



**April 24, 2017
Sign Code Workshop**

ATTENDEES

Ray Bagshaw, Mayor
John Dowless, Council President
Lee Chotas, Council Member
Pam Henley, Council Member
Susan Fortini, Council Member
Richard Alan Horn, Council Member

Staff

Bea L. Meeks, City Clerk
Chris Francisco, Police Chief

Council President Dowless opened the workshop at 6:02 p.m. and dispensed with the formalities. City Clerk Meeks announced a quorum. City Attorney Smith said he will go through the Code to explain the revisions made to the Ordinance as a result of the last workshop.

Preamble No changes

Definitions Line 403 – Wording change however, the substance is the same.

Line 452 – Took regulatory language out because it is already in the regulatory portion of the Ordinance.

Line 477 – Regarding boxing in of pole signs, a definition was created for a “non corrosive decorative cover”.

Line 396 - City Attorney Smith said that sign flippers will not be allowed.

City Attorney Smith acknowledged that Mr. Moccio’s suggestion of a sign cabinet was a good change.

Line 460 – Mr. Moccio’s question was “what is the difference in a ground sign and a monument sign” – City Attorney Smith said there is a section in the Ordinance to address ground signs.

Line 470 – Regarding the height of the base of a pole signs – City Attorney Smith said he did not have strong feelings one way or the other. Planner Hardgrove said if the City is adding pole signs; then there is no need to change the height because pole signs can be 3 feet high. City Attorney Smith said he will clarify the base of the sign base (air space).

Line 480 – Referencing metal screws – City Attorney Smith said he will clean up the language. He said the goal is to have no corrosive metal exposed. He said the language will be changed to allow a non-corrosive fastener.

Policy

Line 388 – John Moccio noted his concern regarding anchor tenants. City Planner Hardgrove explained how this had to do with larger shopping centers, i.e. Edgewood Isle.

Line 422- City Attorney Smith confirmed he will change “structure” to “cabinet”.

Line 496 - City Attorney Smith explained that a ground sign can be a pole sign but a sign pole is not necessarily a ground sign.

Permits and Fees

No comments or questions.

Comprehensive Sign Plan

No comments or questions.

Appeals

No comments or questions.

Exemptions from

Council President Dowless questioned allowable amount of signage if a business had four windows. City Attorney Smith explained that allowable signage is 25% of the total window area.

Line 825 – Flags – City Attorney Smith said that City Clerk Meeks had sent a question regarding feather and wave flags after she reviewed the revised Ordinance. City Attorney Smith said these flags are exempt.

Line 858 – Regarding setbacks – Planner Hardgrove explained that the language is providing a consistent distance. She explained that Orange Avenue is not running square in the middle of the road, and that the existing code sets a point, which is the curb.

Line 872 – Gasoline Price Signs -Planner Hardgrove stated she recently had to address this because of the one gas pump service in the City.

Line 896 – Cleaned up the language regarding multi-face signs. A multi-face sign is considered as one sign and not two.

Line 912 - Increased size of temporary sign – City Attorney Smith confirmed that if you had 50 tenants, they could all have a temporary sign. He referenced case law that says you cannot control the message. Council Member Fortini asked about including a calculation because 36 square feet may be too large on some properties.

Lines 949-971 – Addresses a ground sign, pylon sign and monument sign. Mr. Moccio wanted to go from 12 feet to 13 feet in height. He said his business sign is behind hedges and it is 13.5 feet. Planner Hardgrove said she knows the Water’s Edge sign is taller than 12 feet. Vernon, an accountant from Brinkman Accounting said their sign is about 15 feet. ***Consensus of council to change to 15 feet.***

Lines 973-996 – Projecting signs or hanging signs - Council President Dowless was concerned about hanging signs, i.e. all the banners hanging at Gatlin Shopping Center. He said signs should be architecturally consistent with the building. City Attorney Smith confirmed that the total signage area includes hanging signs. Council Member Chotas said that hanging signs and projecting signs were not defined. ***City Attorney Smith said he will add the definitions.***

Tina Demonstene – 5106 Leeward Way - Asked “Why not have a sign height for single tenant and multi-tenant buildings”. She said that consistency of signs is a good idea for all multi-tenant centers. She said establish a theme and be consistent. She said sign heights could be scaled to the size of the property.

Council Member Fortini said the City cannot write the Code for current tenants, it needs to be written for the future.

Amortization

Line 1136 – Amortization of nonconforming signs – City Attorney Smith said Alternative 2 in the Ordinance would address the Brinkman Accounting sign

City Attorney Smith said if a business has a lawfully conforming sign today (height-size-type of sign), and your sign is 12 feet in height and the only issue with new sign code is 8ft height requirement; does the City want to make an owner comply? City Attorney Smith noted that pole signs have already been amortized out. If you convert to a pylon sign, what do you want as height? Council Member Chotas said he would support that signs over 15 feet have to be amortized out.

City Attorney Smith noted height, size, number and spacing requirements. He asked if Council is willing to amortize. Council Member Chotas said he thinks three years is appropriate. It was agreed that the Mayor, City Attorney Smith and Planner Hardgrove will work out the details and submit to the Planning & Zoning Board for their review. It was confirmed that there will be no more workshops

Having no further comments or questions, the workshop adjourned at 8:40 p.m.



John Dowless
Council President



Bea L. Meeks, MMC, CPM, CBTO
City Clerk

Approved in May 16, 2017 City Council meeting.