



**MINUTES OF THE
DESIGN REVIEW BOARD**

Wednesday, August 5, 2015
4:00 PM

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

Board Members Absent: None

DMC Staff Present: Mr. Jaske Goff, Ms. Debra Streeter, Mr. Paul Morris, Mr. Larry Chan, and Mr. Brett Roler

Guests: Mr. Tony Bologna, Mr. Scott Bojko, Mr. Brandt Balton, Mr. Jimmy Williams, Mr. Chase Carlisle, Ms. Rebecca Beaton, and Ms. Leah Davis

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

Chairman Brown brought the meeting to order at 4:02 PM. Mr. Schuermann made a motion to approve the minutes of the July 1, 2015 DRB meeting as prepared by staff. Ms. Love seconded the motion, which passed unanimously.

III. Sign Applications:

DRB #15-48 - 5 Spot, One (1) projecting sign with exposed neon, 84 G.E. Patterson Ave.

Mr. Roler presented the staff report and recommendation to approve the projecting sign with exposed neon, subject to conditions. Mr. Williams spoke on behalf of the project and clarified the technical details of the proposed sign. The board had a lengthy discussion about the proposal and reached a general consensus that the sign as designed is too large per the CBID Sign Code. In the interest of helping the applicant move forward without having to wait until the next DRB meeting, the Board offered several suggestions for modifying the sign in a way that could allow for administrative approval.

Mr. Schuermann made a motion to approve the application, subject to the applicant making the following changes and submitting the application for administrative approval:

- The sign should project no more than 5 ft. from the face of the building
- The sign height should be approximately 8 ft. or less
- The vertical clearance beneath the sign must be a minimum of 8 ft.
- The overall depth of the sign, as measured from end of channel letter to end of channel letter, should be no wider than the chimney on the wall on which the sign is attached, approximately 22 in. (w).

- The sign shall feature exposed neon and no other type of illumination.
- Approval from the Memphis Landmarks Commission (MLC) is required and must be secured prior to sign installation.
- The City of Memphis Engineering Department should also be consulted to determine if an encroachment agreement, or similar approval, is necessary given the distance that the sign will extend out from the building.

Ms. Baker seconded the motion, which passed unanimously.

DRB #15-49 – LYFE Kitchen, One (1) internally-illuminated rooftop sign, 272 S. Main St.

Mr. Roler presented the staff report and recommendation to approve the internally-illuminated rooftop sign with the conditions that the applicant receive approval from the Memphis Landmarks Commission prior to installation. Mr. Carlisle spoke on behalf of the project and answered questions from the Board.

Chairman Brown opened the floor for public comment. Ms. Leah Davis spoke in opposition to the sign as proposed and expressed her opinion that the sign was not in keeping with the historic character of the neighborhood.

Following further Board discussion, Ms. Love made a motion to approve the sign as proposed. Ms. Conrad seconded the motion, which passed unanimously.

IV. Construction Application: South Junction Phase II, NE corner of Florida & Carolina

Mr. Roler presented the staff report and background information regarding the 84-unit apartment project known as South Junction Phase II. Mr. Roler recommended approval with the following conditions:

- Final plans for signage, public art, water feature, and architectural lighting must be approved by the DRB prior to installation.
- The applicant must redesign the east and west elevations of the studio building to achieve compliance with the Design Guidelines. The applicant must submit new elevation drawings for administrative review and approval.

Mr. Turley spoke on behalf of the project and apologized to the Board for the oversight which lead to construction starting prior to DRB review. Mr. Turley agreed with the staff recommendations and pledged to meet them. Mr. Bologna provided additional technical details regarding the site preparation work and challenges encountered by the design team.

Mr. Schuermann made a motion to approve the application per the staff recommendations. Mr. Person seconded the motion, which passed unanimously.

Seeing no further business, the meeting was adjourned at approximately 5:30 PM.