

AT A REGULAR MEETING OF THE DEVELOPMENT REVIEW COMMITTEE OF THE COUNTY OF JAMES CITY, VIRGINIA, HELD IN THE BUILDING E CONFERENCE ROOM AT 4:00 P.M. ON THE 29th DAY OF JANUARY, TWO THOUSAND THREE.

1. ROLL CALL

Mr. John Hagee
Mr. Joe McCleary
Mr. Joe Poole
Ms. Peggy Wildman
Mr. Don Hunt

ALSO PRESENT

Mr. David Anderson, Planner
Mr. Larry Cooke
Mr. Mark Sexton
Ms. Nan Neale-Northcott

2. MINUTES

Upon unanimous voice vote, the DRC approved the minutes from the January 8, 2003 meeting.

3. Case No. C-152-02. Brandon Woods Sign

Mr. Anderson presented the staff report and noted that the proffers for Brandon Woods require the Development Review Committee to review and approve entry features. Mr. Anderson mentioned that owner would like to temporarily replace the existing sign on Route 5 in order to advertise the brand new showcase homes. The new sign will match the existing sign in dimensions and will be placed within the existing brick structure.

Mr. Cooke stated the temporary sign was needed because there are 45 existing homes for sale in the Brandon Woods subdivision, and they were having trouble selling. People said they did not know it was a new community. He felt it was premature to put up the permanent sign.

Mr. Hagee asked about the ordinance standards.

Mr. Anderson stated that the zoning ordinance regulations allow marketing and sales information to be included on the sign, but the DRC does have discretion in the design of the sign.

Mr. Hagee stated that the aesthetics of the sign was the problem rather than the inclusion of marketing information, and suggested the marketing information on the sign should take up a smaller portion of the sign.

Mr. Sexton read a brief statement on behalf of the Historic Route 5 Association, conveying their concerns over replacing a sign with a "billboard" in this important County corridor.

Mr. Poole suggested that the name Brandon Woods comprise 60% of the sign while the marketing information take up only 40% of the sign, and the arrow be removed from the sign.

Ms. Wildman stated she would like the sign to highlight Brandon Woods rather than the marketing information.

Mr. McCleary suggested a 75%/25% split between the name Brandon Woods and the marketing information and that the sign be permitted for one year with the colors of the existing sign.

Mr. Cooke stated he felt the sign would become "white noise" along the roadway and would not help the inventory of homes, valued at approximate 17 million dollars, sell in a timely manner.

Mr. McCleary changed his motion to allow the use of Raleigh Tavern Chinese Red rather than the existing sign colors.

Mr. Sexton commented that focusing your advertising on the sign depended on people passing by.

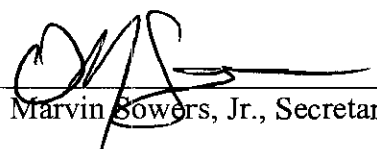
Mr. Cooke said they have many means for advertising and stated that 60% of people buying are local and 70% said they found out about the development because of the sign. Mr. Cooke suggested giving the Commission members a 60/40 sign and a 75/25 sign for their review.

Mr. Hagee also suggested Mr. Cooke provide an alternate color scheme with the new design. Mr. Hagee suggested that this matter be brought back before the DRC at 6:45 on Monday, February 3, 2003 prior to the Planning Commission meeting.

4. Adjournment

There being no further business until revised designs are submitted by the applicant, the January 29, 2003, Development Review Committee meeting adjourned at approximately 4:45 p.m.


John Hagee, Chairman


O. Marvin Bowers, Jr., Secretary