

**DESIGN REVIEW COMMISSION  
MUNICIPAL CENTER COUNCIL CHAMBERS  
Tuesday, January 25, 2011  
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 January 25, 2011. 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; Mr. Parker McCaleb, Secretary; Mr. Paul Bruns; Mr. Eric Alter; Mr. Sidney Kuehn and Alderman Greg Marcom

**DEVELOPMENT STAFF PRESENT:**

Mr. Andy Pouncey, Economic & Development Services Director; Mr. Wade Morgan, Chief Planner; Ms. Regina Gibson, Administrative Secretary and Mr. Robert McLean, Attorney

**1. Election of Vice Chairman and Secretary**

Chairman Saunders called for a motion to elect a Vice Chairman. Mr. Bruns nominated Mr. Smith and it was seconded by Mr. McCaleb. Mr. McCaleb moved to close the nominations. Mr. Bruns moved to nominate Mr. Smith and seconded by Mr. McCaleb, with no further comments or discussion.

**ROLL CALL:** Mr. Bruns – Yes; Mr. McCaleb – Yes; Mr. Alter – Abstain; Alderman Marcom – Yes; Mr. Kuehn – Yes; Mr. Smith – Abstain; Chairman Saunders – Yes.

Chairman Saunders called for a motion to elect a Secretary. Mr. Kuehn nominated Mr. McCaleb and it was seconded by Mr. Bruns. Chairman Saunders moved to close the nominations. Alderman Marcom moved to nominate Mr. McCaleb and seconded by Mr. Smith with no further comments or discussion.

**ROLL CALL:** Mr. Alter – Abstain; Mr. Bruns – Yes; Mr. Smith – Yes; Alderman Marcom – Yes; Mr. Kuehn – Yes; Mr. McCaleb – Abstain; Chairman Saunders – Yes.

**MOTION PASSED**

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**2. Approval of Minutes for November 23, 2010**

Mr. Smith moved to approve the Design Review Commission minutes of November 23, 2010, seconded by Mr. Bruns, with no further comments or discussions.

Mr. Kuehn recused himself.

**ROLL CALL:** Mr. Alter – Abstain; Mr. Bruns – Yes; Alderman Marcom – Abstain; Mr. Smith – Yes; Mr. McCaleb – Yes; Chairman Smith – Yes.

**MOTION PASSED**

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**3. Wolf River Medical Arts Facility – 7550 Wolf River Boulevard – Request Renewal of a Temporary Leasing Sign.**


**BACKGROUND:** The applicant was first issued a permit on November 14, 2007, for the display of a temporary leasing construction sign. The current sign was permitted administratively on October 14, 2010 for a 90 day period ending January 14, 2011.

DESIGN REVIEW COMMISSION

January 25, 2011

Page 2

**DISCUSSION:** The applicant is requesting approval for a 90-day renewal of a temporary leasing sign. The specifics of the request are as follows:

<b>SIGN:</b>	
<b>Location &amp; Height:</b>	The sign will be located 30' from Wolf River Boulevard, positioned perpendicular to the roadway. The height of the sign will be approximately 6' above the surrounding grade.
<b>Message:</b>	 <p>The message on the sign includes the following text and graphics:</p> <ul style="list-style-type: none"> <li>A red banner with the word "AVAILABLE" in white, serif font, and "Medical Office Space" in a smaller, white, sans-serif font below it.</li> <li>The logo for "Ford Jarratt Realty &amp; Development Company", featuring a circular icon with a grid pattern between the words "Ford" and "Jarratt" in a blue, serif font, with "Realty &amp; Development Company" in a smaller, blue, sans-serif font below.</li> <li>A dark grey rectangular box containing the word "Contact" in white, sans-serif font, followed by the names "Price Ford, SIOR, CCIM" and "Joe Jarratt, SIOR, CCIM" in white, sans-serif font, the website "www.cypressfund.com", and the phone number "901-682-7606" in white, sans-serif font.</li> </ul>
<b>Letter Style:</b>	Arial & Times New Roman
<b>Sign Area:</b>	24 sq.ft.
<b>Colors &amp; Materials:</b>	<p>Letters: White, Blue &amp; Black  Background: Red, White &amp; Black  Materials: Wood &amp; Vinyl</p>
<b>Mounting Structure:</b>	Ground-mounted by wooden poles.
<b>Logo:</b>	n/a
<b>Logo Area:</b>	n/a
<b>Lighting:</b>	n/a
<b>Landscaping:</b>	n/a

**Sign Subcommittee Report:** The Sign Subcommittee did not meet in January, 2011.

**STAFF COMMENTS:**

1. §14-62(f)(2) of the Germantown Sign Ordinance states, “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.”

2. If approved, the sign must be removed by April 14, 2011, at the end of the 90-day period.
3. If approved, the applicant must obtain a temporary sign permit from the Code Compliance Division of the Department of Economic and Community Development.

**PROPOSED MOTION:** To approve the request for the ground-mounted building identification sign for the Wolf River Medical Arts Building, located at 7550 Wolf River Boulevard, subject to staff comments.

There was no opposition to this application and no further comments. The Chairman asked for a motion.

Mr. Smith moved to approve this motion as submitted and seconded by Mr. McCaleb.

Mr. Morgan explained to the board that each applicant is notified well in advance of the expiration date of the 90 day period.

Mr. Pouncey expressed that he would like the minutes to reflect that the sign must be taken down at the end of this 90 day period or it would be removed by the city.

**ROLLCALL:** Mr. Kuehn – Yes; Alderman Marcom – Yes; Mr. McCaleb – Yes; Mr. Smith – Yes; Mr. Alter – Yes; Mr. Bruns – Yes; Chairman Saunders – Yes.

#### **MOTION PASSED**


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#### **4. Wolf River Medical Building – 8000 Wolf River Boulevard – Request Renewal of a Temporary Leasing Sign.**

**BACKGROUND:** A permit for a temporary leasing sign at 8000 Wolf River Boulevard was first issued on August 27, 2008 to Investec Realty. The existing sign was permitted on September 8, 2010 for a 90 day period, which expired on December 7, 2010. The applicant is requesting a 90-day renewal period based on §14-62(f)(2) of the Sign Ordinance which allows the Design Review Commission (DRC) to renew permits for temporary leasing signs if the building meets the qualifications outlined in the ordinance.

**DISCUSSION:** The applicant is requesting approval for a 90-day renewal of a temporary leasing sign. The specifics of the request are as follows:

<b>SIGN:</b>	
Location & Height:	The sign will be located 30 ft. from Wolf River Boulevard, positioned perpendicular to the roadway. The height of the sign will be 5 ft. above the surrounding grade.

Message:	
Letter Style:	Arial
Sign Area:	16 sq. ft.
Colors & Materials:	Letters: white Background: blue Materials: Wood & Vinyl
Mounting Structure:	Ground-mounted by wooden poles.
Logo:	
Logo Area:	1 sq. ft.
Lighting:	n/a
Landscaping:	n/a

Sign Subcommittee Report: The Sign Subcommittee did not meet in January.

STAFF COMMENTS:

1. §14-62(f)(2) of the Germantown Sign Ordinance states, “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.”
2. If approved, the sign must be removed by March 7, 2011, at the end of the 90-day period.
3. If approved, the applicant must obtain a temporary sign permit from the Code Compliance Division of the Department of Economic and Community Development.

PROPOSED MOTION: To approve the request for a 90-day renewal of a temporary leasing sign for Investec Realty, located at 8000 Wolf River Boulevard, subject to staff comments.

Mr. Kuehn requested that the minutes reflect that this sign is 5 feet tall and is well within the guidelines of the 6 ft requirements.

Ms. Lisa Parker explained that it had been awhile since she had read the sign ordinance so she asked if the sign had to stay down 6 months or a year after the sign was taken down.

Mr. Wade Morgan explained that it is likely that the ordinance amendment that deals with recent signs will have made its way through the Board of Mayor and Alderman at that point. This would change the whole situation. At that time it would be allowed to be up for six months and down for six months. Current policy is that there is a two (2) ninety day periods within a two (2) year period.

Mr. Pouncey expressed that he would like the minutes to reflect that the sign must be taken down at the end of this 90 day period or it would be removed by the city.

There was no opposition to this application and no further comments. The Chairman asked for a motion.

Mr. Smith moved to approve this motion as submitted and seconded by Mr. Bruns.

**ROLLCALL:** Mr. Bruns – Yes; Mr. Smith – Yes; Mr. McCaleb – Yes; Alderman Marcom – Yes; Mr. Alter – Yes; Mr. Kuehn – Yes; Chairman Saunders – Yes.

#### **MOTION PASSED**

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#### **5. Stephen Stansell Square – 2064 West Street – Request Renewal of a Temporary Leasing Sign.**

#### **MOTION WITHDRAWN BY APPLICANT**

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#### **NEW BUSINESS:**

Ms. Caroline Faquin w/ More than Words explained to the board that the retailers are having a more difficult time, due to the economy attracting customers to their sales. She was asking that they be allowed to display sales signs or standardized banners on the exterior of the building to attract more customers as they are passing by. She explained that some of the shops do not have a lot of window space and is difficult to see from the street. She strongly feels like this would increase more business for all of the retailers and would like for the board to consider her request. She reminded the board of the positive benefits to the businesses as well as the city's revenue.

After much discussion the board assured her that they will see what could be done to help in this situation.

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#### **ADJOURNMENT**

There being no further business, comments, or questions by the Commission, the Chairman adjourned the meeting at 6:35 p.m.