

**DESIGN REVIEW COMMISSION
MUNICIPAL CENTER COUNCIL CHAMBERS
Tuesday, August 24, 2010
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 August 24, 2010. Chairman Saunders called the meeting to order at 6:00 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. Ralph Smith, Vice Chairman; Ms. Robbie Ann Pahlow, Secretary; Mr. Paul Bruns; Ms. Elizabeth Mann; Mr. Neil Sherman; Mr. Parker McCaleb; Mr. Steve Landwehr and Alderman Palazzolo.

DEVELOPMENT STAFF PRESENT:

Mr. Jerry Cook, Economic & Community Development Director; Mr. Wade Morgan, Chief Planner; Ms. Katie Graffam, Economic Development Coordinator and Ms. Regina Gibson, Administrative Secretary.

1. Approval of Minutes for July 27, 2010

Mr. Sherman moved to approve the Design Review Commission minutes of July 27, 2010, seconded by Mr. McCaleb, with no further comments or discussions.

ROLL CALL: Mr. Landwehr – Abstain; Ms. Mann – Yes; Mr. Bruns – Yes; Alderman Palazzolo – Yes; Mr. Smith – Yes; Mr. Sherman – Yes; Ms. Pahlow – Yes; Mr. McCaleb – Yes; Chairman Saunders – Yes.

MOTION PASSED

2. Amendment to the Germantown Code of Ordinances Regarding Temporary Leasing Sign Regulations.

INTRODUCTION: The City of Germantown proposes an amendment to the sign ordinance regarding ground-mounted temporary leasing signs. The purpose of the amendment is to address concerns from both the commercial real estate market and City staff over the difficulty of administering the current ordinance.

BACKGROUND: Currently, the ordinance requires the following steps for an initial permit and renewal of a temporary leasing sign:

1. The applicant files a request with the Code Compliance Division requesting a 90-day permit for display of a temporary leasing sign. The permit is granted if the sign meets all the size, location and content requirements of the Code, as well as the following vacancy requirements:
 - a. Leasing space is vacant or about to become vacant;
 - b. The project is less than 85 percent occupied; and
 - c. The applicant has used other means of advertising (direct mail, web listing, etc.) that have been ineffective.
2. For a 90-day renewal of the permit, the applicant must apply to the DRC 30 days in advance of the meeting to meet the agenda deadline, only 60 days into the permit period. As before, the applicant must meet all of the previous criteria.
3. The applicant is only eligible for two 90-day renewals in a 365-day period, beginning from the date of the initial permit issued by Code Compliance. Therefore, the sign must either be removed intermittently throughout the 365 days, or be removed the remaining half of the year, assuming the renewal periods were concurrent with the initial permit.

DISCUSSION: As a result of the above criteria, the Design Review Commission (DRC) agendas have been dominated by the sign renewal requests. Often times, the sign renewal request is coming several months after the sign permit has expired, yet the sign has remained erected. The DRC and the commercial real estate market have expressed an interest in amending the current ordinance.

Staff is proposing two (2) options for the ordinance amendment. The first option removes the ability to have a ground-mounted temporary leasing sign, and allows the applicant to incorporate the leasing information into the permanent sign for the shopping center. Applicants will still be allowed to display leasing information in vacant storefronts as is allowed with the current ordinance.

The second option extends the 90-day period to 180 days, allowing administrative renewal of the sign permit so long as the sign meets all of the previously stated criteria, and is removed for a 30-day period prior to application. There is also no limit on the number of renewals in this option. The commercial real estate market has stated that, on average, it takes longer than 90 days to lease a vacant space, and would like to see that time period extended.

Option #1 (Removes all temporary leasing signs, puts leasing info on permanent sign)

Text that is ***bold, underlined and italicized*** is to be added.

Text with a ~~strikethrough~~ is to be deleted.

ARTICLE II. PERMANENT SIGNS

Sec. 14-34. Office districts, shopping center districts, neighborhood districts, general commercial districts, and technology corridor.

(a) *Generally.* This section shall apply to all districts designated by the zoning ordinance as O, O-C, O-51, SC-1, C-1 and C-2 except that any properties on which the business is located is solely engaged in the retail petroleum and petroleum products business (service stations) shall conform to section 14-35, and any office parks shall conform to section 14-36.

(b) *Allowable signs.* Allowable permanent signs in the O, O-C, O-51, SC-1, C-1 and C-2 districts are as follows:

(1) A wall sign mounted parallel to a building wall is permitted, provided that the wall contains the major entrance for public entry of the occupant and faces a public street. The following signs may also be allowed with the approval of the design review commission, provided that such additional signs do not result in a total area of signage in excess of that allowed under subsection (c)(1) of this section:

- a. A wall sign on another wall of an occupant's premises in lieu of or in combination with a sign on a wall containing a major exterior entrance;
- b. More than one wall sign when there is more than one major entrance; provided, however, that such additional sign is on a wall facing a public street or customer parking lots and containing a major entrance, and provided that any such sign facing parking lots is not apparent from residential areas;
- c. Signs on doors, windows or awnings.

(2) Ground-mounted signs shall be for project, building or tenant identification only in lieu of or in combination with wall signs.

(3) "Big Box" permanent tenant identification wall signs in C-2 and SC-1 zoned areas for individual tenants of 100,000 square feet of gross floor area or more, with a minimum 350 linear feet of building wall on which the sign is to be erected, where a single logo is the primary sign element, shall be limited to one wall sign per street frontage where the property fronts on a major road or collector street.

- (4) Permanent project signs in SC-1 zoned areas shall be limited to one sign per project. Permanent project signs in commercial zones (C-1 and C-2) for development of two acres or more under single ownership and office zones (O, O-51 and O-C) within the technology corridor for developments of 50 acres or more under single ownership shall be by special permit if recommended by the design review commission. Permanent project signs in office zones (O, O-51 and O-C) within the technology corridor for developments of 50 acres or more shall be limited to one sign per street frontage on a major road.
- a. A single permanent project directory sign is permitted in planned shopping centers within SC-1 zoned areas in excess of 30 acres of site area in lieu of a permanent project sign located on the same street frontage. Sign content shall consist of the name of the shopping center, and may include the names of major tenants; and the telephone number of the leasing company, preceded by "For Lease". The leasing information shall be a secondary element of the sign, with the project name being the primary element. To qualify as a major tenant on the subject sign, an individual tenant must occupy a space in excess of 20,000 gross square feet.
- (5) Traffic directional signs shall be as approved by the design review commission.
- (6) Exterior directories shall be allowed, provided that:
- a. In any project where one or more tenants does not have an exterior entrance or does not qualify for an exterior sign, the building shall qualify for a directory. In addition, any retail project with two or more tenants shall qualify for a directory.
- b. The purpose of the directory shall be for customer convenience, direction and safety.
- c. The number of directories shall be limited to one for each main entrance to the building or project.
- (7) Changeable copy signs are permitted for secondary schools and churches. See section 14-33(b).
- (8) Pump use directions, federal and state pumps, octane ratings and no smoking signs as required by federal, state and local authorities shall be allowed for businesses engaged in the sale of petroleum and petroleum products in combination with any substantial retail sales (i.e., convenience stores or drive-in groceries).
- (9) *Medical office signs:* For projects and buildings in which at least 50 percent of the gross floor area is dedicated to medical services as defined in section 23-2, medical office signs are required. Ground-mounted medical office signs shall be characterized by uniform design, color, and content. If medical office sign applications meet the parameters as set out in this subsection, they may be administratively approved by the director of community development. For buildings and projects in which at least 50 percent of the gross floor area is dedicated to medical services located within office parks, as defined in section 14-36(a), of this chapter, medical office address signs as defined below shall be the only medical office signs permitted. All other signage on these sites shall be governed by the office parks sign provisions, section 14-36.
- Medical office signs shall be permitted in the following forms:
- a. Large medical office monument signs: For building, project, or major tenant identification for buildings containing at least 10,000 square feet of gross floor area, one large medical office monument sign shall be permitted per building. For the purpose of this subsection, major tenants shall be defined as tenants with at least 10,000 square feet of gross floor area. Large medical office monument signs shall be permitted in lieu of ground-mounted signs as defined in section 14-34(b)(2). Large medical office monument signs shall not be permitted on sites with medical office address signs.

- b. Small medical office monument signs: For building, project or tenant identification for buildings with less than 10,000 square feet of gross floor area, or for buildings with at least 10,000 square feet of gross floor area and no major tenants as defined in subsection (a) above, one small medical office monument sign shall be permitted per building. Small medical office monument signs shall be not permitted on sites with medical office address signs.
 - c. Medical office address signs: For sites with pre-existing signage, one medical office address sign shall be permitted for each building, provided that the building has direct access to a public roadway. Medical office address signs shall not be permitted on sites with medical office monument signs.
 - d. Medical office wall signs: Medical office wall signs are permitted per section 14-34(b)(1).
- (c) *Size.* The size of permanent signs in the O, O-C, O-51, SC-1, C-1 and C-2 districts shall be as follows:
- (1) Wall signs shall have a maximum total sign area of 50 square feet, or one-half square foot for each lineal foot of building wall or lease space on which the sign is erected, whichever results in the smaller sign area. Where frontage is on more than one street, only the signs computed with the frontage of that street shall face that street.
 - (2) Ground-mounted signs shall meet the following requirements:
 - a. Single-faced, ground-mounted signs shall not exceed the lesser of 50 square feet or one-half square foot for each lineal foot of the premises or leased space of the occupant that faces the public street that the sign faces.
 - b. Double-faced, ground-mounted signs shall not exceed a sign area total of both faces of the lesser of 100 square feet or one square foot for each lineal foot of the premises or leased space of the occupant that faces the public road from which the double-faced sign is visible.
 - c. Notwithstanding the provisions of subsections (c)(2)a and (c)(2)b of this section, where additional signs are permitted by the design review commission under subsection (b)(1) of this section, or where a ground-mounted sign is used in lieu of or in combination with one or more wall signs, the total area of all such signs shall not exceed the allowable sign area for one wall sign as provided under subsection (c)(1) of this section.
 - (3) "Big Box" buildings which exceed the minimum yard requirements set forth in section 23-407 (C-2) and section 23-438 (SC-1) shall be allowed a permanent tenant identification sign area equal to 50 square feet plus one square foot of sign area for each three feet of horizontal distance in excess of the minimum yard requirement. The sign shall be measured at the portion of the wall on which the sign is to be located. In no case shall the sign exceed 130 square feet in total area.
 - (4) Permanent project signs shall not exceed 50 square feet per face per street frontage, and the total sign area shall not exceed 200 square feet. Permanent project directory signs shall not exceed 130 square feet with a maximum of 60 square feet for directory purposes. The name of the shopping center shall be the primary element of the sign. Individual tenant signs within the directory shall not exceed 15 square feet with a maximum letter height of 14 inches. All tenant signs shall be uniform in their overall size, shape, background color and text color.
 - (5) Directories shall not exceed the following sizes:
 - a. Twelve and one-half square feet per face and total directory area shall not exceed 25 square feet when located within 75 feet of any public right-of-way.

- b. Twenty-five square feet per face and total directory area shall not exceed 50 square feet when located 75 feet or more from public right-of-way.
- (6) Traffic directional signs shall not exceed a maximum total area of 128 square inches per face, eight inches by 16 inches, with a maximum of two faces per sign, not to exceed a total of 256 square inches. Such signs shall not exceed 20 inches above the existing grade.
- (7) Medical office signs.
 - a. Large medical office monument signs shall be two feet, eight inches in height and a maximum of 11 feet in length. The two-foot, eight-inch height does not include a required 15-inch base. The width of the sign shall be between ten and 12 inches. Please refer to Figure A for further details.
 - b. Small medical office monument signs shall be two feet, eight inches in height and adhere to the provisions of 14-34(c)(2), but not exceed a length of 11 feet. The two-foot, eight-inch height does not include a required 15-inch base. The width of the sign shall be between ten and 12 inches.
 - c. Medical office address signs shall be two feet, eight inches in height and three feet in length and shall not be included in a site's total signage allowance. The two-foot, eight-inch height does not include a required 15-inch base. The width of the sign shall be between ten and 12 inches. Please refer to Figure B for further details.
 - d. The size of medical office wall-mounted signs shall adhere to the provisions of section 14-34(c)(1). Any ground-mounted signs on site, including medical office address signs, shall be included in the calculation of the allowable size for wall-mounted signs for sites not located in office parks.
- (d) *Location.* The location of permanent signs in the O, O-C, O-51, SC-1, C-1 and C-2 districts shall be as follows:
 - (1) Wall signs shall be face mounted on the building wall unless approved otherwise by the design review commission. Wall-mounted signs shall not project more than 12 inches from the face of the building. Signs shall not project above the roofline unless incorporated in the roof design and only if approved by the design review commission.
 - (2) For ground-mounted signs, where the building setback is 40 feet or less, the sign shall be placed within ten feet from the front face of the building. Where the building setback is more than 40 feet, the sign location shall not be less 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of six feet, as measured from surrounding grade. Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.
 - (3) Permanent project signs shall be located a minimum of 60 feet from any street right-of-way or property line. The height of the sign shall be a maximum of 18 feet, as measured from the surrounding grade. Permanent project directory signs shall be located a minimum of 60 feet from any street right-of-way or property line. The height of the sign shall be a maximum of 18 feet, as measured from the surrounding grade.
 - (4) Directories shall be located either behind the main building line or a minimum of 75 feet from any public right-of-way. Directories shall not be apparent from a public street. The height of a directory shall be a maximum of six feet, as measured from the surrounding grade.
 - (5) Traffic directional signs shall be located a minimum of one foot from the right-of-way (existing and/or proposed, whichever is greater) of any street.

- (6) Medical office monument and address signs shall be placed perpendicular to the roadway at a distance of six feet from the right-of-way. The location of medical office wall-mounted signs shall adhere to the provisions of section 14-34(d)(1).
- (e) *Content.* The content of permanent signs in the O, O-C, O-51, SC-1, C-1 and C-2 districts shall be as follows:
 - (1) Wall signs shall contain the name of the business and with approval by the design review commission may include the address, hours, dates, instructions and primary products and services.
 - (2) Ground-mounted signs shall contain the name of business and with the approval of the design review commission may include the address, hours, instructions, and primary products and services.
 - (3) "Big Box" permanent tenant identification wall signs shall contain the name of the business and a single corporate logo. The logo shall not exceed 80 percent of the allowable signage.
 - (4) Permanent project signs shall be limited to the name and address of the project, *and the telephone number of the leasing company, preceded by "For Lease". The leasing information shall be a secondary element of the sign, with the project name being the primary element.* Tenant names shall not be allowed on permanent project signs with the following exception: permanent project directory signs as described in section 14-34(b)(4)a., may include, in addition to the name and address of the shopping center, the name of individual major tenants. *To qualify as a major tenant on the subject sign, an individual tenant must occupy a space in excess of 20,000 gross square feet.* All major tenant sign areas shall use a common background color.
 - (5) Signs indicating "open tonight" may be allowed at the discretion of the design review commission in SC-1 zones only.
 - (6) Project, tenant or product identification will not be allowed on traffic directional signs within any project or development, unless the design review commission agrees such identification is essential to directing traffic.
 - (7) The content of signs shall be composed of letters, numbers, and such logos as are not prohibited by section 14-4 and which are approved by the design review commission, provided that the following restrictions shall also apply:
 - a. The name of the business, which may only appear once on the sign, and the address, hours, instructions, and primary products and services, as approved by the design review commission, shall be composed of letters and/or numbers; and a letter or number that is written or drawn in such a manner that in addition to representing the letter or number itself connotes an object or part thereof, other than a letter or number, shall not be considered a "letter" or "number" for the purposes of this subsection (e).
 - b. All other content of a sign shall, for the purposes of this subsection (e), be considered a logo and the area on the face of the sign that may be covered by a logo shall not exceed ten percent of the allowable sign area; provided, however, that any border of a sign that is considered by the design review commission to be in proportion to the size of a sign shall not be considered to be a logo or part thereof for the purpose of this subsection (e).
 - c. In no case may more than one logo be used on a sign. A maximum of three logos may be permitted on a storefront containing a major entrance for public entry to a business but not elsewhere, provided that the combined total area of all logos on the walls containing such major entrances shall not exceed ten percent of the allowable sign area for the premises of the occupant. The location of a logo on a wall containing a

major entrance as aforesaid (other than on a sign face approved by the design review commission) shall be specifically approved by the design review commission.

- d. The name of the business shall be the primary element of a sign. A logo (if any) shall appear as a secondary element of a sign, subordinate to the primary element of a sign.
- (8) Exterior directories shall be limited to the following:
- a. Building identification and address. The building address shall be plainly visible and legible from the street or roadway as required by the 1994 Standard Fire Prevention Code.
 - b. Tenant name and location.
 - c. Building location map as approved by the design review commission.
 - d. Building identification letters shall not exceed three inches, and tenant identification letters shall not exceed 2 1/2 inches. Building address numbers shall be sized according to the following chart:

Distance Between Directory and Street or Roadway (in feet)	Minimum Height of Numbers
0--100	3 inches
101--150	4 inches
151--200	6 inches
201--250	8 inches
251--325	10 inches
326--400	12 inches
> 400	To be determined on a case-by-case basis

- e. Each tenant listed shall occupy the same size and shape space.
- (9) For changeable copy signs for secondary schools and churches, see section 14-33(e).
- (10) Traffic directional signs shall indicate "enter" - "exit" only. Letters should be light in color on a dark background and not exceed 3 1/2 inches in height.
- (11) Medical office signs.
- a. Large medical office monument signs shall include either the name of the building, project, or major tenants, or a combination thereof; a caduceus; and address numbering. Multiple tenant names shall only be permitted for buildings and projects with more than one major tenant. Building, project, tenant names; address numbering; and the caduceus shall be dark bronze colored. The sign shall be constructed of formed concrete colored buff grey with grey mortar, placed on a 15-inch base. The 15-inch base shall consist of a ten-inch formed concrete foundation colored buff grey with grey mortar with a five-inch brick band above. The brick band shall match the brick of the building that the sign is identifying. The two-thirds of the sign closest to the building shall include the name of the building, project, or tenants. The one-third of the sign closest to the roadway shall include the address numbering and caduceus. Address numbering shall be a maximum ten inches in height and 30 inches in total

width and placed three inches from the top of the sign. Multiple address numbers shall be hyphenated rather than listed; e.g., 6301-03 rather than 6301 6303. The caduceus shall be ten inches in height and placed three inches below the address numbering. All lettering and numbering on the sign shall be in Arial Bold typeface. Please refer to Figure A for further details. Building, project, or tenant lettering shall be sized as follows:

- i. For signs with one line of project, building, or tenant identification, letters shall be a maximum of ten inches in height.
 - ii. For signs with two lines of project, building, or tenant identification, letters shall be a maximum of six inches in height.
 - iii. For signs with three lines of project, building, or tenant identification, letters shall be a maximum of to five inches in height.
- b. Small medical office signs shall include either the name of the building, project, or tenant; a caduceus; and address numbering. Only one tenant shall be identified on the sign. Building, project, tenant names; address numbering; and the caduceus shall be dark bronze colored. The sign shall be constructed of formed concrete colored buff grey with grey mortar, placed on a 15-inch base. The 15-inch base shall consist of a ten-inch formed concrete foundation colored buff grey with grey mortar with a five-inch brick band above. The brick band shall match the brick of the building that the sign is identifying. The section of the sign closest to the building shall include the name of the building, project, or tenant. The section of the sign closest to the roadway shall include the address numbering and caduceus. Address numbering shall be a maximum ten inches in height and 30 inches in total width and placed three inches from the top of the sign. The caduceus shall be ten inches in height and placed three inches below the address numbering. All lettering and numbering on the sign shall be in Arial Bold typeface. Building, project, or tenant lettering shall be a maximum of ten inches in height.
- c. Medical office address signs shall be composed of dark bronze-colored address numbering ten inches in height and 30 inches in total width and placed three inches below the top of the sign. Address numbering shall be in Arial Bold typeface. Multiple address numbers shall be hyphenated rather than listed; e.g., 6301-03 rather than 6301 6303. A dark bronze-colored caduceus shall be ten inches in height and placed three inches below the address numbering. The sign shall be constructed of formed concrete colored buff grey with grey mortar, placed on a 15-inch base. The 15-inch base shall consist of a ten-inch formed concrete foundation colored buff grey with grey mortar with a five-inch brick band above. The brick band shall match the brick of the building that the sign is identifying. Please refer to Figure B for further details.
- d. The content of medical office wall-mounted signs shall adhere to the provisions of section 14-34(e)(1).

Sec. 14-36. Office parks.

- (a) *Generally*. This section shall apply to all office parks. Office parks are defined as follows: A property intended and designed as a unit for occupancy by several tenants requiring office space as opposed to space for retail or other uses, and having drives, parking areas and other facilities as may be needed by such tenants.
- (b) *Allowable signs (office parks only)*. The following permanent signs shall be allowed in office parks:

- (1) *Building identification signs.* A building identification sign mounted flat against the building wall, provided that such wall contains the main entrance. More than one wall sign may be allowed with approval of the design review commission when there is more than one main entrance.
 - (2) *Tenant identification signs.* A tenant identification sign, mounted on the wall or door, provided that the tenant has main exterior entrance.
 - (3) *Ground-mounted office park identification signs.* One ground-mounted sign shall be allowed per project, except that where the project fronts on two or more major streets, a ground-mounted sign shall be allowed for each street frontage, provided that the project has a major traffic entrance on each street where a sign is erected.
 - (4) *Entryway structure office park identification signs.* Entryway structure office park identification signs may be allowed in lieu of ground-mounted identification signs for developments that contain two acres or more. Such signs shall be architecturally designed as an integral part of an entryway structure for the office park.
 - (5) *Exterior directories.* Exterior directories shall be allowed, provided that:
 - a. The office park contains two or more buildings.
 - b. The purpose of the directory shall be for customer convenience, direction and safety.
 - c. The number of directories shall be limited to one for each main entrance to the office park.
 - (6) *Traffic directional signs.* Traffic directional signs shall be allowed, as approved by the design review commission.
- (c) *Size (office parks only).* The size of permanent signs in office parks shall be as follows:
- (1) *Building identification signs.* The maximum area of a building identification sign shall be three square feet.
 - (2) *Tenant identification signs.* The maximum sign area of a tenant identification sign shall be 432 square inches.
 - (3) *Ground-mounted office park identification signs.* Ground-mounted office park identification signs shall not exceed 50 square feet per face, and the total area of all faces of each sign shall not exceed 100 square feet. Where more than one sign is allowed, each sign shall be allowed a maximum of 50 square feet per face, with a maximum total of 100 square feet.
 - (4) *Entryway structure office park identification signs.* The total sign area of all sign faces on an entryway structure shall not exceed a maximum of 25 square feet. Such maximum square footage may be divided to place a portion on each side of entryway if desired. Where more than one sign is allowed, each sign shall be allowed a maximum of 25 square feet.
 - (5) *Exterior directories.* Exterior directories shall not exceed the following sizes:
 - a. Twelve and one-half square feet per face and the total directory area shall not exceed 25 square feet when located closer than 75 feet to any public right-of-way.
 - b. Twenty-five square feet per face, and the total directory area shall not exceed 50 square feet when located 75 feet or more from the public right-of-way.
 - (6) *Traffic directional signs.* Traffic directional signs shall not exceed a maximum total area of 128 square inches per face with a maximum of two faces per sign, not to exceed a total of 256 square inches. Such signs shall not exceed 20 inches in height above the existing grade.
- (d) *Location (office parks only).* The location of permanent signs in office parks shall be according to the following:
- (1) *Building identification signs.* Building identification signs shall be mounted flat against the building wall unless approved otherwise by the design review commission. The top of the sign shall not be higher than six feet above the main entrance elevation unless approved otherwise by the design review commission. Wall-mounted signs shall not project more than four inches from the face of the building.

- (2) *Tenant identification signs.* Tenant identification signs shall be mounted flat against the tenant's entrance door or on the wall directly adjacent to the door. A wall sign shall be located so that the nearest edge of sign is no further than 12 inches from the door opening. The top of the sign shall not be higher than six feet above the main entrance elevation unless approved otherwise by the design review commission.
- (3) *Ground-mounted office park identification signs.* Ground-mounted office park identification signs shall not be less than 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall not exceed six feet above the surrounding grade. Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.
- (4) *Entryway structure office park identification signs.* Entryway structure office park identification signs shall not be less than 30 feet from the face of the curb or the edge of the pavement of any street when the sign is located on an architecturally designed entryway. The maximum height of the entryway and/or sign shall not exceed six feet. Where a sign is located on an entryway structure three feet in height or less and oriented parallel to the street, the design review commission may allow a setback of less distance than the above requirement, provided that no sign or sign structure is located closer than 15 feet from the face of the curb or the edge of the pavement of any street.
- (5) *Exterior directories.* Exterior directories shall be located a minimum of 75 feet from any public right-of-way except that they may be closer when completely screened from the street. The height of the directory shall not exceed six feet above the surrounding grade.
- (6) *Traffic directional signs.* Traffic directional signs shall be located a minimum of one foot from the right-of-way (existing and/or proposed, whichever is wider) of any street.
- (e) *Content.* The content of permanent signs in office parks shall be as follows:
 - (1) Building identification signs shall be limited to the identification of the building and its address. Tenant names will not be allowed on building identification signs.
 - (2) Tenant identification signs shall be limited to the name of the business, address and hours.
 - (3) Ground-mounted office park identification signs shall be limited to the name and address of the office park, and the name and telephone number of the owner or agent. Tenant names will not be allowed on office park identification signs. The name and telephone number of the owner or agent shall be a secondary element of the sign, with the office park name being the primary element. The letters used for the owner/agent information shall not exceed four inches in height and shall be of the same or similar color as the letters used in the development name.
 - (4) Entryway structure office park identification signs shall be limited to the name and address of the office park, and the name and telephone number of the owner or agent. Tenant names will not be allowed on office park identification signs. The name and telephone number of the owner or agent shall be a secondary element of the sign, with the office park name being the primary element. The letters used for the owner/agent information shall not exceed four inches in height and shall be of the same or similar color as the letters used in the development name.
 - (5) Exterior directories shall be limited to the following:
 - a. Office park identification and address.
 - b. Building location map as approved by the design review commission.
 - c. Tenant names and locations.
 - d. Building identification letters shall not exceed three inches, and tenant identification letters shall not exceed three inches.
 - e. Each tenant listed shall occupy the same size and shape space on the sign.

Sec. 14-37. Old Germantown (OG) district.

- (a) *Generally.* The Old Germantown (OG) district is unique through its development as the original center for the city. It possesses tradition, charm and character, and serves as a visible reminder of the cultural and historical development of the city. It is the intent of this section to preserve and enhance the elements of the quaint, historical and traditional nature of the village center through the design of the signs located in this OG district.
- (b) *Allowable signs.* Allowable signs in the OG district shall be as follows:
- (1) A wall sign face mounted on the building wall, provided that the wall contains the main entrance and storefront of the business or occupant and faces a public street. The following wall signs may also be allowed with the approval of the design review commission:
 - a. Sign on the other wall of the occupant in lieu of or in combination with a sign on a wall containing a main exterior entrance.
 - b. More than one sign when there is more than one entrance.
 - c. Sign placed on walls containing a main entrance facing customer parking lots not apparent from residential areas.
 - (2) Ground-mounted sign for project, building or tenant identification.
 - (3) Traffic directional signs as approved by the design review commission.
 - (4) Exterior directories shall be allowed, provided that:
 - a. In any project where one or more tenant does not have an exterior entrance or does not qualify for an exterior sign, the building shall qualify for a directory.
 - b. The purpose of the directory shall be for customer convenience, direction and safety.
 - c. The number of directories shall be limited to one for each main entrance to the building.
- (c) *Size.* The size of permanent signs in the OG district shall be as follows:
- (1) *Wall signs.* A maximum total wall sign area up to 12 square feet. Where frontage is on more than one street, a sign shall be permitted on each building wall facing a street.
 - (2) *Ground-mounted signs.* Ground-mounted signs in lieu of wall signs shall not exceed 12 square feet per face, and the total sign area shall not exceed 24 square feet total of all faces. The maximum sign area shall be limited to five square feet of sign area per face for signs located 15 feet from the face of the curb or the edge of the pavement. The maximum sign area for those signs located between 15 feet and 30 feet from the curb or the edge of the pavement shall be based on one square foot per each two feet of setback with a maximum of 12 square feet per face. The maximum sign area shall be limited to 12 square feet of sign area per face for signs located 30 feet or more from the face of the curb or the edge of the pavement.
 - (3) *Directories.* Directories shall not exceed 7 1/2 square feet per face, and the total directory area shall not exceed 15 square feet.
 - (4) *Traffic directional signs.* Traffic directional signs shall not exceed a maximum total area of 128 square inches per face (eight inches by 16 inches) with a maximum of two faces per sign, not to exceed a total of 256 square inches. Such signs shall not exceed 20 inches above the existing grade.
- (d) *Location.* The location of permanent signs in the OG district shall be according to the following:
- (1) *Wall signs.* All wall signs shall be face mounted on the building wall unless approved otherwise by the design review commission. Wall-mounted signs shall not project more than four inches from the face of the building. Signs shall not project above the roofline unless incorporated in the roof design and only if approved by the design review commission.
 - (2) *Ground-mounted signs.* Where the building setback is 40 feet or less, the ground-mounted sign shall be placed within ten feet from the front face of the building. A ground-mounted

sign shall not be located less than 15 feet from the edge of the pavement. Where the building setback is more than 40 feet, the sign location shall not be less than 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of four feet, as measured from the surrounding grade. Where a sign is oriented parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.

- (3) *Directories.* Directories shall be located either behind the main building or within ten feet of the front building line upon approval of the design review commission. Directories shall be completely screened from the street as approved by the design review commission. The height of the directory shall be a maximum of four feet, as measured from the surrounding grade.
 - (4) *Traffic directional signs.* Traffic directional signs shall be located a minimum of one foot from the right-of-way (existing and/or proposed, whichever is greater) of any street.
- (e) *Content.* The content of permanent signs in the OG district shall be as follows:
- (1) Wall signs shall be limited to the name of the business, address, hours, dates, instructions, and primary products and services.
 - (2) Ground-mounted signs shall be limited to the name of the business, address, hours, dates, instructions, and primary products and services.
 - (3) Permanent project signs shall be limited to the name and address of the project, and the telephone number of the leasing company, preceded by "For Lease". The leasing information shall be a secondary element of the sign, with the project name being the primary element. Tenant names shall not be allowed on permanent project signs.
 - (4) Project, tenant or product identification will not be allowed on traffic directional signs within any project or development, unless the design review commission agrees such identification is essential to directing traffic.
 - (5) The content of signs shall be composed of letters, numbers and such logos as are not prohibited by section 14-4 and which are approved by the design review commission, provided that the following restrictions shall also apply:
 - a. The name of the business, which may also appear once on the sign, and the address, hours, instructions, the telephone number of the leasing company, preceded by "For Lease", and primary products and services, as approved by the design review commission, shall be composed of letters and/or numbers; and a letter or number that is written or drawn in such a manner that in addition to representing the letter or number itself connotes an object or part thereof, other than a letter or number, shall not be considered a "letter" or "number" for the purposes of this subsection (e).
 - b. All other content of a sign shall, for the purposes of this subsection (e) be considered a logo, and the area on the face of the sign that may be covered by a logo shall not exceed ten percent of the allowable sign area; provided, however, that any border of a sign that is considered by the design review commission to be in proportion to the size of a sign shall not be considered to be a logo or part thereof for the purpose of this subsection (e).
 - c. In no case may more than one logo be used on a sign. A maximum of three logos may be permitted on a storefront containing a major entrance for public entry to a business but not elsewhere, provided that the combined total area of all logos on the walls containing such major entrances shall not exceed ten percent of the allowable area for the premises of the occupant. The location of a logo on a wall containing a major entrance as aforesaid (other than on a sign face approved by the design review commission) shall be specifically approved by the design review commission.
 - d. The name of the business shall be the primary element of a sign. A logo, if any, shall appear as a secondary element of a sign, subordinate to the primary element of a sign.

- (6) Exterior directories shall be limited to the following:
 - a. Building identification and address.
 - b. Tenant name and location.
 - c. Building identification letters shall not exceed three inches, and tenant identification letters shall not exceed three inches.
 - d. Each tenant listed shall occupy the same size and shape space.
- (7) Traffic directional signs shall indicate "enter" - "exit" only. Letters should be light in color on a dark background and not exceed 3 1/2 inches in height.

Sec. 14-38. Special permit in nonconforming property uses.

This section shall apply to all signs for any building or land use allowed under special permit or not conforming to the zoning ordinance provisions for the zone in which it is located. Special permits for signs on such properties shall be procured by application to the board of mayor and aldermen. Such application shall be accompanied by recommendation of the design review commission. In no case shall any sign located in a residential district be larger than 12 1/2 square feet per face or a maximum of 25 square feet total of all faces. The height of ground-mounted signs shall not exceed six feet in height, as measured from the surrounding grade.

Sec. 14-39. Office subdivisions.

- (a) *Generally*. This section shall apply to all office subdivisions. Office subdivisions are defined as follows: one individual piece of property being divided into four or more lots with frontage on public streets, having uniform design features including, but not limited to, building design and materials, lighting, landscaping and signage. An office subdivision shall also be required to have a recorded set of covenants and/or restrictions which establishes a property owners' association. The covenants shall designate the maintenance of any common areas or features within the subdivision to the association.
- (b) *Allowable signs (office subdivisions only)*. The following permanent signs shall be allowed in office parks:
 - (1) A maximum of two wall-mounted signs for tenant identification are permitted per entrance to the building, provided that the wall contains the major entrance for public entry of the occupant. One wall sign per entrance is permitted for building identification. Wall-mounted tenant signs are not allowed in combination with wall-mounted building signs.
 - (2) A ground-mounted sign for building identification is permitted in lieu of or in combination with the wall-mounted signs. An individual tenants name shall not be the sole element on a building identification sign.
 - (3) A ground-mounted office subdivision identification sign is permitted by special permit if recommended by the design review commission.
 - (4) Wall-mounted exterior directories shall be allowed adjacent to the entrances to the buildings for units which have more than two tenants. Wall-mounted tenant signs are not allowed in combination with directories.
- (c) *Size (office subdivisions only)*. The size of permanent signs in an office subdivision, as defined above, shall be as follows:
 - (1) A wall-mounted sign, for building or tenant identification, shall have a maximum of three square feet.
 - (2) A ground-mounted sign, for building identification, shall be a maximum of 25 square feet per face.
 - (3) A ground-mounted sign, for office subdivision identification, shall be a maximum of 35 square feet per face.
 - (4) Directories shall be limited to nine square feet.

- (d) *Location (office subdivision only)*. The location of permanent signs in an office subdivision as defined above, shall be as follows:
- (1) Wall-mounted building and tenant identification signs shall be mounted flat against the building wall, directly adjacent to the entrance doors.
 - (2) Ground-mounted building identification signs shall not be located less than 30 feet from the face of curb. The height of the sign shall not exceed four feet above the surrounding grade.
 - (3) Ground-mounted office subdivision identification signs shall not be less than 30 feet from the face of curb of any street. The height of the sign shall not exceed six feet above the surrounding grade.
 - (4) Directories shall be mounted flat against the building wall, directly adjacent to the entrance doors.
- (e) *Content (office subdivision only)*. The content of permanent signs in an office subdivision, as defined above, shall be as follows:
- (1) Wall-mounted tenant identification signs shall be limited to the name of the individual tenant.
 - (2) Wall-mounted building identification signs shall be limited to the name of the building and its address. An individual tenants name shall not be the sole element on a building identification sign.
 - (3) Ground-mounted building identification signs shall be limited to the name of the building, its address, and the name and telephone number of the owner or agent. An individual tenant's name shall not be the sole element on a building identification sign. The name and telephone number of the owner or agent shall be a secondary element of the sign, with the office park name being the primary element. The letters used for the owner/agent information shall not exceed four inches in height and shall be of the same or similar color as the letters used in the development name.
 - (4) Ground-mounted office subdivision identification signs shall be limited to the name of the office subdivision, and the name and telephone number of the owner or agent. The name and telephone number of the owner or agent shall be a secondary element of the sign, with the office park name being the primary element. The letters used for the owner/agent information shall not exceed four inches in height and shall be of the same or similar color as the letters used in the development name.
 - (5) Directories shall be limited to the name of the tenants within the building. Each tenant listed shall occupy the same size and shape space on the sign.

ARTICLE III. TEMPORARY SIGNS

Sec. 14-62. Office districts, shopping center districts, neighborhood commercial districts and general commercial districts.

- (a) *Generally*. This section shall apply to all districts designated by the zoning ordinance as O, O-C, O-51, SC-1, C-1 or C-2.
- (b) *Allowable signs*. Allowable temporary signs in O, O-C, O-51, SC-1, C-1 and C-2 districts are as follows:
- (1) One construction sign per project.
 - (2) One real estate for sale or lease sign, for all buildings on a recorded lot or parcel, per street frontage or two signs side by side not exceeding the total allowable area.
 - (3) ~~One real estate for lease sign, for less than an entire building. Prior to the issuance of a permit, the property owner or his agent shall submit written documentation that the occupancy rate of leasable floor area within the building is or within 30 days will be less than 85 percent.~~

- (3) 4) Street banners approved by the board of mayor and aldermen.
- (4) 5) One sign, announcing openings, per street frontage except the design review commission may allow additional signs for multiple tenants and in SC-1 zoned projects.
- (5) 6) Show window signs in SC-1, C-1 and C-2 districts only; show window signs do not require design review commission approval.
- (6) 7) Seasonal or special occasion signs such as special events and special business hours during holiday periods.
- (7) 8) One real estate window sign advertising the premises for sale, rent or lease.
- (8) 9) Banners:
 - a. Street banners when approved by the board of mayor and aldermen.
 - b. Other banners may be allowed by the design review commission as follows:
 1. Office and shopping centers: Opening of new or reconstructed centers; special occasions that allow participation by all tenants occupying the center. One banner per street front, provided that there is an entrance to the center from each street.
 2. Banners for charitable and nonprofit events.
 - c. Banners shall not be allowed for individual business for any purpose.
 - d. Banners shall not be installed more than 15 days before an event, and they shall be removed within two days after the termination of the event. In no case shall any banner be allowed for a period of more than 30 days.
- (9) Posters advertising charitable or nonprofit events and other events which serve to inform the public about an event of general interest.
- (10) New project real estate sign. One sign per street frontage for a maximum period of one year.
- (11) Public information signs.
- (12) One real estate sign for the sale or lease of an individual condominium unit within a multi-tenant office or commercial development.
- (c) *Size.* The sizes of temporary signs in O, O-C, O-51, SC-1, C-1 and C-2 districts are as follows:
 - (1) Construction signs shall have a sign area not to exceed 50 square feet.
 - (2) Real estate signs shall have a sign area of one face not to exceed 18 square feet. In no case shall the total sign area exceed 36 square feet.
 - (3) Street banners shall be as approved by the board of mayor and aldermen.
 - (4) Signs announcing openings shall have a sign area of one face not to exceed 25 square feet, and the total sign area not to exceed 50 square feet, except that the design review commission may allow a larger sign area for multiple tenants if warranted.
 - (5) Show window signs shall not occupy more than 15 percent of each individual window opening, exclusive of the area of the window opening that is obscured by merchandise displays, furniture, material storage, equipment and similar items located within one-foot of the window.
 - (6) Seasonal or special occasion signs shall have a sign area of one face not to exceed eight square feet, and the total sign area shall not exceed 16 square feet.
 - (7) Real estate window signs shall not exceed three square feet.
 - (8) Banners:
 - a. Street banners as approved by the board of mayor and aldermen.
 - b. Other banners: The maximum size shall be 60 square feet.
 - (9) Posters shall not exceed three square feet.

- (10) New project real estate signs shall have a sign area not to exceed 25 square feet per face. In no case shall the total sign area exceed 50 square feet.
- (11) Public information signs: The sign area of one face shall not exceed 16 square feet. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
- (12) Real estate signs for the sale or lease of an individual condominium unit may be a maximum of nine square feet in area and four feet in height;
- (d) *Location.* Location of temporary signs in O, O-C, O-51, SC-1, C-1 or C-2 districts shall be as follows:
 - (1) Construction signs shall be oriented parallel to the public street. They shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
 - (2) Real estate signs shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at a street intersection, signs shall be located a minimum of 60 feet from any street right-of-way. The height of a sign shall be a maximum of six feet, as measured from the surrounding grade.
 - (3) Street banner location shall be as approved by the board of mayor and aldermen.
 - (4) Signs announcing openings shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at a street intersection, signs shall be located a minimum of 60 feet from any street right-of-way. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
 - (5) Show window signs must be located inside the window.
 - (6) Seasonal or special occasion signs shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at street intersections, signs shall be located a minimum of 60 feet from any street right-of-way. The height of sign shall be a maximum of six feet, as measured from the surrounding grade. Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.
 - (7) Real estate window signs shall be located inside the window.
 - (8) Banners:
 - a. Street banner: As approved by the board of mayor and aldermen.
 - b. Office and shopping centers: Banners shall be displayed against a wall of a building facing a street entrance to the office or shopping center area.
 - c. Banners for charitable and nonprofit organizations other than street banners must be located a minimum of 30 feet from the face of the curb or the edge of the pavement. The height of these banners shall not exceed eight feet above the surrounding grade.
 - (9) Posters shall be located on the inside of the window. Posters combined with show window signs shall not occupy more than 15 percent of the window opening.
 - (10) New project real estate signs shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at street intersections, signs shall be located a minimum of 60 feet from any street right-of-way. The height of the sign shall be a maximum of six feet, as measured from the surrounding grade.
 - (11) Public information signs shall be located as set by the permit.
 - (12) A single real estate sign for the sale or lease of an individual condominium unit shall be located within ten feet of the main public entrance door to the unit, or within a window or door of the unit that is for sale or lease, or within a covered vestibule

serving multiple units, provided that the sign is at least 20 feet in distance from any other real estate sign.

- (e) *Content.* The content of temporary signs in O, O-C, O-51, SC-1, C-1 and C-2 districts shall be as follows:
- (1) Construction signs may announce the character of the building, enterprise or the identity of the project. The sign may also identify the contractor, architect, engineer and other individuals or firms (including financing) involved in the construction.
 - (2) Real estate signs may advertise the sale, ~~rental or lease~~ of the premises and the identification of agents or company for the same, website or email address and a telephone number.
 - (3) Street banners shall have a content as approved by the board of mayor and aldermen.
 - (4) Signs announcing openings shall have information regarding the opening of a business.
 - (5) Show window signs shall be limited to the advertisement of sales or specials.
 - (6) Seasonal or special occasion signs content shall be limited to identification of the occasion and pertinent information regarding on-site activity, hours and dates, as approved by the design review commission.
 - (7) Real estate window signs may advertise the sale, rental or lease of the premises and the identification of agents for the same and a telephone number.
 - (8) Banners:
 - a. Street banners shall have content as approved by the board of mayor and aldermen.
 - b. Other banners shall contain content limited to the special event. Reference to individual businesses or products on banners is expressly prohibited.
 - (9) Poster content shall be limited to pertinent information regarding the event, such as identification of the event, location, dates, hours, etc. Identification of commercial sponsors, including company logos, shall not exceed ten percent of the sign areas.
 - (10) New project real estate signs may advertise the sale, rental or lease of the premises and the identification of agents for the same and a telephone number.
 - (11) Public information signs may contain information to make the public aware of a city-sanctioned event, project or similar topic.
- (f) *Removal.* Removal of temporary signs in the O, O-C, O-51, SC-1, C-1 and C-2 districts shall be according to the following:
- (1) Construction signs shall be removed within one week after substantial completion of the project or installation of any permanent sign.
 - (2) Real estate for sale signs shall be removed within seven days after the closing of the sale. ~~Real estate for lease signs shall be removed within 90 days after initial approval. The sign permit may be renewed, after application to and approval by the DRC, for one additional 90-day period, provided the property owner or his agent submits written documentation that the space has not yet been leased or that other space either currently is vacant or will be vacant within 30 days. Subsequent renewals shall be at the discretion of the design review commission, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. The DRC may approve a maximum of two 90-day renewals during the next 24 months.~~
 - (3) Street banners advertising a public event shall be removed within two days after the event.

- (4) Signs announcing openings shall be limited to a 60-day period.
- (5) All other temporary signs shall be removed upon expiration of the permit.
- (6) Seasonal or special occasion signs shall not be installed more than two weeks prior to the activity described and shall be removed within two days after the activity or event.
- (7) Real estate window signs shall be removed within seven days of the closing of the sale, rental or lease of the premises, or upon expiration of permit, whichever results in the shortest period of time.
- (8) Banners:
 - a. Street banners advertising a public event and other banners advertising an event for a specific time period shall be removed within two days after the termination of the event.
 - b. All other banners shall be removed upon expiration of the permit.
- (9) Posters shall be removed within two days after the termination of the event or upon expiration of the permit, whichever results in the shorter period of time.
- (10) New project real estate signs shall be removed within seven days of the closing of the sale, rental or lease of the area available, or upon expiration of permit, whichever results in the shortest period of time. No permit shall be renewed when such would result in a sign being displayed for a period exceeding one year.
- (11) Public information signs shall be removed in accordance with their permit.
- (12) Refer to section 14-7 for additional removal requirements.

Sec. 14-63. Old Germantown (OG) district.

(a) *Generally.* This section shall apply to all districts designated by the zoning ordinance as OG.

(b) *Allowable signs.* Allowable signs in the OG district are as follows:

- (1) One construction sign per project.
- (2) One real estate for sale ~~or lease~~ sign, for all buildings on a recorded lot or parcel, per street frontage or two signs side by side not exceeding the total allowable area.
- ~~(3) One real estate for lease sign, for less than an entire building. A maximum of one sign per project is allowed.~~
- ~~(3) 4~~ Street banners approved by the board of mayor and aldermen.
- ~~(4) 5~~ One sign, announcing openings, per street frontage.
- ~~(5) 6~~ Seasonal or special occasion signs such as special events and special business hours during holiday periods.
- ~~(6) 7~~ Posters advertising charitable or nonprofit events and other events which serve to inform the public about an event of general interest.
- ~~(7) 8~~ New project real estate sign. One sign per street frontage for a maximum period of one-year.
- ~~(8) 9~~ Public information signs.

(c) *Size.* The sizes of temporary signs in OG district are as follows:

- (1) Construction signs shall have a sign area not to exceed 25 square feet.
- (2) Real estate signs shall have a sign area of one face not to exceed nine square feet. In no case shall the total sign area exceed 18 square feet.
- (3) Street banners shall be as approved by the board of mayor and aldermen.
- (4) Signs announcing openings shall have a sign area of one face not to exceed nine square feet, and the total sign area not to exceed 18 square feet, except that the design review commission may allow a larger sign area for multiple tenants if warranted.

- (5) Seasonal or special occasion signs shall have a sign area of one face not to exceed nine square feet, and the total sign area shall not exceed 16 square feet.
 - (6) Posters shall not exceed three square feet.
 - (7) New project real estate signs shall have a sign area not to exceed 25 square feet per face. In no case shall the total sign area exceed 50 square feet.
 - (8) Public information signs: The sign area of one face shall not exceed sixteen square feet. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
- (d) *Location.* Location of temporary signs in the OG district shall be as follows:
- (1) Construction signs shall be oriented parallel to the public street. They shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of six feet, as measured from the surrounding grade.
 - (2) Real estate signs shall be located a minimum of ten feet from the face of the curb or the edge of the pavement. Except at a street intersection, signs shall be located a minimum of 60 feet from any street right-of-way. The height of a sign shall be a maximum of four feet, as measured from the surrounding grade.
 - (3) Street banner location shall be as approved by the board of mayor and aldermen.
 - (4) Signs announcing openings shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at a street intersection, signs shall be located a minimum of 60 feet from any street right-of-way. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
 - (5) Seasonal or special occasion signs shall be located a minimum of ten feet from the face of the curb or the edge of the pavement. Except at street intersections, signs shall be located a minimum of 60 feet from any street right-of-way. The height of sign shall be a maximum of four feet, as measured from the surrounding grade.
 - (6) Posters shall be located on the inside of the window. Posters shall not occupy more than 15 percent of each window opening.
 - (7) New project real estate signs shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at street intersections, signs shall be located a minimum of 60 feet from any street right-of-way. The height of the sign shall be a maximum of six feet, as measured from the surrounding grade.
 - (8) Public information signs shall be located as set by the permit.
- (e) *Content.* The content of temporary signs in the OG district shall be as follows:
- (1) Construction signs may announce the character of the building, enterprise or the identity of the project. The sign may also identify the contractor, architect, engineer and other individuals or firms (including financing) involved in the construction.
 - (2) Real estate signs may advertise the sale, ~~rental or lease~~ of the premises and the identification of agents or company for the same, website or email address and a telephone number.
 - (3) Street banners shall have a content as approved by the board of mayor and aldermen.
 - (4) Signs announcing openings shall have information regarding the opening of a business.
 - (5) Seasonal or special occasion signs content shall be limited to identification of the occasion and pertinent information regarding on-site activity, hours and dates, as approved by the director or the design review commission.
 - (6) Poster content shall be limited to pertinent information regarding the event, such as identification of the event, location, dates, hours, etc. Identification of commercial sponsors, including company logos, shall not exceed ten percent of the sign areas.

- (7) New project real estate signs may advertise the sale, ~~rental or lease~~ of the premises, ~~and~~ the identification of agents for the same and a telephone number, ~~and the website or email address of the same.~~
 - (8) Public information signs may contain information to make the public aware of a city-sanctioned event, project or similar topic.
- (f) *Removal.* Removal of temporary signs in the OG district shall be according to the following:
- (1) Construction signs shall be removed within one week after substantial completion of the project or installation of any permanent sign.
 - (2) Real estate signs shall be removed *within seven days after the closing of the sale.* ~~90 days after initial approval. The sign permit may be renewed for one additional 90-day period. At the expiration of that second 90-day period, the sign shall be removed and no new permit issued for at least 90 days.~~
 - (3) Street banners advertising a public event shall be removed within two days after the event.
 - (4) Signs announcing openings shall be limited to a 60-day period.
 - (5) All other temporary signs shall be removed upon expiration of the permit.
 - (6) Seasonal or special occasion signs shall not be installed more than two weeks prior to the activity described and shall be removed within two days after the activity or event.
 - (7) Posters shall be removed within two days after the termination of the event or upon expiration of the permit, whichever results in the shorter period of time.
 - (8) New project real estate signs shall be removed within seven days of the closing of the sale, rental or lease of the area available, or upon expiration of permit, whichever results in the shortest period of time. No permit shall be renewed when such would result in a sign being displayed for a period exceeding one year.
 - (9) Public information signs shall be removed in accordance with their permit.
 - (10) Refer to section 14-7 for additional removal requirements.

Option #2 (Allows 6 month term with renewals when vacancy criteria met, after 30 days removed)

Text that is ***bold, underlined and italicized*** is to be added.

Text with a ~~strikethrough~~ is to be deleted.

ARTICLE III. TEMPORARY SIGNS

Sec. 14-62. Office districts, shopping center districts, neighborhood commercial districts and general commercial districts.

- (f) *Generally.* This section shall apply to all districts designated by the zoning ordinance as O, O-C, O-51, SC-1, C-1 or C-2.
- (g) *Allowable signs.* Allowable temporary signs in O, O-C, O-51, SC-1, C-1 and C-2 districts are as follows:
 - (1) One construction sign per project.
 - (2) One real estate for sale or lease sign, for all buildings on a recorded lot or parcel, per street frontage or two signs side by side not exceeding the total allowable area.
 - (3) One real estate for lease sign, for less than an entire building. Prior to the issuance of a permit, the property owner or his agent shall submit written documentation that the occupancy rate of leasable floor area within the building is or within 30 days will be less than 85 percent.

- (4) Street banners approved by the board of mayor and aldermen.
 - (5) One sign, announcing openings, per street frontage except the design review commission may allow additional signs for multiple tenants and in SC-1 zoned projects.
 - (6) Show window signs in SC-1, C-1 and C-2 districts only; show window signs do not require design review commission approval.
 - (7) Seasonal or special occasion signs such as special events and special business hours during holiday periods.
 - (8) One real estate window sign advertising the premises for sale, rent or lease.
 - (9) Banners:
 - e. Street banners when approved by the board of mayor and aldermen.
 - f. Other banners may be allowed by the design review commission as follows:
 3. Office and shopping centers: Opening of new or reconstructed centers; special occasions that allow participation by all tenants occupying the center. One banner per street front, provided that there is an entrance to the center from each street.
 4. Banners for charitable and nonprofit events.
 - g. Banners shall not be allowed for individual business for any purpose.
 - h. Banners shall not be installed more than 15 days before an event, and they shall be removed within two days after the termination of the event. In no case shall any banner be allowed for a period of more than 30 days.
 - (10 9)** Posters advertising charitable or nonprofit events and other events which serve to inform the public about an event of general interest.
 - (11 10)** New project real estate sign. One sign per street frontage for a maximum period of one year.
 - (12 11)** Public information signs.
 - (13 12)** One real estate sign for the sale or lease of an individual condominium unit within a multi-tenant office or commercial development.
- (h) *Size.* The sizes of temporary signs in O, O-C, O-51, SC-1, C-1 and C-2 districts are as follows:
- (13) Construction signs shall have a sign area not to exceed 50 square feet.
 - (14) Real estate signs shall have a sign area of one face not to exceed 18 square feet. In no case shall the total sign area exceed 36 square feet.
 - (15) Street banners shall be as approved by the board of mayor and aldermen.
 - (16) Signs announcing openings shall have a sign area of one face not to exceed 25 square feet, and the total sign area not to exceed 50 square feet, except that the design review commission may allow a larger sign area for multiple tenants if warranted.
 - (17) Show window signs shall not occupy more than 15 percent of each individual window opening, exclusive of the area of the window opening that is obscured by merchandise displays, furniture, material storage, equipment and similar items located within one-foot of the window.
 - (18) Seasonal or special occasion signs shall have a sign area of one face not to exceed eight square feet, and the total sign area shall not exceed 16 square feet.
 - (19) Real estate window signs shall not exceed three square feet.
 - (20) Banners:
 - a. Street banners as approved by the board of mayor and aldermen.
 - b. Other banners: The maximum size shall be 60 square feet.

- (21) Posters shall not exceed three square feet.
- (22) New project real estate signs shall have a sign area not to exceed 25 square feet per face. In no case shall the total sign area exceed 50 square feet.
- (23) Public information signs: The sign area of one face shall not exceed 16 square feet. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
- (24) Real estate signs for the sale or lease of an individual condominium unit may be a maximum of nine square feet in area and four feet in height;
- (i) *Location.* Location of temporary signs in O, O-C, O-51, SC-1, C-1 or C-2 districts shall be as follows:
 - (13) Construction signs shall be oriented parallel to the public street. They shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
 - (14) Real estate signs shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at a street intersection, signs shall be located a minimum of 60 feet from any street right-of-way. The height of a sign shall be a maximum of six feet, as measured from the surrounding grade.
 - (15) Street banner location shall be as approved by the board of mayor and aldermen.
 - (16) Signs announcing openings shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at a street intersection, signs shall be located a minimum of 60 feet from any street right-of-way. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
 - (17) Show window signs must be located inside the window.
 - (18) Seasonal or special occasion signs shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at street intersections, signs shall be located a minimum of 60 feet from any street right-of-way. The height of sign shall be a maximum of six feet, as measured from the surrounding grade. Where a sign is orientated parallel to the street and is three feet or less in height, the design review commission may allow a setback of less distance than the above requirement.
 - (19) Real estate window signs shall be located inside the window.
 - (20) Banners:
 - d. Street banner: As approved by the board of mayor and aldermen.
 - e. Office and shopping centers: Banners shall be displayed against a wall of a building facing a street entrance to the office or shopping center area.
 - f. Banners for charitable and nonprofit organizations other than street banners must be located a minimum of 30 feet from the face of the curb or the edge of the pavement. The height of these banners shall not exceed eight feet above the surrounding grade.
 - (21) Posters shall be located on the inside of the window. Posters combined with show window signs shall not occupy more than 15 percent of the window opening.
 - (22) New project real estate signs shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at street intersections, signs shall be located a minimum of 60 feet from any street right-of-way. The height of the sign shall be a maximum of six feet, as measured from the surrounding grade.
 - (23) Public information signs shall be located as set by the permit.
 - (24) A single real estate sign for the sale or lease of an individual condominium unit shall be located within ten feet of the main public entrance door to the unit, or within a window or door of the unit that is for sale or lease, or within a covered vestibule

serving multiple units, provided that the sign is at least 20 feet in distance from any other real estate sign.

- (j) *Content.* The content of temporary signs in O, O-C, O-51, SC-1, C-1 and C-2 districts shall be as follows:
- (12) Construction signs may announce the character of the building, enterprise or the identity of the project. The sign may also identify the contractor, architect, engineer and other individuals or firms (including financing) involved in the construction.
 - (13) Real estate signs may advertise the sale, rental or lease of the premises and the identification of agents or company for the same, website or email address and a telephone number.
 - (14) Street banners shall have a content as approved by the board of mayor and aldermen.
 - (15) Signs announcing openings shall have information regarding the opening of a business.
 - (16) Show window signs shall be limited to the advertisement of sales or specials.
 - (17) Seasonal or special occasion signs content shall be limited to identification of the occasion and pertinent information regarding on-site activity, hours and dates, as approved by the design review commission.
 - (18) Real estate window signs may advertise the sale, rental or lease of the premises and the identification of agents for the same and a telephone number.
 - (19) Banners:
 - c. Street banners shall have content as approved by the board of mayor and aldermen.
 - d. Other banners shall contain content limited to the special event. Reference to individual businesses or products on banners is expressly prohibited.
 - (20) Poster content shall be limited to pertinent information regarding the event, such as identification of the event, location, dates, hours, etc. Identification of commercial sponsors, including company logos, shall not exceed ten percent of the sign areas.
 - (21) New project real estate signs may advertise the sale, rental or lease of the premises and the identification of agents for the same and a telephone number.
 - (22) Public information signs may contain information to make the public aware of a city-sanctioned event, project or similar topic.
- (f) *Removal.* Removal of temporary signs in the O, O-C, O-51, SC-1, C-1 and C-2 districts shall be according to the following:
- (1) Construction signs shall be removed within one week after substantial completion of the project or installation of any permanent sign.
 - (2) Real estate for sale signs shall be removed within seven days after the closing of the sale. Real estate for lease signs shall be removed within 90 180 days after initial approval. The sign permit may be renewed, after application to and approval by the DRC, for one additional 90-day period, provided the property owner or his agent submits written documentation that the space has not yet been leased or that other space either currently is vacant or will be vacant within 30 days. Subsequent renewals shall be at the discretion of the design review commission director of economic and community development, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. The DRC may approve a maximum of two 90-day renewals during the next 24 months. Each real estate for lease sign is required to be removed for a 30-day period prior to the issuance of a renewal of the sign permit.

- (3) Street banners advertising a public event shall be removed within two days after the event.
- (4) Signs announcing openings shall be limited to a 60-day period.
- (5) All other temporary signs shall be removed upon expiration of the permit.
- (6) Seasonal or special occasion signs shall not be installed more than two weeks prior to the activity described and shall be removed within two days after the activity or event.
- (7) Real estate window signs shall be removed within seven days of the closing of the sale, rental or lease of the premises, or upon expiration of permit, whichever results in the shortest period of time.
- (8) Banners:
 - a. Street banners advertising a public event and other banners advertising an event for a specific time period shall be removed within two days after the termination of the event.
 - b. All other banners shall be removed upon expiration of the permit.
- (9) Posters shall be removed within two days after the termination of the event or upon expiration of the permit, whichever results in the shorter period of time.
- (10) New project real estate signs shall be removed within seven days of the closing of the sale, rental or lease of the area available, or upon expiration of permit, whichever results in the shortest period of time. No permit shall be renewed when such would result in a sign being displayed for a period exceeding one year.
- (11) Public information signs shall be removed in accordance with their permit.
- (12) Refer to section 14-7 for additional removal requirements.

Sec. 14-63. Old Germantown (OG) district.

- (g) *Generally.* This section shall apply to all districts designated by the zoning ordinance as OG.
- (h) *Allowable signs.* Allowable signs in the OG district are as follows:
 - (4) One construction sign per project.
 - (5) One real estate for sale or lease sign, for all buildings on a recorded lot or parcel, per street frontage or two signs side by side not exceeding the total allowable area.
 - (6) One real estate for lease sign, for less than an entire building. A maximum of one sign per project is allowed.
 - (7) Street banners approved by the board of mayor and aldermen.
 - (8) One sign, announcing openings, per street frontage.
 - (9) Seasonal or special occasion signs such as special events and special business hours during holiday periods.
 - (10) Posters advertising charitable or nonprofit events and other events which serve to inform the public about an event of general interest.
 - (11) New project real estate sign. One sign per street frontage for a maximum period of one-year.
 - (12) Public information signs.
- (i) *Size.* The sizes of temporary signs in OG district are as follows:
 - (9) Construction signs shall have a sign area not to exceed 25 square feet.
 - (10) Real estate signs shall have a sign area of one face not to exceed nine square feet. In no case shall the total sign area exceed 18 square feet.
 - (11) Street banners shall be as approved by the board of mayor and aldermen.
 - (12) Signs announcing openings shall have a sign area of one face not to exceed nine square feet, and the total sign area not to exceed 18 square feet, except that the

design review commission may allow a larger sign area for multiple tenants if warranted.

- (13) Seasonal or special occasion signs shall have a sign area of one face not to exceed nine square feet, and the total sign area shall not exceed 16 square feet.
 - (14) Posters shall not exceed three square feet.
 - (15) New project real estate signs shall have a sign area not to exceed 25 square feet per face. In no case shall the total sign area exceed 50 square feet.
 - (16) Public information signs: The sign area of one face shall not exceed sixteen square feet. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
- (j) *Location.* Location of temporary signs in the OG district shall be as follows:
- (9) Construction signs shall be oriented parallel to the public street. They shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement of any street. The height of the sign shall be a maximum of six feet, as measured from the surrounding grade.
 - (10) Real estate signs shall be located a minimum of ten feet from the face of the curb or the edge of the pavement. Except at a street intersection, signs shall be located a minimum of 60 feet from any street right-of-way. The height of a sign shall be a maximum of four feet, as measured from the surrounding grade.
 - (11) Street banner location shall be as approved by the board of mayor and aldermen.
 - (12) Signs announcing openings shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at a street intersection, signs shall be located a minimum of 60 feet from any street right-of-way. The height of the sign shall be a maximum of eight feet, as measured from the surrounding grade.
 - (13) Seasonal or special occasion signs shall be located a minimum of ten feet from the face of the curb or the edge of the pavement. Except at street intersections, signs shall be located a minimum of 60 feet from any street right-of-way. The height of sign shall be a maximum of four feet, as measured from the surrounding grade.
 - (14) Posters shall be located on the inside of the window. Posters shall not occupy more than 15 percent of each window opening.
 - (15) New project real estate signs shall be located a minimum of 30 feet from the face of the curb or the edge of the pavement. Except at street intersections, signs shall be located a minimum of 60 feet from any street right-of-way. The height of the sign shall be a maximum of six feet, as measured from the surrounding grade.
 - (16) Public information signs shall be located as set by the permit.
- (k) *Content.* The content of temporary signs in the OG district shall be as follows:
- (9) Construction signs may announce the character of the building, enterprise or the identity of the project. The sign may also identify the contractor, architect, engineer and other individuals or firms (including financing) involved in the construction.
 - (10) Real estate signs may advertise the sale, rental or lease of the premises and the identification of agents or company for the same, website or email address and a telephone number.
 - (11) Street banners shall have a content as approved by the board of mayor and aldermen.
 - (12) Signs announcing openings shall have information regarding the opening of a business.
 - (13) Seasonal or special occasion signs content shall be limited to identification of the occasion and pertinent information regarding on-site activity, hours and dates, as approved by the director or the design review commission.

- (14) Poster content shall be limited to pertinent information regarding the event, such as identification of the event, location, dates, hours, etc. Identification of commercial sponsors, including company logos, shall not exceed ten percent of the sign areas.
- (15) New project real estate signs may advertise the sale, rental or lease of the premises and the identification of agents for the same and a telephone number.
- (16) Public information signs may contain information to make the public aware of a city-sanctioned event, project or similar topic.
- (1) *Removal.* Removal of temporary signs in the OG district shall be according to the following:
 - (11) Construction signs shall be removed within one week after substantial completion of the project or installation of any permanent sign.
 - (12) Real estate *for sale* signs shall be removed ~~90 days after initial approval. The sign permit may be renewed for one additional 90 day period. At the expiration of that second 90 day period, the sign shall be removed and no new permit issued for at least 90 days~~ *within seven days after the closing of the sale. Real estate for lease signs shall be removed within 180 days after initial approval. Subsequent renewals shall be at the discretion of the director of economic and community development, after a showing that: 1) leasable floor area within the building is, or will be within the immediate future, vacant; 2) other means to advertise the leasable area are not effective; and 3) the occupancy rate is, or will be within the immediate future, less than 85 percent. All real estate for lease signs are required to be removed for a 30-day period prior to the issuance of a renewal of the sign permit.*
 - (13) Street banners advertising a public event shall be removed within two days after the event.
 - (14) Signs announcing openings shall be limited to a 60-day period.
 - (15) All other temporary signs shall be removed upon expiration of the permit.
 - (16) Seasonal or special occasion signs shall not be installed more than two weeks prior to the activity described and shall be removed within two days after the activity or event.
 - (17) Posters shall be removed within two days after the termination of the event or upon expiration of the permit, whichever results in the shorter period of time.
 - (18) New project real estate signs shall be removed within seven days of the closing of the sale, rental or lease of the area available, or upon expiration of permit, whichever results in the shortest period of time. No permit shall be renewed when such would result in a sign being displayed for a period exceeding one year.
 - (19) Public information signs shall be removed in accordance with their permit.
 - (20) Refer to section 14-7 for additional removal requirements.

PROPOSED MOTION #1: To recommend approval of Option #1 as an amendment to the Sign Ordinance.

PROPOSED MOTION #2: To recommend approval of Option #2 as an amendment to Sign Ordinance.

Mr. Tim Garrett with Belz explained that they owned the Germantown Village Square Shopping Centre and it is retail and office development. Therefore when they have a temporary retail sign up, it has the appearance that it is for retail only. Belz is requesting that they be allowed to have a permanent ground mounted sign until they meet the occupancy requirements as set by the ordinance and not be made to come back every 90 to 180 days to reapply.

Jason Polley with Stonecrest Investment, the developer for Stonecreek Centre and is the leasing agent for the owner of Exeter Village. He explained that he totally disagrees with the City Ordinance requirements

to remove a sign due to the frequent rollover of space that occurs. Mr. Polley said that he would prefer a longer time period if possible.

The board asked Mr. Polley and Mr. Garrett if there had been any market research on the effectiveness of leasing signs to which Mr. Polly replied that they comply with all of the City's regulations. Mr. Garrett explained that the permanent leasing information sign on the ground would produce a cleaner look.

Ms. Betty Bratton with Stonecrest explained that the permanent sign is not as visible and she would prefer the temporary leasing sign because she would be allowed to have a phone number on it and for visibility.

Chairman Saunders said that the board wants to work with the community but does not want sign clutter and would also like to know what marketing strategies are effective before making any decisions.

Alderman Palazzolo explained that the sign regulations before were reasonable and fair but some people took advantage of the changes. Therefore he suggested that this proposal be tabled until the board has had more time to talk with other real estate companies.

Mr. Smith moved to table this proposal, seconded by Alderman Palazzolo.

ROLL CALL: Ms. Mann – Yes; Mr. Sherman – Yes; Ms Pahlow – Yes; Alderman Palazzolo – Yes; Mr. McCaleb – Yes; Mr. Smith – Yes; Mr. Landwehr – Yes; Mr. Bruns – Yes; Chairman Saunders - Yes.

MOTION TO TABLE PASSED

ADJOURNMENT

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:45 p.m.