

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, March 27, 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 March 27, 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. Neil Sherman, Secretary; 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 February 28, 2012

Mr. McCaleb moved to approve the Design Review Commission minutes of February 28, 2012, seconded by Mr. Alter, with no further comments or discussions.

ROLL CALL: Mr. Walker – 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. Leslie's Pool Supply – 7850 Poplar Ave – Germantown Collection – Request Approval of a Wall-Mounted Tenant Identification Sign I.
Austin Tudor, w/Joyce Signs – Applicant
- b. Triumph Bank – 7450 North St., - Request Approval of a Tenant Identification Sign Package.
Mitchell Robinson w/Memphis Sign Erectors – Applicant
- c. St. George's School – 8250 Poplar Ave – Request Approval of 1) a Fencing and Gate Plan and 2) Repainting the Buildings.
Kevin Vaughan - Representative

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. Sherman made a motion to approve the Consent Agenda as discussed, seconded by Mr. Walker.


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

MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

a. Leslie's Pool Supply – 7850 Poplar Ave. – Germantown Collection – Request Approval of a Wall-Mounted Tenant Identification Sign I.

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 customer entrance.
Content:	
Colors & Materials:	<p>Color: text – Ibis White; logo – Feverish Pink and Fly Away (samples have been provided and will be available at the DRC meeting)</p> <p>Materials: aluminum letters</p>
Font:	custom corporate font
Sign Area:	31.7 sq. ft.
Logo:	see graphic above
Logo Area:	3.47 sq. ft.
Mounting Structure:	stud-mounted to the brick wall
Lighting:	backlighted with LED

STAFF COMMENTS:

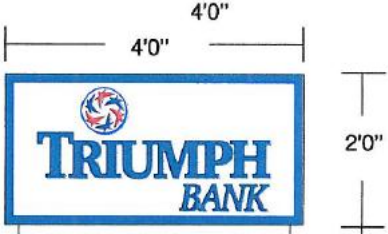

1. The proposed sign complies with the Sign Regulations and the Germantown Collection sign policy in terms of the overall sign area, location, text color and material. The sign policy requires all signs with logos and fonts other than Palatino or Palatino Bold to obtain approval from the DRC.
2. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

PROPOSED MOTION: To approve the request for a wall-mounted tenant identification sign for Leslie's Pool Supply, at 7850 Poplar Ave., subject to staff comments.


b. Triumph Bank – 7450 North St – Request Approval of a Tenant Identification Sign Package.


DISCUSSION: The applicant is requesting approval of two signs: one wall-mounted sign including a logo and one ground-mounted sign with a logo. The specifics of the request are as follows:

SIGN 1: Ground sign

: Location & Height:	the sign is proposed to be located on the West Street frontage, in the same location as the previous Trust One Bank sign, 15 feet behind the curb.
Content:	
Colors & Materials:	Color: white background; text – blue Materials: aluminum sign face with plastic letters
Font:	corporate font
Sign Area:	8 sq. ft.
Logo:	
Logo Area:	1.3 sq. ft.
Mounting Structure:	steel poles mounted in the existing concrete base
Lighting:	NA

SIGN 2: Wall (west elevation)

: Location & Height:	the sign is proposed to be located on the west building wall, 13 feet, 2 inches above the ground.
Content:	
Colors & Materials:	Color: white background; text – blue Materials: aluminum sign face with plastic letters
Font:	corporate font

Sign Area:	9.9 sq. ft.
Logo:	
Logo Area:	1.3 sq. ft.
Mounting Structure:	stud-mounted to the brick wall
Lighting:	backlighted with white neon

STAFF COMMENTS:

1. The proposed signs total 17.9 sq. ft. in area, so comply with size requirements of the sign regulations.
2. The ground sign is proposed to have a white background. Staff suggests the use of a slightly darker color, such as “vanilla bean”, to comply with the DRC Manual’s recommendation for the use of earth tones.
3. Prior to DRC approval, the applicant shall provide the Disclosure of Ownership Interest Form.
4. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

PROPOSED MOTION 1: To approve the request for a ground-mounted tenant identification signs Triumph Bank, at 7450 North St., subject to staff comments.

PROPOSED MOTION 2: To approve the request for a wall-mounted tenant identification signs Triumph Bank, at 7450 North St., subject to staff comments.

c. St. George’s School – 8250 Poplar Ave. – Request Approval of 1) a Fencing and Gate Plan and 2) Repainting the Buildings.

BACKGROUND: On January 10, 2012, the Board of Zoning Appeals approved a variance to allow fencing within the required front yard to exceed thirty inches in height, which is the standard height limit in residential districts.

DISCUSSION:

FENCING: The applicant is requesting approval of three-rail fence along both the Poplar Ave. and Dogwood Rd. frontages. The fence will be constructed 25 feet from the property line along Poplar Ave. and 5 feet from the sidewalk along Dogwood Rd. Gates are to be constructed at the entrance to Poplar Ave., and three of the four entrances to Dogwood.

PAINTING: It is the school’s desire that the color scheme for the Germantown campus match that of the Collierville campus. Photo renderings of the new color scheme for the brick and trim are attached, and an actual sample will displayed at the DRC meeting.

STAFF COMMENTS:

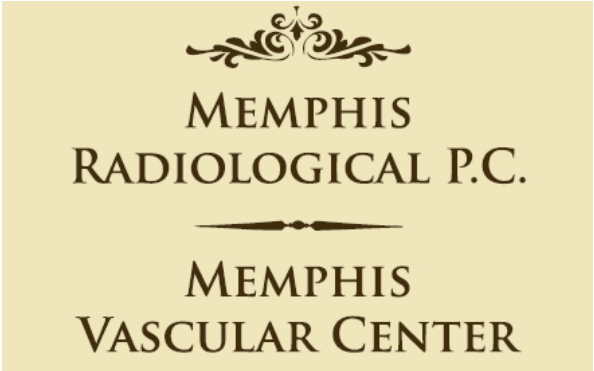
1. The exact location, design and operation of the gates are subject to the approval of the City of Germantown gate committee and Fire Marshal.

PROPOSED MOTION 1: To approve the request for landscape and fencing at St. George’s School at 8250 Poplar Ave., subject to staff comments.

PROPOSED MOTION 2: To approve the request for painting of the campus buildings at St. George’s School at 8250 Poplar Ave., subject to staff comments.

3. **The Brownstone – 7695 Poplar Pike – Request Approval of a Ground-Mounted Tenant Identification Sign.**

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

Location & Height:	the sign is proposed to be located 30 feet behind the curb of the Moore/Poplar Pike intersection, 5 feet, 10 inches above the ground.
Content:	<p style="text-align: center;">48"</p>  <p style="text-align: right;">30"</p>
Colors & Materials:	Color & Materials: text – bronze colored vinyl letters on a aluminum background
Font:	Trajan Bold font
Sign Area:	10sq. ft.
Logo:	see graphic above
Logo Area:	not provided
Mounting Structure:	brick base
Lighting:	100 watt; details not provided.
Landscaping:	none proposed; the applicant “prefers not to landscape due to 3 Gingko trees.”

STAFF COMMENTS:

1. The proposed sign complies with the O-G district regulations in terms of location and sign area. However, the sign’s total height of 5 ft. 10 in., as stated in the application, exceeds the O-G district’s maximum allowed height of 4 ft. The sign is 30 in. height, so the sign’s base and supports will need to be reduced in height.
2. The sign indicates the name of the current tenant of the building, and is the same as approved on the hanging sign. However, multiple tenant names are not allowed on ground signs. The applicant and

future tenants should be aware that additional tenants will be limited to a wall-mounted directory sign of 7.5 sq. ft.

3. Prior to final DRC approval, the applicant shall provide information on the type of lighting proposed.

If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.






PROPOSED MOTION: To approve the request for a ground-mounted tenant identification sign for Memphis Radiological/Memphis Vascular Center, at 7695 Poplar Pike, subject to staff comments.

WITHDRAWN BY APPLICANT

4. Millennium Home Furnishings – 3164 S. Forest Hill-Irene Rd. – Request Approval of a Ground-Mounted Tenant Identification Sign.

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

: Location & Height:	the sign is proposed to be located on the Forest Hill-Irene Rd. frontage, 30 feet behind the curb and 32 feet north of the entrance drive.
Content:	
Colors & Materials:	<p>Color: text – black vinyl background – white aluminum</p> <p>Materials: aluminum sign face with wood posts</p>
Font:	Helvetica and Times New Roman
Sign Area:	24.6 sq. ft.
Logo:	None
Logo Area:	1. sq. ft.
Mounting Structure:	wood posts mounted in the ground
Lighting:	none

STAFF COMMENTS:

1. Millennium Home Furnishings has a 30 sq. ft. sign on the west building wall, facing Forest Hill-Irene Rd. and a 50 sq. ft. sign on the north elevation facing the parking lot and the railroad. Those wall signs utilize almost all the available sign area for the respective walls. The applicant would like to utilize the 44.16 feet of building wall at the east end of the building that extends toward the railroad (the bottom of the “L” shaped building.) to support an additional ground sign. The sign regulations allow a total of 50 sq. ft. of sign area per street frontage, which can be split between wall and ground signs. Available sign area is determined in the following way: “ground-mounted signs shall not exceed the lesser of 50 square feet or one-half square foot for each lineal foot of the premises or leased space of the occupant that faces the public street that the sign faces”. The site plan for the building is attached, with the existing signs noted and building wall lengths highlighted.
2. If the DRC allows the proposed ground sign, the sign must be reduced in sign area to 20 sq. ft. so that its area, plus that of the existing wall sign on the west wall, do not exceed 50 sq. ft.
3. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

PROPOSED MOTION: To approve the request for a ground-mounted tenant identification sign for Millennium Home Furnishings, at 3164 S. Forest Hill-Irene Rd., subject to staff comments.

WITHDRAWN BY APPLICANT

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:10 p.m.