrance. The sign policy requires all signs with logos and fonts other than Palatino and Palatino Bold to obtain approval from the DRC.
- 5. Prior to DRC approval, the applicant shall provide the Disclosure of Ownership Interests.
- 6. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

<u>PROPOSED MOTION:</u> To approve the request for two wall-mounted tenant identification signs for Chili's, at 7801 Poplar Ave., subject to staff comments.

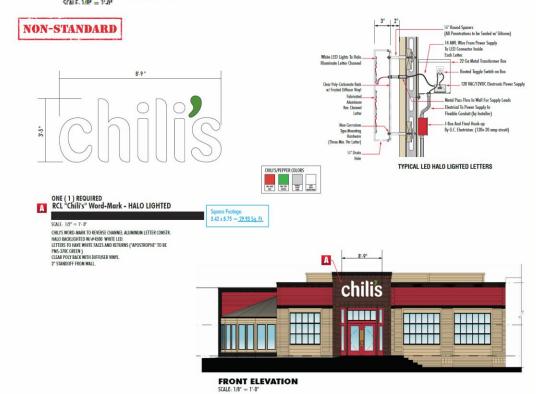




FRONT ELEVATION



LEFT SIDE ELEVATION STAIF. 1/8" = 1'.0"



FEDERAL HEATH SIGN COMPANY www.FederalHeath.com

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2300 North Highway 121
Euless, Texas 76039
[817] 685-9077 [800] 527-9495

Merchaltung Frazzen
Desemble, CA: Eulera IX. Jahrenberg, Th. Desemble, CH
Office Scotters
Office Scotters
Orientation, CA: Lea Impa, No.: Lauptin, AZ
James Balls, Di. Labor, D. Jahrenberg, No.: Lauptin, AZ
James Balls, Di. Labor, D. Jahrenberg, No.: Leanner, SV. Coppe, Chees, SV. Hoderspett, No.
James Mr. C. Vollage, The Golden, CH
Olitocher, No.: Coppe, Chees, SV. Hoderspett, No.
James Mr. C. Vollage, No. Jahrenberg, No.
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Pluzzen, Tr. Crope Christ, IN: Indexeposit, Br. Salando, W. Howell, Ph. Golden, W. Downer, Cirk Months, W. Howel, C. H. Marce, Cirk Months, R. Salando, R. Salando

Revisions:

1 1/38/17 JC CHG TO NEW LDCK-UP LAROUT

2 1/24/72 JC Commol Apontogile Color on CRUT's to Greec

3 1/30/17 DAY Revise A E 6 to RCL-led-halo draft wordman

Account Rep: JOE DUNAVAN
Project Manager: PAUL KARLIN
Drawn By: J. CARPENTER

chilis

#CH0157
7810 POPLAR AVE.
GERMANTOWN, TN 38138

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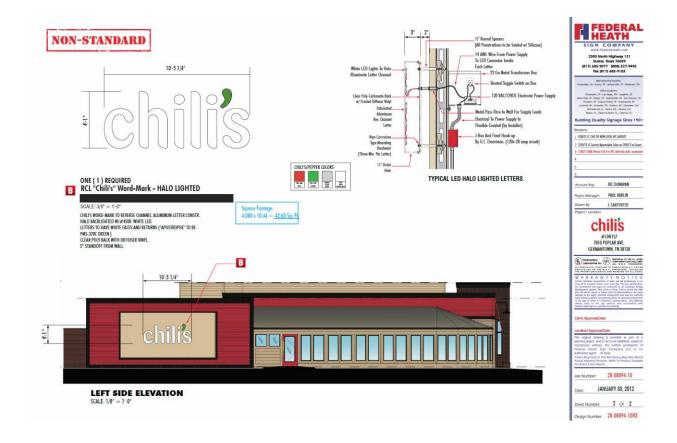
Client Approval/Date

This original drawing is provided as part of a planned project and is not to be exhibited, copied or reproduced without the written permission of Federial Heath Sign. Company LLC or its authorized agont. In Project Colons Deviced in This Rendering May Not March.

mber: 28-08894-10

Date: JANUARY 30, 2012 Sheet Number: 1 or 2

sign Number: 28-08894-10R3



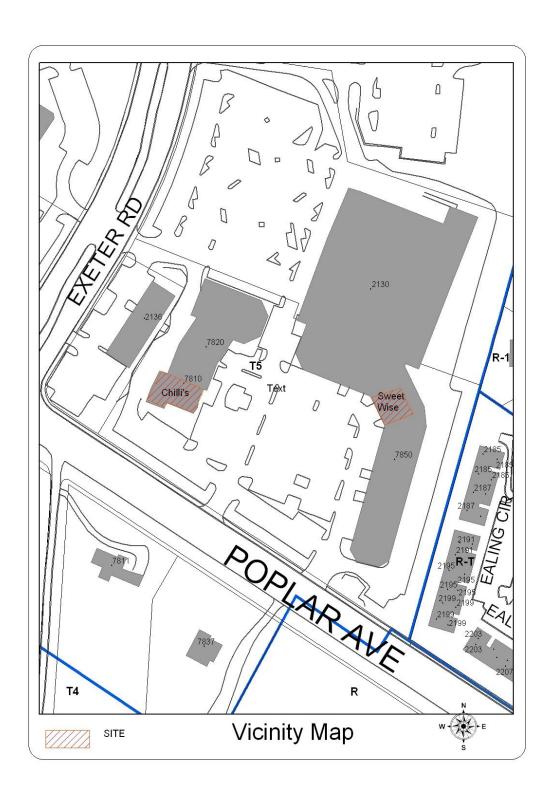
3. <u>Chili's Restaurant – 7801 Poplar Ave., Germantown Collection – Request Approval of Building Façade Modifications.</u>

BACKGROUND: Chili's restaurant has occupied the space since December, 1988.

<u>DISCUSSION</u>: The applicant is requesting approval of a new paint scheme for the restaurant exterior, including new awnings. Photos of the existing building and the proposed appearance are attached.

STAFF COMMENTS:

- 1. Prior to DRC approval, the applicant shall provide the Disclosure of Ownership Interests.
- 2. Larger paint color samples shall be provided at the DRC meeting.





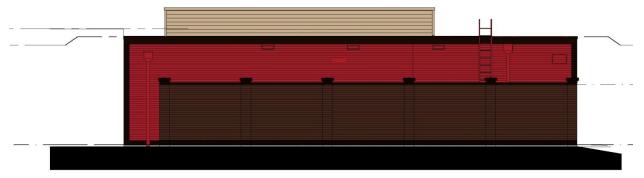
FRONT ELEVATION



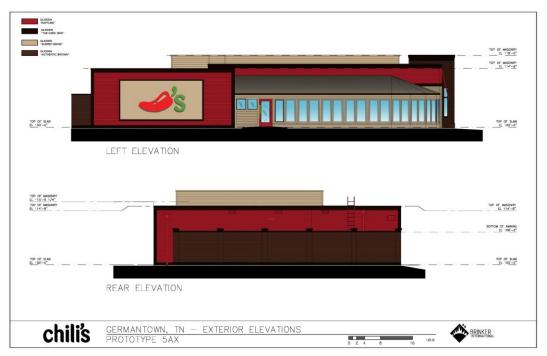


LEFT SIDE ELEVATION
STAIF. 1/8" = 1'.0"





REAR ELEVATION





<u>PROPOSED MOTION:</u> To approve the request to paint the exterior and install awnings at Chili's, at 7801 Poplar Ave., subject to staff comments and the building elevation diagrams filed with the application.

Mr. Richard Tuck w/ Core States Group explained that Chili's is trying to upgrade their image and has the approval of the building's owner. Their hope is to improve the appearance of their buildings as well as their sales.

After much discussion the board explained that the Chili emblem will need to be removed from the awning and the red paint that they have chosen for the brick will need to be toned down to a more earthy color. Staff was asked to get with the City of Germantown's Fire Marshall concerning the signage and the fire lanes accessibility that is located in the back of the restaurant.

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

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

MOTION PASSED

4. Elysium Planned Unit Development, North side of Poplar Ave., Opposite Ashmont Road and Featherleigh Lane – Request Preliminary and Final Plan Approval for Landscaping, Fencing, Entrance Features and Lighting.

BACKGROUND: The subject property is zoned "R" Residential Low Density and is surrounded by the "R" Zoning District to the north, south, and west; and by the "R-E" Residential Estate District and by the "RE-1" Residential Estate District to the east. It was formerly approved in March, 2005 as the Hidden Hills subdivision. That subdivision contained 27 lots, ranging in area from 23,224 square feet (0.53 acres) to 103,107 square feet (2.37 acres). Two public streets were to provide access. The Elysium PUD outline plan was approved by the Planning Commission on May 4, 2011 and by the Board of Mayor and Aldermen on June, 27, 2011. The PC gave final approval on November 1, 2011.

<u>DISCUSSION</u>: Elysium PUD is intended to provide a range of lot sizes, from 4,800 square feet to over 1 acre. A stream and common open area will separate the urban and estate lot areas. The one acre and larger lots will be accessible by a gated private drive that connects to On-the-Hill Drive. The urban lots will be accessible by a gated private drive that connects to Poplar Ave. The two drives will not be connected. Approximately 8.26 acres of common open space will be provided for the use of residents. The PUD will provide a Common Open Area with recreational amenities along the stream that divides the PUD.

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

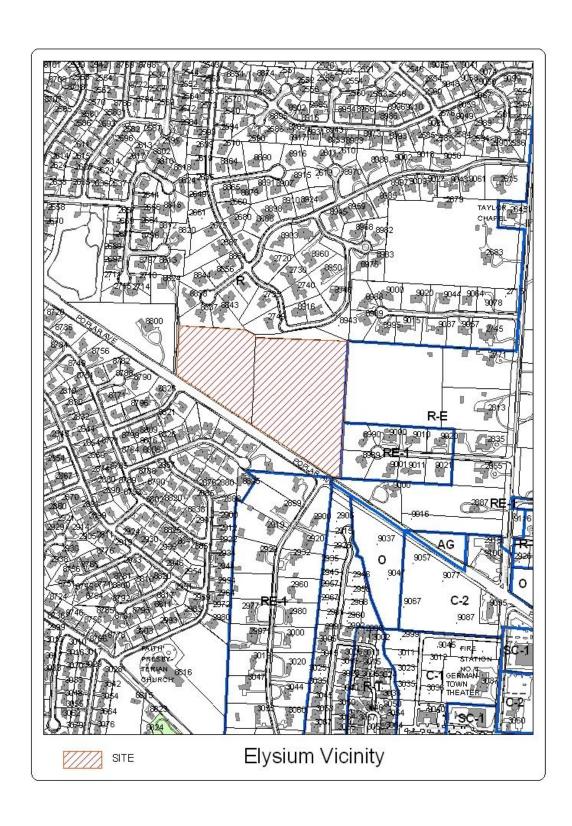
DESIGN REVIEW COMMISSION CHECKLIST:

SEE PAGES 4 THROUGH 8, PROVIDED BY THE APPLICANT, FOR A REVIEW OF THE CHECKLIST ITEMS:

COMMENTS:

1. Street lights are to be installed as part of the construction of each dwelling. If the installation of all street lights are not completed by the end of the warranty period, the developer shall either complete the installation or provide the City with an irrevocable letter of credit satisfactory to the City, a certificate of deposit from a federally insured financial institution with an office or branch in Shelby County, Tennessee, properly assigned to the City, or cash, so as to insure the completion of the installation.

2. After DRC final approval, the development shall proceed to the Board of Mayor and Aldermen for development contract approval.



GENERAL STATEMENT

The project gained Final Planning Commission approval on November 01, 2011. We now present Elysium to the Design Review Commission. This DRC application is for the site only, not for construction of specific home/building designs.

Elysium is a proposed 47 lot Planned Unit Development positioned on a 25.44-acre tract of land. The property is generally located north of Poplar Avenue and west Forest Hill-Irene Road, south of Hidden Hills subdivision. More specifically, this property fronts onto Poplar Avenue to the south and On the Hill Road to the north.

A Homeowners Association (HOA) shall be established to maintain the $8.56 \pm$ acres of Common Open Space (COS), which includes natural green areas, the creek area, walking trails, footbridges, pool area, pocket park area, and the 3 storm water detention areas. An architectural review committee will also be established to review architectural designs and modifications as well as site improvements for the residents.

EXISTING SITE CONDITIONS

Fronting on Poplar Avenue for approximately 1,600 linear feet, the property is mostly hardwood trees with several tree openings on the western end of the property. A drainage creek runs from south to north and splits the property into the western and eastern sides.

The site generally slopes from the west and east toward the center of the property where the drainage creek runs south to north. Water enters the site in 10 locations. All entering water generally flows to the drainage creek and exits the site on the north side through a large box culvert and then flows northwardly, eventually ending up in the Wolf River.

The property is rich in mature vegetation with a primary palette of oak, sweet gum, sycamore, and elm trees. Very little understory growth is present on the eastern side of the drainage creek which is most likely due to the natural competition and succession of woodlands. Understory growth is very prevalent on the eastern side of the drainage creek.

DESIGN REVIEW COMMISSION - CHECKLIST ITEMS

1. GENERAL DESIGN

In general, we have been approved for 47 residential lots for a maximum overall density of 1.95 dwelling units per acre. The approved plan has two very distinct areas. The eastern side of the drainage creek is the Estate Lot area. Lots in this area average of 65,000 square feet with houses having a minimum requirement of 5,000 square feet heated area. The western side of the drainage creek is the Urban Lot area containing 5 lots at least 12,000 square feet in size, 9 lots of at least 10,000 square feet in size, 13 lots at least 5,000 square feet in size, and 17 lots at least 6,000 square feet in size.

This proposed neighborhood shall be a private and gated, upscale single-family residential development. Access into Elysium is provided by one private drive from Poplar Avenue, and one private drive from On the Hill Road. Interconnection to adjacent properties is not required by Germantown ordinance.

The On the Hill Road streetscape will be kept generally the same and even enhanced with an evergreen buffer behind the neighborhood fencing. The two entrances will have treatments consisting of painted brick columns and caps. Columns shall be connected by 6' metal square-picket fencing. Columns will be used at the entrance only. When away from the entrance, we propose wood fencing that will surround the site.

In the event an adjacent property already has a fence or wall in place, we will respect its location and not place ours in that immediate area. This occurs on portions of the north property line and generally two-thirds of the east property line.

Entrance streetscapes are designed with the intent of conveying natural grass prairies. Landscaping placed at the entrances is more natural and rural in flavor to emulate grass prairies and native gardens.

Three stormwater detention and filtering areas have been created to accommodate both recreation and storm water detention. The pond design respects the location of large healthy trees. The detention areas are landscaped to emulate natural grass areas with drought and moist tolerant plants and grasses. These plants will also filter stormwater before the release into the existing drainage creek.

2. STREET IMPROVEMENTS AND CURB CUTS

The street cross section for streets in the Urban Area shall include 24' of asphalt and 6-18 curb and gutter. The street cross section for the Estate Area shall include 20' of asphalt, and has been designed with the topography and will be cross-sloped to match the topography. In some cases, storm drainage will sheet-flow across it. Service drives shall have a cross-section of 18' of asphalt and a 1' flush concrete curb on each side for a total of 20' in width.

All residential lots with service drive access in the rear are restricted from having curb-cuts from a street on the front or side of the lot. These lots must be accessed from the rear. Residential lots without service drive access are allowed one (1) curb-cut for driveway access no wider than 12 feet in width from the curb/gutter to the front building setback line.

Internally located street signage will correspond together. This includes street identification signs, stop signs, and parking signs.

Signage located outside of the neighborhood (on Poplar Avenue and On The Hill Road) will comply with the City of Germantown's Decorative Sign Post Manual.

3. PARKING LOTS

We have included three parking areas strategically located within the development to encourage offstreet parallel parking. These areas shall be constructed of asphalt and shall be maintained by the Homeowners Association. (HOA) Also, throughout the development, allowed on-street parking shall be designated by white stripes. Signage at the gated entrance shall state "Park in White Striped Areas Only."

4. EXTERIOR LIGHTING

A standard lighting theme has been established and will be used throughout the development. A "vinate" style (also see cut sheets in the Exhibit Section of this booklet) shall be installed on each lot and will be owned and maintained by each lot owner. Additional lighting of a subtle nature could be placed in the common open spaces to provide a very low-level "glow" along the asphalt trail.

The main entrance signage (on Poplar Avenue) will be lit with cut-off up-lighting described and illustrated in the Exhibit Section of this booklet. Also, the entrance will feature a gas lantern on each of the large entrance columns on either side of the entry boulevard.

Cut sheets of the anticipated lighting styles are provided in the Exhibit Section of this booklet.

5. GARBAGE COLLECTION AREAS

No common garbage collection areas are proposed therefore, each residence shall handle garbage collection the same.

6. VENTS

Since buildings are not part of this application, the placement of vents is not applicable.

7. ELECTRIC, WATER AND GAS METERS

Electric, water and gas meters shall be placed as inconspicuously as possible.

8. MECHANICAL UNITS

HVAC shall not be placed in a side-yard that is directly adjacent to a primary or secondary street, or a service drive.

9. ELECTRIC METERS AND CONNECTING CONDUIT

Electric transformers and meters shall be placed as inconspicuously as possible. Discussions with MLG&W have begun for their placement. The conduit connecting the power source and aerators shall be screened as much as possible.

10. LANDSCAPING

Landscaping the site shall take place in areas designated as Common Open Areas for the most part. To achieve the native style of landscaping, we believe a different approach to planting is needed. The approach used in designing the landscape is a native approach with little or no maintenance effort. Along Poplar Avenue and On The Hill Road, native grasses, shrubs, and trees will be used. Where sod is typically used, native grasses may be planted in masses to provide a "prairie" look and feel to the space.

Behind the streetscape along Poplar Avenue, there is a 30' landscape buffer that is located on a 3:1 slope. Landscape materials in this area feature trees found natively in the surrounding area, as well as low-maintenance sods and grasses.

The Common Open Area/Detention Area will also have native plantings to supplement the already established hardwood vegetation directly adjacent. Native grasses and sods will be used to cover large areas, supplemented with native shrubs and trees. Plantings will be arranged so that they appear naturally placed.

Streets in the Urban Area will have "street trees" planted in the 6' grass strip between the curb and sidewalk. These street trees will be installed by the homeowner at the time the home is finished with final construction. Generally, each small lot (lots 1-31) will have one street tree placed approximately 50' on-center, varying where needed to avoid sidewalks. Generally, each large lot (32-44) will have two street trees placed approximately 50' on-center, varying where needed to avoid sidewalk connections and driveways. Lots located on corners (small and large) shall be required have more street trees because of their placement on two streets. All street trees located on private lots shall be same species and variety and shall be maintained by the respective home owner.

The vision for Elysium estate area is to place houses in the existing environment with as little intrusion as possible. The landscaping should also follow suit and we believe it should be natural in appearance. This is one reason to utilize as many of the existing plantings from the site as we can.

Along the estate drive, supplemental native trees and large shrubs will be planted to enhance the

existing established hardwood vegetation. No "street trees" will be planted along the estate drive in lieu of the supplemental plantings. Also along the estate drive a black-stained 2-rail fence will be constructed.

We ask for flexibility of placing the plants in the large Common Open Area/Detention Area indicated on the Planting Plan. The reason is simply that there are existing, smaller trees in addition to those shown on the Tree protection Plan. Therefore, we request the City to allow us to shift the actual planting from the exact location indicated on the plans to a field appropriate location.

Specific plant types are noted on the plan views and in the Plant Schedule. You will note the use of both native and non-native plant material.

11. MAIL BOXES

A standard mailbox shall be used for all 47 home sites. The general design and type we propose is very simple and subtle in appearance and constructed of wrought iron or aluminum. These mailboxes shall be painted black or a deep brown and may be antiqued. A cut-sheet from the manufacturer is attached in the Exhibit Section of this booklet.

12. BUILDING NUMBERS

Building numbers for individual homes and mailboxes shall conform to the standards of the City.

13. SIGNS

Noted on Sheet 6 is the signage wall that we propose for this development. A separate application is to be filed that illustrates this development identification sign.

14. SATELLITE DISHES

Satellite dishes for use by residents shall conform to the design standards of Germantown.

PROPOSED MOTION: To approve the request for Preliminary and Final Plan Approval for the Elysium

Planned Unit Development, subject to the comments contained in the staff report.

Mr. Dean Thomas w/Dalhoff-Thomas Design Studio described the subdivision layout and explained that due to expense they are presently looking for an alternative replacement for the buffalo grass.

Chairman Saunders expressed concern over the street lighting in the areas of the subdivision that do not develop as quickly as others. Mr. Thomas agreed that if no one had purchased the lot(s) by the "Initial

1

Acceptance" phase of this project then they would install and maintain the street lights until the new homeowner(s) takes possession.

Mr. Andy Pouncey expressed concern over their choice of trees located at the entrance and how they would be affected by the over head power lines in the future. Mr. Thomas agreed to eliminate these trees and just leave this area as beds.

The board also requested that additional lighting at the entrance be added and that they also check with the US Postal Service concerning the size of the mail boxes so that they are sure it meets all of the postal requirements.

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

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

MOTION PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 7:15 p.m.