DESIGN REVIEW COMMITTEE
Tuesday, June 9, 2020 6:30 PM
Meeting Minutes

I. Call to Order and Establishment of Quorum:

Present: Josh Holtgrewe, Chairman
         Ron Colin
         Daniel Davidson
         Jeff McKee, Alderman
         Jeanne Myers, Secretary

Absent: Rick Eavenson (excused)
        Deadrick Turner

Other Staff Present: Angela Reeder, Town Planner (via video conference call)
                    Rhiannon Gay, Powers Hill Design
                    Brittney Owens, Town Clerk

Chairman Josh Holtgrewe (JH) called the meeting to order noting quorum was established with Rick Eavenson and Deadrick Turner absent.

II. Approval of Minutes from May 12, 2020 Meeting:

Chairman Holtgrewe asked if anyone had changes, corrections, or recommendations. He called for a motion.

RC asked that the record should reflect he recused himself from the Christ Church item.

Motion: Daniel Davidson (DD) made a motion to approve the minutes of the May 12, 2020 meeting with RC's recusal noted. Jeanne Myers (JM) seconded the motion.

Vote on Motion: The motion carried unanimously.

III. Old Business:

There was no old business.

IV. New Business:

Chairman Holtgrewe switched the order of items on the agenda, as he and Ron Colin (RC) were to present the request for HNA Engineering and recuse themselves from voting. Sherwin Williams - Sign Permit was presented first.

B. Sherwin Williams – Sign Permit – application for a wall sign with color copy on the Sherwin Williams building at 5405 Airline Road

JH recognized Angela Reeder (AR), Town Planner. AR noted this was a sign permit application for the new Sherwin-Williams building currently under construction. The sign will be 49 square
feet; they are allowed 53 square feet. The location is on the front of the building above the entrance. They are proposing individually mounted blue letters with color logo. The letters are aluminum and are to be lit with halo lighting behind them. She noted the proposal sign meets size, location, and lighting requirements.

AR stated the deviation requested was the proposed blue lettering. The Code states wall sign may use color logos, but wall sign text or copy is limited to five (5) colors: white, cream, bronze, gold, or black. She also noted that DRC may “at its discretion, allow minimal use of color on a single-tenant building for those businesses seeking to incorporate colored sign copy into the signage” and allow the use of corporate colors in this instance.

AR said the applicant stated the blue lettering is tied to their brand. Their corporate guidelines look for blue text on a plain background or white text with a blue backer.

AR noted that the Staff had no reason to doubt the corporate guidance and did confirm these were the colors of text/logo that appear most often on new Sherwin-Williams stores. The examples with white text with a bright blue backer did not meet Town Guidelines.

AR stated the applicant provided a less-preferred option, which used white text and a color logo. AR said that given the light wall color on the building, if white text is used, Staff would encourage a dark backer which would also match the other materials on the building.

AR stated, if approved, the applicant will still be required to obtain a sign permit from Shelby County and meet all other county guidelines. Also, Staff added a condition that they could not have additional tenants as it would no longer allow them to meet requirements to be allowed to make this request.

AR said Staff recommended approval of the request submitted with those conditions, in addition to any other conditions levied by the Design Review Committee.

JH called for motion to open discussion and questions.

**Motion:** RC made the motion. JM seconded.

JH asked the applicant to introduce himself with name and mailing address for the record.

Mitchell Robinson, Frank Balton & Company, 7332 Magnolia Ridge Dr, Germantown, TN presented as the applicant.

JH asked for the Committee comments.

RC stated he is not willing to allow deviance from the Guidelines for letters. DD and JM agreed.

MR stated that blue letters are corporate design but would be willing to try white letters with a blue background.

RC agreed that the use of white letters would require a backer. Backer needs to be a color that compliments the building such as a dark brown or medium brown. It would compliment the building, make the letters visible and would meet Guidelines.

AR agreed the backer does need to compliment the building and the bright blue that is suggested is not an option as Guidelines advise against bright, primary colors.
JM (arrived late) verified request information and agreed with the other members for use of white letters with a brown or bronze color background.

JH asked if there were conditions of approval.

AR stated there are conditions. Most of the conditions apply regardless but if the Committee allowed the blue letters, no additional wall signs for other tenants shall be permitted on the building while this sign is present, as the request is being granted based on an allowance given to single-tenant buildings.

JM asked if they are voting to reject the request, pass the request or make a motion with amendments.

AR suggested they reject the request and the applicant would revise the signage to meet Code.

JM questioned if it would be easier and quicker for applicant to be able to start on signage now if request was approved with conditions now rather than just rejecting the application and requiring the applicant to go back through review with Staff or come back before the Board.

AR suggested they can approve the request using the white letters instead of the blue and remove Condition #4 as it would no longer apply.

JH asked for a motion for approval of the request with the removal of Condition #4.

**Motion:** JM made the motion to approve the request as AR recommended using white letters, color logo, and a backer with a color that compliments the building and striking Condition #4 from the request as it would be no longer needed. DD seconded.

**Vote:** The motion carried unanimously with Condition #4 stricken from the request.

**CONDITIONS OF APPROVAL:**

1. The proposed wall 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. The sign shall be installed in accordance with all provisions of the Zoning Ordinance and Design Guidelines Manual.

The Committee took a brief recess to contact Deadrick Turner to determine if he was going to make it to the meeting for there to be a quorum for the next item on the agenda. He could not be reached and was marked as absent. The Committee reconvened at 7:00 P.M.
A. **HNA Engineering – Site Plan** – application to build a 3,390-sf office building at 5411 Hayes Road, on Lot 3 of the Center at Hayes Crossing PD

This item was to be presented by JH and RC as applicants. As they are also members of the DRC, they recused themselves from voting which prevented the required quorum for voting. This item was tabled until the next DRC meeting on July 14, 2020.

C. **Other as Properly Presented**

AR noted there was no other business on the agenda.

V. **Adjournment:**

Hearing no new business Chairman Holtgrewe called for a motion to adjourn.

**Motion:** DD made the motion to adjourn. JM seconded.

The meeting was adjourned.

\[Signature\]  \[Signature\]  \[Signature\]

Josh Holtgrewe, Chairman  
Jeanne Myers, Secretary  

\[Date\]  \[Date\]

7/20/2020  7/27/2020