

**DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, May 26, 2015  
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 May 26, 2015. Chairman Saunders called the meeting to order at 6:07 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. Paul Bruns, Alderman Dave Klevan; Mr. James Simpson; and Mr. Ralph Smith

**DEVELOPMENT STAFF PRESENT:**

Mr. Cameron Ross, Economic & Community Development Director; Ms. Sheila Pounder, Planner; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney

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**1. Approval of Minutes for April 28, 2015**

Alderman Klevan moved to approve the Design Review Commission minutes of April 28, 2015, seconded by Mr. Bruns, with no further comments or discussions.

**ROLL CALL:** Mr. Bruns – Yes; Mr. Smith – Yes; Alderman Klevan – Yes; Mr. Simpson – Yes; Chairman Saunders – Yes.

**MOTION PASSED**

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**2. Farm Park – 2660 Cross Country Drive – Request Revisions to the Special Events Banner Sign Policy (Case #: 15-522).**

*SUGGESTED POLICY:* (red text indicates additions; ~~strike through~~ indicates deletion)

*GERMANTOWN SPECIAL EVENTS BANNER POLICY - Revised May 26, 2015*

*Section 1: Allowability:* The sign frames are the property of the City of Germantown. The locations where they are typically placed are on city property or **near** with the “Welcome to Germantown” signs. These locations imply an affiliation of the event with the City of Germantown. Because of this, use of the sign frames shall be limited to events that are run by the City, sponsored by the City, endorsed by the City, or take place either on City property, **Germantown Municipal School District property**, or **Shelby County school property**. Local civic groups that use city or school property for their event are also allowed to use the frames. (see **Section 7 Number Allowed**) **The leasing of a City park or facility does not entitle the event to a banner.** Allowability is based on a first come – first serve basis. A schedule of approved events is attached.

*Section 2: Duration:* The signs shall be erected no earlier than one (1) week before **a one-day** ~~the~~ event, **or two weeks before a two or more day event.** Signs shall be removed the day after the event. **The DRC may approve longer durations of time for a sign to be erected for an event.**

*Section 3: Length of Approval:* The DRC may grant approvals for up to three (3) years, provided that the applicant does not change the number, location, content or other elements (other than date of the event) of the approved sign. **The DRC may grant additional number and location with its initial approval of the sign.**

**Section 4: Location & Height Above Ground:** All of the sign frames are approximately eight (8) feet in height. Wherever possible, the signs shall be placed a minimum of thirty (30) feet from the curb.

Approved locations are:

1. ~~the Municipal Center, at the intersection of Germantown Road and Farmington Boulevard.~~ **the Municipal Center, in the median on Farmington Blvd. in front of the City Hall, Fire Station or Library.**
2. the Germantown Performing Arts Center (GPAC) at the intersection of Germantown Road and Neshoba Road,
3. in front of the Pickering Center at 7771 Poplar Pike,
4. on the West Street frontage of the Parks and Recreation Office at 2276 West Street; and
5. next to the “Welcome to Germantown” signs. The “Welcome” signs are found at the following locations:
  - a. South side of Poplar Avenue, near the western City Limit; (note – because of the large number of underground utility lines near the City Limit, the actual location is near the entrance to Carrefour shopping center)
  - b. North side of Poplar Pike near the western City Limit;
  - c. Within the center median of Wolf River Blvd. near the western City Limit.
  - d. West side of Germantown Road south of the Wolf River Bridge
  - e. At the Poplar/Poplar Pike intersection near the eastern City Limit.
  - f. Wolf River Blvd. near the eastern City Limit.
  - g. Within the center median of Forest Hill-Irene Road, near the southern City Limit
6. **On the major street frontage of any City park;**
7. Events run or sponsored by the City shall be allowed to use any of the locations listed above. Civic groups may erect two signs, one sign at the event location and the second at the **intersection of Germantown Rd. and Neshoba Rd., by the Germantown Performing Arts Center** ~~Municipal Center, at Germantown Road and Farmington Blvd.~~ **Municipal Center, in the median on Farmington Blvd. in front of the City Hall, Fire Station or Library.**

**Section 5: Size:** 28 square feet (4 feet wide by 7 feet tall). The banners shall be designed to fit correctly into the sign frames. Banners that hang over the sides of the frame, or that are too small for the frame shall not be allowed.

**Section 6: Content:** Content shall be limited to the name of the organization and/or event, the date(s) of the event, and the location of the event. Logos shall be allowed, provide that they do not comprise more than ~~33~~ 40 percent of the total sign area.

**Section 7: Number Allowed:** A maximum of seven (7) banners per organization/event shall be allowed for events that 1) have a total attendance of at least 3,000 people and 2) last for a minimum of 1 day or 10 hours. ~~At the present time the following events meet those criteria: the Germantown Festival, the Chamber of Commerce Business Expo and the Germantown Charity Horse Show.~~ Other groups shall be allowed two (2) signs, **as described in Section 4.**

**Section 8: Colors & Materials:** Recommended color scheme is dark lettering (e.g. black, forest green or burgundy) on an off-white background. **Other earth-tone colors (tan, brown, terra cotta, dark blue, and similar) may be used for lettering, graphics and logos provided they 1) maintain the banner’s primary purpose of providing information to the public about the subject, date, time and location of an event that is of general interest to the public and 2) are not of a distracting design consistent with the general intent of the overall Germantown sign policy.**

**Section 9: Mounting Structure:** Metal sign frame.

*Section 10: Logo and Graphics:* Shall not exceed ~~9.33~~ 2.8 square feet (~~33~~10 percent of the total sign area)

*Section 11: Lighting:* Not applicable

*Section 12: Landscaping:* Not applicable.

*Section 13: Installation & Removal:* The Parks and Recreation Department, with sufficient notification (2-3 days prior to the approved installation date), is willing to attach the banners to the frames and place them at their approved locations. The Planning Division will forward a list and schedule of the approved users of the sign frames. The Planning Division will request delivery of the approved banner to the office of the Department of **Economic and** Community Development, to then be forwarded to Parks and Recreation. This is to ensure that the signs are not installed prior to the date approved by the DRC. The organization holding the event shall be responsible for removing their banners from the frames on the day after the event. The Parks and Recreation Department will be notified of the date to pick up the frames.

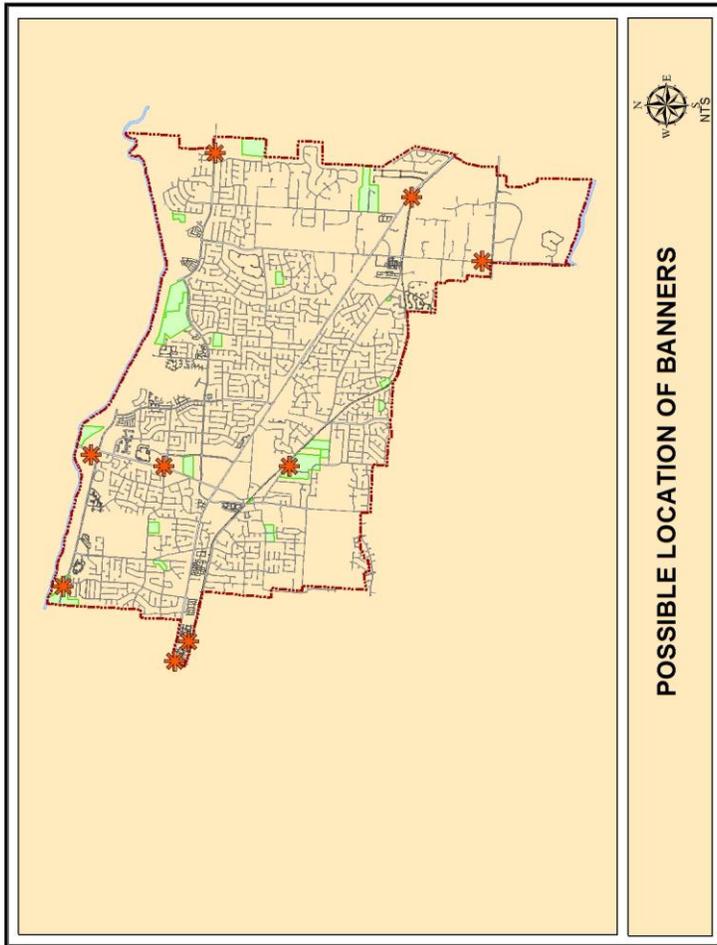
*Section 14: Appeals:* Appeals of ECD staff decisions may be appealed to the Design Review Commission at a regularly scheduled meeting.

NOTE: TAKE OUT OF POLICY AND CREATE A SEPARATE PAGE WITH THE EXPIRATION DATE FOR EACH FOR STAFF REFERENCE

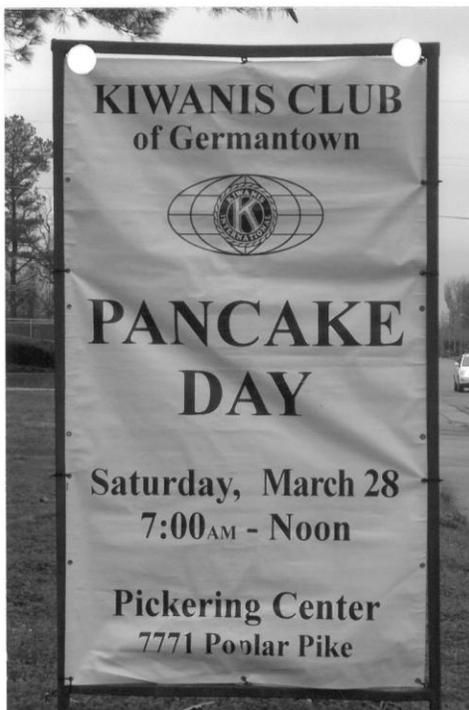
#### ~~SPECIAL EVENT BANNERS~~

#### ~~EVENT~~

~~Animal Shelter auction  
Poplar Pike Art Guild  
Kiwanis pancake breakfast  
Business Expo  
Municipal Melodies—Spring  
Evening Notes Concerts  
Horse Show  
Family 4th (of July) event  
Senior Expo  
Sidewalk Sale  
Germantown Festival  
Germantown Heritage Day~~



EXAMPLES OF BANNERS MEETING CURRENT POLICY



PROPOSED BANNER FOR FARMERS MARKET



**2660 Cross Country Drive  
Germantown, TN 38138**

Mr. Bruns made a motion to approve the revisions to the special events banner policy as reviewed in executive session, seconded by Alderman Klevan.

ROLL CALL: Mr. Simpson – Yes; Alderman Klevan - Yes; Mr. Smith – Yes; Mr. Bruns – Yes; Chairman Saunders - Yes

MOTION PASSED

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ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:10 p.m.