

Minutes
Land Development Standards Committee
January 20, 2010

Members Present: David Blevins, Mike Erwin, Steve Kaufman, Joe Taylor, Ken Wilson

Members Absent: Patrick Bradshaw, Daniel Hyatt, Ron Leatherwood, Patrick McDowell

Staff present: Paul Benson, Lee Galloway, Alison Melnikova

The meeting came to order at 7:30 a.m. Mr. Benson announced that the topic of discussion is a continuation of Chapter 11, Signs.

Mr. Benson brought Committee members up to date by pointing out that the consultant had not meant to change the areas in which internally illuminated signs are permitted, nor did he intend to reverse recent amendments which permitted signs of up to 32 square feet along Russ Avenue in the Dellwood Neighborhood District and in the North Main Boulevard District.

Mr. Blevins stated that he felt a 6' maximum sign height in the Regional Mixed Use Districts is too low. He asked if sign area includes marquee panels with changeable copy.

Mr. Benson responded that the Committee may want to consider permitting taller signs where topography makes the 6' tall sign too low to see from the adjacent road. He stated that marquee panels would be considered part of a sign and added in to the size of the sign.

Mr. Blevins stated that marquee panels permit local information as opposed to national franchise signage which is the same everywhere.

Mr. Baker stated that large street signs are not needed because the intent of the ordinance is to bring buildings up to the street and permit larger signs on the buildings - the building in effect becomes the sign.

Mr. Kaufman stated that it is appropriate to permit larger signs on multi-lane roads.

Mr. Blevins stated that RMX districts should permit a 48 square foot sign, up to 16' high.

Mr. Wilson felt there ought to be an intermediate standard for Master Development Signs such as an 80 square foot sign for a 5 acre development. The draft ordinance would require at least 10 acres and permit a 160 square foot sign.

Committee members tried to estimate the size of existing developments in town. Mr. Benson agreed to provide a list of developments with acreages. (*See below.*)

<u>Development</u>	<u>Acreage</u>
<i>K-Mart</i>	<i>16.7</i>
<i>Wal-Mart</i>	<i>40 (all parcels)</i>
<i>Waynesville Plaza</i>	<i>20 (all parcels)</i>
<i>Bi-Lo</i>	<i>8.8</i>
<i>Ingles (Russ Av)</i>	<i>26 (all parcels inc. Belks)</i>
<i>Taylor Ford</i>	<i>4</i>
<i>Lowes</i>	<i>18</i>

Mr. Benson pointed out that the consultant had added some new provisions under 11.7.1 pertaining to ground signs.

Several Committee members expressed concern with subsection A. The consensus of the Committee was to delete this provision (requiring 100' of frontage and a 30' minimum setback in order to have a ground sign).

The consensus of the Committee is the illustration on page 11-7 showing how sign area and height is measured is confusing since it does not show a monument style sign. The illustration needs to be changed accordingly.

Mr. Blevins raised a question about why the signage permitted in the Industrial classification is smaller than that of the RMX districts. After discussion the consensus of the Committee was the Industrial sign standards should be the same as that for Regional Mixed Use districts.

Finally the Committee discussed the provisions of 11.7.4, D. and 11.9.3 dealing with hours of operation of changeable face signs and sign illumination in proximity of residential districts. Committee members generally support protecting residential areas from sign illumination during late night hours, but wanted to permit business to keep signs illuminated during business hours. The consensus of the Committee was to change 11.9.3 to read that signs could be

illuminated as long as the business is open or to 12:00 midnight, whichever is later.

This concluded the review of Chapter 11. The meeting adjourned at 9:15 a.m.

Paul Benson
Planning Director