

Minutes of the Regular Meeting of the
Zoning and Planning Board

Tuesday, November 15, 2016

Lake Lure Municipal Center

ROLL CALL

Present: Thomas M McKay, Chair
Jonathan Hinkle
Norman McGlohon
John Moore, Council Liaison

Absent: Bruce Barrett
Charlie Ellis

Also Present: Shannon Baldwin, Community Development Director
Michelle Jolley, Recording Secretary
Stephen Webber, Commissioner
George Wittmer, owner of Lake Lure Properties

The meeting started at 9:34 a.m. Chairman McKay led the pledge of allegiance and Commissioner Moore gave the invocation.

APPROVAL OF THE AGENDA

Mr. Hinkle made a motion to approve the agenda as presented. Mr. McGlohon seconded the motion. All voted in favor.

APPROVAL OF THE MINUTES

Mr. McGlohon made a motion to approve the minutes of the October 18, 2016 regular meeting as presented. Mr. Hinkle seconded the motion and all voted in favor.

OLD BUSINESS

A. Proposals to Increase Customer Awareness of Businesses in the Arcade Building

Mr. Baldwin provided an overview. He stated that the consensus at the last meeting was no sandwich board signs and wall signs were wanted for those businesses at the Arcade building. It was agreed at the last meeting that the marquee sign could be updated and would work well for the businesses there. Mr. Baldwin asked that the Board come up with a general approval and join a committee to work around details of the directional signs for review. Chairman McKay felt that the distance from the road to the businesses in the Arcade building are not curable until wayfinding signs are put in place. Commissioner Moore felt that signs for those businesses are improvable. He stated the limbs could be trimmed away and some of the trees in bad shape could be taken down to help improve view of the businesses. Mr. McGlohon mentioned he went to look at the trees there and noted that they all seem to have heart-rot. However, he added that they are not endangering anyone but they are all in decline relative to their lifespan. Mr. Baldwin mentioned the dying trees could potentially fall or drop limbs that might hurt someone. Chairman McKay felt this is going to be a touchy situation. He noted the trees may need to be removed but would need to be replanted. Mr. McGlohon stated the trees need to be studied by an arborist, an objective 3rd party, who could get core samples. Chairman McKay stated the Master Plan wants to create more business friendly areas. The islands need to be used better by the public and businesses and pedestrian circulation needs to improve. Mr. Hinkle felt that this Board should only be discussing the sign by the road, based on last month's meeting and what Mr. Wittmer requested. He did not feel that the events held in the islands should be held there due to traffic congestion and fear of limbs falling from the dying trees. Mr. Wittmer stated that the festivals have been there for years and have just continued there; however, there may be better venues. Mr. Hinkle suggested that events could be split between the Morse Park area and the islands.

Mr. Baldwin explained that the Appalachian Regional Commission wants the Town to go forward with submitting their application for a grant for the TOLL-CRV Commercial Corridor Connector.

Mr. Hinkle asked what types of trees would be acceptable to replace the dying ones and Mr. Baldwin noted this is referenced in the Master Plan. Mr. Wittmer, owner of Lake Lure Properties, conveyed that he would like to have a better view of the Arcade building from the Highway. He felt that if the view window were open, a lot of other issues would dissipate, there would be more businesses coming into town, and happier business owners. Mr. McGlohon added that anything done would be temporary until the Master Plan is brought into place. Mr. McGlohon suggested that once the trees are taken down, they could be offered to craftsman for other uses. Commissioner Webber agreed that having the trees studied by an arborist could be done without being brought before the Parks & Recreation Board. However, the repurposing of that area should go before the Parks & Recreation Board. Stakeholders that need to participate in the landscape plan relative to the islands are the Planning Board, Parks & Recreation Board, and Lake Lure Properties. Mr. McGlohon felt it would be wise to suggest having an arborist take a sample of all the trees in that area so as not to have to come back at a later time. Mr. Baldwin felt that Mr. McGlohon and Clint Calhoun, Erosion Control Officer, could work with an arborist to define his scope of work relative to studying the trees in the island and issuing a report.

Mr. Hinkle moved that the Planning Board recommend Town Council have the trees in the islands inspected by an arborist, explore the repurposing of the islands by way of Parks &

Recreation Board, revisit review of the wayfinding signage, and facilitate a meeting with Mr. McGlohon, Mr. Calhoun, and an arborist to work on creating parameters for a report. Mr. McGlohon seconded the motion. All voted in favor.

B. Discussion on Wayfinding Signs System

Mr. Baldwin provided an overview. He referenced the handout that was distributed at the meeting. He conveyed that the TDA has been working to create county-wide wayfinding signs; however, the County has pulled out. He explained the Town has specific parameters for the wayfinding signs because they will be located on a scenic highway. He mentioned that the signs have to coincide with the Branding Initiative and the Master Plan. Recommendations were included in the memo inside the packet. He explained that the TDA will pay for the installation and creation of the manufacturing of the signs. The Town determines the content of the sign as long as it is within the parameters. If the signs have to be replaced, the cost is on the Town and the signs are costly. He noted that in the agreement, the Town should include some sort of opt out if they want to at some point to prevent a lawsuit in the future. He stated the wayfinding sign recommendation will go to Town Council at their next meeting. He added that they are consistent with the Comprehensive Plan and Branding. He noted the deadline is tight as it needs to be brought before Council at their December meeting.

Mr. Baldwin mentioned the two things to consider are location and content of the signs. Page 23 of the handout in the packet shows what the signs will look like when it is erected. The Town and the TDA are responsible for this sign. The bottom of that page shows the locations and content proposed by the TDA. The signs will be big enough to see by the road. Page 16 at the bottom is a specifications sheet on the size of the signs. The signs are almost 13 feet high and 54 inches wide. All signs will be uniform in color and logo; branding will be on the signs. Mr. McGlohon felt a sign should be located on the highway coming from Rumbling Bald Resort before arriving at the Arcade building, showcasing the businesses that are available there. Mr. Baldwin noted this sign cannot be anchored to existing businesses because if the businesses go out of business, the sign will not change. He explained that DOT will not allow the Town to buy additional signs to place on the scenic highway. Chairman McKay noted he would not want "Arcade" to be listed on the marquee sign because it causes confusion as to what type of businesses are there. Chairman McKay felt that the pedestrian circulation needs to be better all the way up to Chimney Rock. He wanted to also include Morse Park as part of the circulation of pedestrian traffic.

Mr. Baldwin noted that signs would be placed in the flowering bridge area and the Town Center. Mr. Hinkle asked what the marquee sign currently reads and Mr. Wittmer stated it reads "1927 Historic Lake Lure Inn & Spa." He did not like the term "Arcade." Mr. Baldwin suggested the sign read "1927 Historic Lake Lure Inn & Business Center." After discussion, the Board's consensus was to change "Canopy Tours" to "Outdoor Recreation." They also decided the marquee sign should read "Lake Lure Businesses & Shopping."

Mr. Baldwin explained that the green panels on the signs can be changed out. If they are changed now, it will be paid by the TDA. He noted the County no longer wished to have the signs but the

towns still do. The sign's shape and design will be same throughout the other towns in the County.

Mr. Baldwin referred to the examples on Page 26, signs 7 & 8. Mr. Wittmer suggested removing "Historic Lake Lure Inn" and replace with "Historic Town Center." He also suggested adding a second line to include "Lodging/Dining." Mr. Baldwin conveyed that the inter-local agreement with Chimney Rock should indicate that the Town is not responsible in maintaining and replacing the signs in Chimney Rock Village. He noted this should be entertained at the Town Council meeting in December. He pointed out that the cost of one sign is \$4,500. He mentioned a recommendation from the TDA was included in the packet depicting how much money the Town should set aside for the signs. However, he did not feel the TDA should recommend the Town be liable for certain things. He felt that some of the signs currently placed at the intersection of Highway 9 and Larkins would go away once the new signs are in place. Commissioner Webber felt that the contrast at the top of the signs needed some adjusting. He also stated that "Dittmer Watts Park" as shown on the examples should be changed to the correct name, "Dittmer Watts Nature Trail."

Mr. McGlohon moved the Planning Board finds the Wayfinding Master Plan consistent with the Arnett Muldrow Study as well as the 2007-2027 Comprehensive Plan in keeping with Section 92.154(B) of the Zoning Regulations. He further moved the Planning Board recommend the Wayfinding Master Plan to the Lake Lure Town Council for review and approval with the following condition:

The Town Brand Manager, Community Development Director and Town Manager coordinate final color, content, location and height of each sign with the Rutherford County Tourism Development Authority before signs are ordered and installed and to include the addition of the recommendations the ZPB made to the rewording of the signs.

Mr. Hinkle seconded and all voted in favor.

NEW BUSINESS

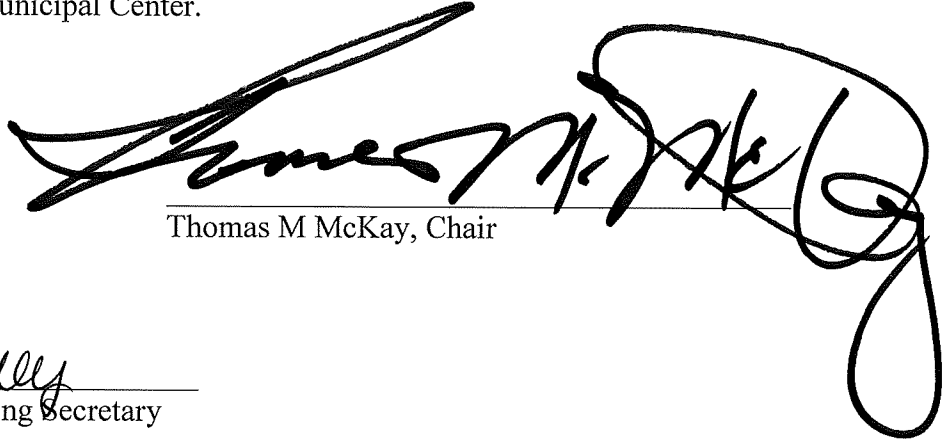
Chairman McKay mentioned that he spoke with Alan Moore on the phone who expressed his appreciation for what the Town has been doing with the current situation with the wildfire. He suggested the Town clean up Mr. Moore's billboard sign near the Wastewater Treatment Plant, which is currently blocked, to allow it to be visible. Commissioner Moore asked if there was any indication that this was important to Mr. Moore. He felt this would be a nice gesture and an attempt to try and mend the relationship between Mr. Moore and the Town. He suggested the new Town Manager give Mr. Moore a call and offer to have his sign cleaned up. He explained the sign is the directional sign to the Dam Marina, owned by Mr. Moore's daughter. Commissioner Moore mentioned that establishing a sewer connection for the Dam Marina would be a bigger form of negotiation with Mr. Moore. Mr. Hinkle agreed and stated that a new sewer line would also benefit the Lake Operations Building and Point of View Restaurant. Chairman McKay pointed out that the Moore family has a strong connection to our Master Plan and what we want to happen.

Chairman McKay also mentioned that he spoke with Mr. Moore about the wildfire and stated that the Forestry Service used dozers to recreate Old Sand Branch Road. Mr. Hinkle felt that, had Old Sand Branch Road been maintained and graveled, the wildfire could have possibly been stopped much sooner. Commissioner Webber pointed out that now would be the perfect time to have that road widened, while the Town is getting FEMA assistance, and the dozers are already out there. He suggested facilitating a meeting with James Ledgerwood. Mr. Baldwin mentioned that the fire could have perhaps been extinguished before getting so large if Old Sand Branch Road had been passible, and it would also have allowed for folks to be evacuated quicker from Rumbling Bald Resort. Chairman McKay stated he is willing to have a meeting to facilitate this rebuilding this road while the Town is getting FEMA assistance.

PLANNING PROJECTS UPDATE

Upon a motion by Mr. McGlohon and seconded by Mr. Hinkle, the meeting was adjourned at 11:05 a.m. The next regular meeting is scheduled for Tuesday, December 20, 2016 at 9:30 a.m. at the Lake Lure Municipal Center.

ATTEST

A large, stylized handwritten signature in black ink, likely belonging to Thomas M McKay, is written over a horizontal line. The signature is fluid and cursive, with a large loop at the end.

Thomas M McKay, Chair

A handwritten signature in black ink, likely belonging to Michelle Jolley, is written over a horizontal line. The signature is cursive and legible.

Michelle Jolley, Recording Secretary

1. The first part of the document is a list of the names of the persons who have been appointed to the various offices of the city of New York.