Design Review Committee
November 14, 2017
6:30 P.M.
Meeting Minutes

I. Call to Order and Roll:
Secretary, Phillip Fung called the meeting to order and advised that a quorum was established.

Present
Josh Holtgrewe
Phillip Fung, Secretary
Jeremy Biggs, Alderman
Ron Colin
Daniel Davidson
Tommy Reyes
Jennifer Walls

Others Present
Angela Reeder, Town Planner
Mary Helen Carmack, Planning Clerk

II. Election of Officers

Motion: Phillip Fung nominated Josh Holtgrewe to serve as Chairman.
Daniel Davidson seconded the motion.

Vote on Motion: The motion carried unanimously.

Motion: Daniel Davidson nominated Phillip Fung to continue to serve as Secretary.
Alderman Biggs seconded the motion.

Vote on Motion: The motion carried unanimously.

III. Approval of Minutes from October 10, 2017 Meeting:

Motion: Daniel Davidson made a motion to approve the minutes of the October 10, 2017 meeting.
Phillip Fung seconded the motion.

Vote on Motion: The motion carried unanimously.

IV. Old Business:

A. Other as Properly Presented

There was no old business to come before the Committee.
V. New Business:

A. Weichert Realtors SPM – 11998 Mott Street – Sign Permit

Chairman Holtgrewe recognized Town Planner, Angela Reeder, who provided an analysis (on file) and stated that Mr. Harry Spore is requesting approval to reface his existing ground sign for Weichert Realtors/SPM. Realtors renaming/rebranding the existing business. Ms. Reeder added the existing sign was also considered by the DRC in December 2015 and therefore the size already meets the zoning requirements. She did not approve this when submitted due to her concerns about the proposed colors. The property is located within the Historic Depot Square Overlay District where the signage guidelines state, “Ground sign colors should complement the building colors and can emphasize a trim color” additionally stating that “Bright, gaudy colors are not appropriate.” She showed the proposed sign with a black frame around a yellow center with the name of the realty company. The proposed sign is a bright yellow (Pantone 107C). Historically business owners are encouraged to select colors listed with the National Trust as part of an historic color palette. She stated the yellow proposed fits within the “bright and gaudy colors” that are to be avoided. She pointed out that the building is gray with white trim and a black door stating that the proposed sign does not complement the building. However, she said she is aware this yellow is the corporate color for Weichert and wants to remain sympathetic to branding needs. She showed the committee slides of possible ideas, some from existing Weichert buildings. She noted with any ground sign there are landscaping requirements. The original sign was approved with boxwoods that are no longer there and they would need to be replaced. The current sign has existing exterior lighting that would remain.

Currently, staff recommends denial of the sign as it was proposed but if it is considered for discussion for approval she has noted conditions in addition to any conditions recommended by the Design Review Committee.

Main Motion: Alderman Biggs made a motion to approve the Weichert Realtors SPM Sign Permit subject to Staff and DRC conditions. Jennifer Walls seconded the motion.

Discussion: Alderman Biggs said he preferred the proposal without the black around the word “Realtors.” The applicant, Mr. Harry Spore, came forward and said he has been in contact with the Weichert corporate office and explained the Historic Depot Square. They proposed a revised sign with a white background, adding the corporate yellow behind the word realtors only. Mr. Spore stated there absolutely must be some of this yellow. Mr. Fung stated he likes the idea of gray to complement the house and thinks that he should leave a border with the existing black. Other members said gray or white would be acceptable. Mr. Spore asked if the new proposed sign, delivered at the meeting, would be ok and Ms. Reeder responded she would have approved that, had it been his first submittal.

Chairman Holtgrewe stated it seems the committee is leaning toward conditional approval. He asked about landscaping and Ms. Reeder stated it is covered in the conditions already proposed by staff. He asked about lighting to which Mr. Spore answered that there are two existing solar lights and no changes are proposed.

Primary Amendment: Ron Colin made a motion to add Condition 6 to state the following: “Revise the current yellow background to white, maintain the black border as proposed, and only use the yellow color over the word ‘Realtors’ in a stripe which is no wider than the word Weichert above it, consistent with the proposal submitted by the applicant at the meeting.” Tommy Reyes seconded the motion.
Vote on Primary Amendment: The motion carried unanimously.

Vote on Main Motion as Amended: The motion carried unanimously.

CONDITIONS OF APPROVAL:
1. The proposed ground sign as presented and with the conditions of approval, shall in all respects, comply with the applicable provisions of the Zoning Ordinance and Design Guidelines Manual.
2. A sign permit for each sign is required and shall be obtained from Shelby County Code Enforcement prior to installation. Prior to issuance of a sign permit, any changes required by the Design Review Committee shall be reflected on the plans and submitted to staff.
3. Should the applicant/property owner desire to install lighting for the sign, approval from the Town Planner is required prior to installation.
4. The sign shall be installed in accordance with all provisions of the Zoning Ordinance and Design Guidelines Manual.
5. Prior to the issuance of a sign permit, the applicant shall confirm that previous landscaping is installed and being maintained, as required, or provide a new landscape plan for the sign.
6. Revise the current yellow background to white, maintain the black border as proposed, and only use the yellow color over the word ‘Realtors’ in a stripe which is no wider than the word Weichert above it, consistent with the proposal submitted by the applicant at the meeting.

B. Other as properly presented.

There was no new business to come before the Committee.

V. Adjournment:

Chairman Holtgrewe called for a motion to adjourn.

Motion: Daniel Davidson made a motion to adjourn. Jennifer Wall seconded the motion.

Josh Holtgrewe, Chairman

Phillip Fung, Secretary

12/12/17

Date

12/12/17

Date

Submitted By: Mary Helen Carmack, Planning Clerk