

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, April 24, 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 April 24, 2012. Chairman Saunders called the meeting to order at 6:03 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; and Mr. John Walker

DEVELOPMENT STAFF PRESENT:

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

1. Approval of Minutes for March 27, 2012

Mr. Sherman moved to approve the Design Review Commission minutes of March 27, 2012, seconded by Mr. Smith, with no further comments or discussions.

ROLL CALL: Mr. Walker – 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. Free People Store – 7509 Poplar Ave – Saddle Creek shopping center – Request Approval of a Tenant Identification Sign.
Jackie Arndt, w/Free People of PA, LLC - Applicant
- b. The Brownstone - 7695 Poplar Avenue – Request Approval of a Ground-Mounted Tenant Identification Sign.
Tony Salvaggio – Applicant
- c. Millennium Home Furnishings – 3164 S. Forest Hill-Irene Road – Request Approval of a Ground-Mounted Tenant Identification Sign.
Russ Wherry, w/Precision Signs – Applicant
- d. Cadence Bank – 7878 Farmington Blvd – Request Approval of a Tenant Identification Sign Package.
Jerry Robinson w/Memphis Sign Erectors - 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. Sherman.

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

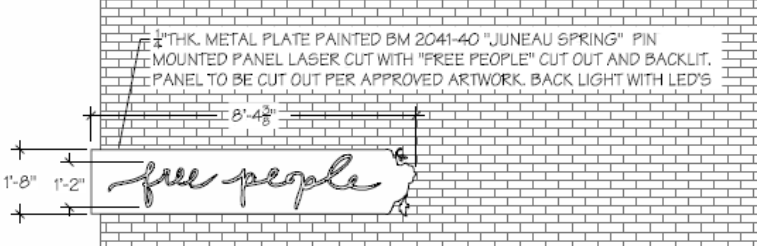
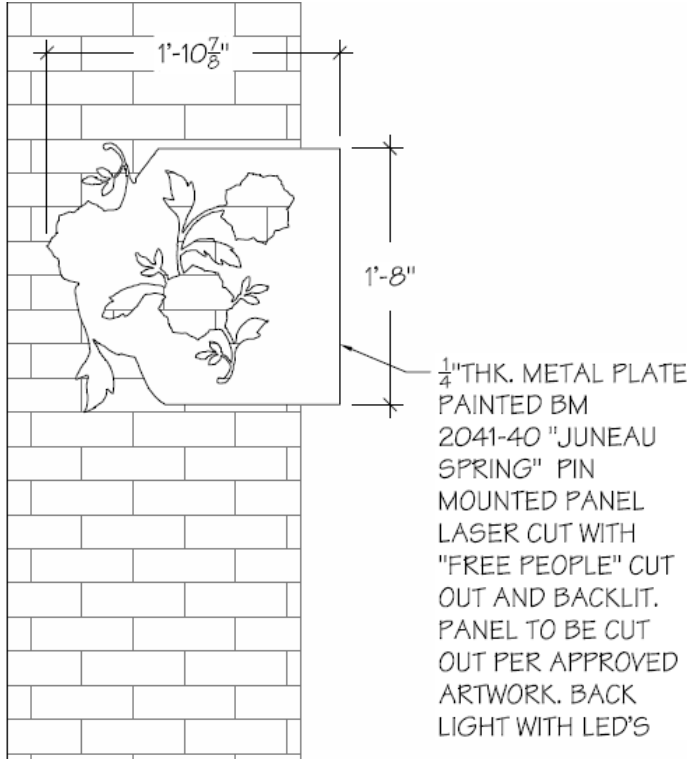
MOTION PASSED

STAFF'S COMMENTS / DISCUSSIONS REGARDING THE CONSENT AGENDA ITEMS

a. Free People Store – 7509 Poplar Ave – Shops of Saddle Creek - Request Approval of a Wall-Mounted Tenant Identification Sign.

DISCUSSION: The applicant is requesting approval to install one wall sign.

WALL SIGN:

<p>Location & Height:</p>	<p>the sign is proposed to be located on the corner of the lease space.</p>
	<div style="text-align: center;">  <p>Content: north side</p>  <p>East side</p> </div>
<p>Colors & Materials:</p>	<p>Color: see color rendering and sample Materials: custom hand-written, cut-out letters</p>
<p>Font:</p>	<p>handwriting</p>
<p>Sign Area:</p>	<p>17.1 sq. ft. total (13.9 sq. ft. on north side; 3.2 sq. ft. on east side)</p>

Logo:	see graphic above
Logo Area:	3.2 sq. ft.
Mounting Structure:	stud-mounted to the brick wall
Lighting:	backlighted with LED

STAFF COMMENTS:

1. The store front is 68 feet in length, so is entitled to 34 sq. ft. of sign area, including 3.4 sq. ft. of logo area.

SIGN SUBCOMMITTEE REPORT: The sign subcommittee met on April 12, 2012 and recommended approval on the consent agenda.

PROPOSED MOTION: To approve the request for a wall-mounted tenant identification sign for the Free People store at 7509 Poplar Ave. in the Shops of Saddle Creek, subject to staff comments.

b. The Brownstone – 7695 Poplar Avenue – 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, 4 feet above the ground.
Content:	<div style="text-align: center;"> <p>56" 56" w</p> <p>18-11/16" h</p> <p>MEMPHIS RADIOLOGICAL P.C. MEMPHIS VASCULAR CENTER</p> <p>18 11/16"</p> </div>
Colors & Materials:	Color & Materials: text – bronze colored vinyl letters on a ivory painted, aluminum background
Font:	Trajan Bold font
Sign Area:	7.3 sq. 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 Ginkgo trees.”

STAFF COMMENTS:

1. The proposed sign complies with the O-G district regulations.

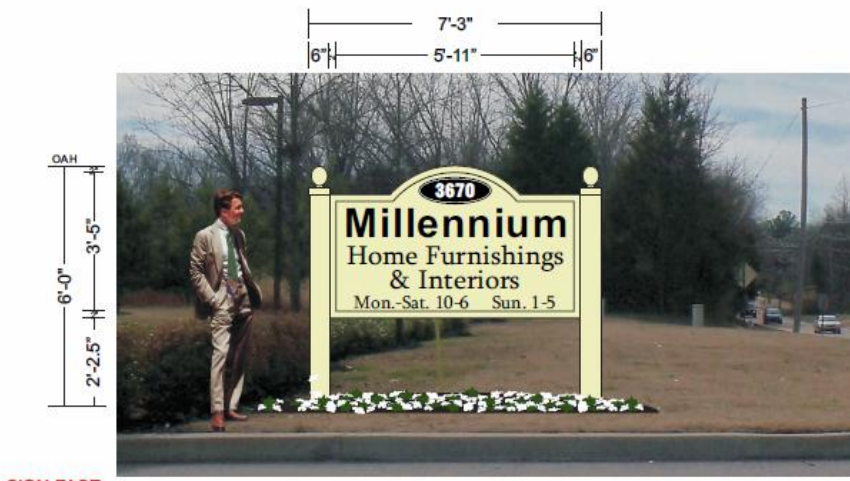
2. The sign indicates the name of the current tenant of the building, and is the same as approved on the hanging sign. However, multiple tenant names are not allowed on ground signs. The applicant and future tenants should be aware that additional tenants will be limited to a wall-mounted directory sign of 7.5 sq. ft.
3. Prior to final DRC approval, the applicant shall provide 1) information on the type of lighting proposed, and 2) dimensions of the logo.
4. The existing projecting sign on the building shall be removed as part of the construction of the ground sign.
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 REPORT: The sign subcommittee met on April 12, 2012 and noted that the proposed sign face does not fit into the area designed for it in the sign base.

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

c. Millennium Home Furnishing – 3164 S. Forest Hill-Irene Road – 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 – vanilla bean</p> <p>Materials: aluminum sign face with wood posts</p>
Font:	Helvetica and Times New Roman
Sign Area:	20 sq. ft.
Logo:	None
Logo Area:	none
Mounting Structure:	wood posts mounted in the ground

Lighting:	none
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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. The proposed ground sign has been reduced in sign area to 20 sq. ft. so that its area, plus that of the existing wall sign on the west wall, does not exceed 50 sq. ft. The background color has been changed to “vanilla bean”.
3. If approved, the applicant must obtain a permit from the Memphis / Shelby County Office of Code Enforcement prior to installing the signs.

SIGN SUBCOMMITTEE REPORT: The sign subcommittee met on April 12, 2012 and noted that this location is one of the “front door” entrances to the city and should have a well-designed sign. The proposed sign is similar in material and appearance to many temporary signs.

PROPOSED MOTION 1: To approve the request for a wall-mounted tenant identification sign for Millennium Home Furnishings at 3164 Forest Hill-Irene Rd., subject to staff comments.

d. Cadence Bank – 7878 Farmington Blvd – Request Approval of a Tenant Identification Sign Package.

WALL SIGN:

Location & Height:	the sign is proposed to be located on the west building elevation.
Content:	
Colors & Materials:	Color: vanilla bean letters Materials: aluminum letters
Font:	Arial font
Sign Area:	28 sq. ft. (existing sign is 16.5 sq. ft.)
Logo:	see graphic above
Logo Area:	1.8 sq. ft.
Mounting Structure:	stud-mounted to the brick wall

Lighting:	backlighted with white LED
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GROUND SIGN

Location & Height:	the sign is proposed to be placed perpendicular to the street and located in the same location as the existing sign, fifteen (15) feet, eight (8) inches from the curb. The sign will be 4 ft. in ht.
Content:	
Colors & Materials:	<p>Color: White letters on a metallic blue background</p> <p>Materials: opaque vinyl letters on an aluminum sign face</p>
Font:	Arial
Sign Area:	10.9 sq. ft.
Logo:	see graphic above
Logo Area:	information not provided
Mounting Structure:	the existing brick base is to be replaced by an aluminum base
Lighting:	existing flood lights
Landscaping:	the existing plants are to be retained and reused.

STAFF COMMENTS:

1. The wall sign has been reduced in size to meet the sign regulation requirements.
2. Prior to DRC approval, the disclosure of ownership information shall be provided.
3. Prior to DRC approval, samples of the color and material of the ground sign colors shall be provided.

SIGN SUBCOMMITTEE REPORT: The sign subcommittee met on April 12, 2012 and stated their disappointment that the brick base was not being incorporated into the new ground sign. The subcommittee also stated they wanted to see color and material samples of the blue, green and silver of the ground sign.

PROPOSED MOTION 1: To approve the request for a ground-mounted tenant identification sign for Cadence Bank at 7878 Farmington Boulevard, subject to staff comments.

PROPOSED MOTION 2: To approve the request for a wall-mounted tenant identification sign for Cadence Bank at 7878 Farmington Boulevard, subject to staff comments.

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3. **City of Germantown Fleet Services Building – 7726 Southern Avenue – Request Preliminary and Final Plan Approval.**

DISCUSSION: The site is to be developed as a maintenance facility for the City's fleet of vehicles and equipment. The building will contain an office area on the Southern Ave. frontage and 6 drive-through bays. Eleven employees will work in the facility. They will park in the existing lot next door at the animal shelter. The parking spaces at the new maintenance facility will be for visitors (in front) and vehicles waiting to be, or already, repaired (at rear). A stormwater detention basin is to be provided at the rear of the site adjacent to an existing pond.

Site Area:	2.74 acres
Total Proposed Exterior Parking:	17 spaces
Handicap Accessible:	1 space
Regular:	16 spaces
Building Area:	11,935 square feet
Max. Building Height:	35 feet

COMMENTS:

1. The landscape plan, photometric plan and building elevation plan are attached.
2. A material sample board will be available at the DRC meeting.

LANDSCAPE SUBCOMMITTEE REPORT: The landscape subcommittee met on April 12, 2012 and withheld a recommendation on the plan.

Chairman Saunders recognized Charles Goforth and Tony Dai from Barge Waggoner Sumner and Cannon, the design consultants on the project. Mr. Goforth explained the significant design elements of the building and stated they were available for any questions.

PROPOSED MOTION: To approve the request for preliminary and final plan approval for the Germantown Fleet Services Maintenance Building at 7726 Southern Ave., subject to staff comments.

Mr. Sherman made a motion to approve this item as discussed and seconded by Mr. Smith.

ROLL CALL: Alderman Marcom – Yes; Ms. Pahlow – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Mr. Bruns – Yes; Mr. McCaleb – 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 6:35 p.m.