

MINUTES OF THE TOWN OF WAYNESVILLE PLANNING BOARD
REGULAR MEETING
June 17, 2013

THE WAYNESVILLE PLANNING BOARD held a regular meeting on Monday June 17, 2013 at 5:30 p.m. in the board room of the Town Hall, 9 South Main Street, Waynesville, NC.

A. CALL TO ORDER

1. Welcome/Calendar/Announcements

Vice Chairman Lee Bouknight welcomed everyone and called the meeting to order at 5:30 p.m. with the following members present:

Vice Chairman Lee Bouknight
Marty Prevost
Danny Wingate
Shell Isenberg
H. P. Dykes, Jr.

The following staff members were present:

Paul Benson, Planning Director
Eddie Ward, Deputy Town Clerk
Jason Rogers, Codes Administrator

Representing the media:

Caitlyn Bowling, Smoky Mt. News

Representing Downtown Waynesville Association:

Buffy Phillips

2. Minutes of May 20, 2013

Board Member Marty Prevost made a motion, seconded by Board Member Shell Isenberg to approve the minutes of May 20, 2013 as presented. The motion passed unanimously.

B. CONTINUATION OF CONSIDERATION OF AMENDMENT TO SIGN ORDINANCE

3. Research from other towns pertaining to portable signs.

Vice Chairman Bouknight asked Planning Director Paul Benson to update the research being done on the sign ordinance in the Town of Waynesville.

Mr. Benson presented a webinar video by Roger Brooks International titled “The Rules of Community and Business Signage”. Some of the suggestions in the presentation included blade signs, portable signs, façade signage and enforcement of violations.

After the presentation, Mr. Benson said staff had been researching what other towns are doing in regard to portable signs in the Central Business Districts. The surveys included Asheville, Boone, Brevard, Davidson, and Hendersonville. Some of the suggested specific standards from the staff were given to the Board members.

Vice Chairman Bouknight asked if anyone had comments.

John Howell – First Baptist Church, Waynesville

Mr. Howell spoke on behalf of First Baptist Church concerning obtaining permission to have a permanent sign for the Church’s Ministries Activity Center. This building is used for meetings, classes, weddings, and various other uses. Mr. Howell stated since there was no signage for the building, it was difficult for people to locate. Mr. Howell explained that in 2004 the Church’s properties were consolidated into one parcel. Because of this, the building does not qualify for a permanent freestanding sign on their property. There was much discussion about a wall or blade sign being placed on the building.

Richard Miller – 20 Church Street. Waynesville, NC

Mr. Miller stated the portable sign consideration affects two major categories of people, the businesses on side streets and restaurants who want to advertise their specials. Mr. Miller suggests finding a way to place corner signs to direct people to businesses on side streets and restaurants should put their advertisement of specials behind a glass on their buildings. He says no sandwich board signs should be on the streets.

Mr. Miller said that in the presentation shown, almost 90 % of the towns had no awnings. Mr. Miller believes that blade signs in Waynesville would not work because of the awnings already placed on Main Street. Mr. Benson referred the Board to the last section of the staff report concerning canopy and awning signs.

Vice Chairman Bouknight asked Mr. Benson about signs that were properly placed in the past being “grandfathered” in with the new ordinances. Mr. Benson said any illegal signs would not be “grandfathered”.

Ron Woodle – Business owner in Eagles Nest – Sulphur Springs Rd area

Mr. Woodle stated he places signs for his business along the sides of the roads near his building. Code Enforcement has taken several of his signs, and Mr. Woodle told the Board he needs some guidance concerning placement of his business signs. He feels he needs these signs placed in an area of the road visible to passing traffic so visitors to the area will know the hours of operation of his store.

Buffy Phillips – Director Downtown Waynesville Association

Ms. Phillips said she hopes the Board does not move too quickly in changing the sign ordinance. She said if sandwich board signs are allowed on Main Street, they need to be placed close to the building and not out on the sidewalks. Ms Phillips said the sidewalks in Waynesville are narrower than sidewalks in other towns. She wants to do what is best for Waynesville.

Mr. Benson reminded everyone that the Town has stepped up enforcement of the sign ordinance, and citizens should be confident that whatever changes are made to the sign ordinance will be strictly enforced. After much discussion the Planning Board decided to ask the staff to form a task force committee to study the sign ordinance and bring suggestions before the Board.

A motion was made by Board Member Marty Prevost, seconded by Board Member Danny Wingate, to form a task force committee consisting of various people to study the best options for changing the sign ordinance. The motion passed unanimously.

C. ADJOURN

With no further business, Board Member Marty Prevost made a motion, seconded by Board Member Shell Isenberg to adjourn the meeting at 6:45 p.m. The motion passed unanimously.

Lee Bouknight, Vice Chairman

Eddie Ward, Deputy Town Clerk

