



**MINUTES OF THE  
DESIGN REVIEW BOARD**

Wednesday, March 4, 2015  
4:00 PM

**Board Members Present:** Chairman David Schuermann, Mr. Carl Person, Mr. Ray Brown, Ms. Rebecca Conrad, Mr. Bill Denton, Mr. Greg Price, Ms. Nancy Jane Baker, Ms. Suhair Lauck, Ms. Joyce Selina Love, and Mr. Rod DeBerry

**Board Members Absent:** None

**DMC Staff Present:** Mr. Paul Morris, Mr. Jaske Goff, and Mr. Brett Roler

**Guests:** None

**I-II. Call to Order & Approval of Minutes:**

Vice Chairman Brown brought the meeting to order at 4:02 PM. Vice Chairman Brown introduced Ms. Joyce Selina Love as the newest DRB member. Ms. Love was selected to replace Mr. Greg Price, whose term has expired. Vice Chairman Brown also introduced Mr. Rod DeBerry. Mr. DeBerry was appointed by the DMC Board of Directors to fill the newly created Alternate position on the DRB. The Alternate attends all DRB meetings and functions as a voting member of the Board in the event that a voting member is absent from the meeting or is recused from the vote on a specific item.

Mr. Schuermann made a motion to approve the minutes of the February 4, 2015 DRB meeting as prepared by staff. Mr. Denton seconded the motion, which passed unanimously.

**III. Project application: 99 S. Second Street**

Mr. Schuermann recused himself for this agenda item since his firm is representing the applicant.

Mr. Roler discussed the proposed scope of work at 99 S. Second Street and recommend approval with certain conditions as listed in the staff report. Mr. Schuermann was available to answer questions about the application and discussed the metal canopy details in response to questions. The Board had a general discussion about the appropriateness of the alley sign and questioned its usefulness and level of visibility. The Board also wanted to clarify that the applicant understood that the approved window graphics cannot occupy more than 25% of each individual window pane in which a window graphic is attached.

Mr. Price made a motion to approve the application with the following conditions as recommended by staff:

1. Storefront glass must be clear and transparent, with the exception of the limited area used for approved window graphics.
2. The approved window graphics may not exceed 25% of the window pane in which each graphic is located. No additional window signage or graphics are allowed.
3. The projecting signs and canopy must have a minimum vertical clearance of 8 ft.

4. The proposed sandwich board sign must meet the pertinent CBID Sign Code requirements with respect to height, maximum sign area, and placement.
5. Any required approval from the Memphis Landmarks Commission or City of Memphis Engineering Department must be secured prior to start of work.

The motion was seconded by Ms. Conrad and passed unanimously with Mr. Schuermann recused from the vote and Mr. DeBerry acting as a voting member of the Board.

**V. Diversity Report**

Mr. Goff presented the current Diversity Report to the Board.

Seeing no further business, the meeting was adjourned at 5:00 PM.