

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

February 11, 2016

Members Present

Justin Ferrell
George Davis
Sheri Chaney
John Ranson (entered at
4:02pm)
R.J. Lackey

Members Absent

Peyton Keesee
Courtney Nicholas

Staff

Ken Gillie
Tracie Lancaster
Anna Levi
Alan Spencer

Chairman Davis called the meeting to order at 4:00 p.m.

OLD ITEMS FOR PUBLIC HEARING

1. *A request has been filed for a Certificate of Appropriateness to install a 3 ft. x 2 ft. metal projection sign at 508 Spring Street*

Mr. Davis opened the Public Hearing.

Mr. Lackey stated Main Street or Spring Street?

Mr. Davis stated Spring Street.

Mr. Lackey stated okay you said Main Street.

Mr. Davis stated sorry Spring Street.

Mr. Davis closed the Public Hearing.

Mr. Ranson entered at 4:02pm.

Mr. Gillie stated he came by. We thought he was coming to the meeting. We advised him of it and he said he would be here.

Mr. Davis stated is it a sign that projects out like it looks here or is it one that is going to fit against the building?

Ms. Levi stated it will project out.

Mr. Gillie stated it will project out.

Mr. Lackey stated will it be black and white?

Mr. Gillie stated in my world it will be black and white.

Ms. Levi stated he said black and white. Did he email this to you?

Mrs. Lancaster stated he brought it by and said it would be black and white. He said he was coming.

Mr. Ferrell stated so it will kind of look like the Lizzy Lou sign? It will project out like that?

Mrs. Chaney stated I'm assuming the new dimensions are meeting the square foot limit that we have? It was over to start with.

Ms. Levi stated for projection signs the limit is 8 square feet for both sides.

Mrs. Chaney stated because he originally suggested he wanted a 3x2 which would have put him at 12 square feet total. Am I doing my math right?

Ms. Levi stated yeah it's over the limit.

Mrs. Chaney stated he is still over the size.

Mr. Davis stated if it includes both sides.

Ms. Levi stated if it would need to be to match the projection sign requirement it would need to 3 foot by 1 or 2 by 2. So this is over the eight feet limit.

Mrs. Chaney stated the fish would catch my eye.

Mr. Lackey stated the fish would catch my eye I agree.

Mrs. Chaney stated other than that the size to me is the only thing that is questionable.

Mr. Lackey made a motion to approve the request in accordance with guidelines. Mr. Ferrell seconded the motion. The motion was approved by a 5-0 vote.

APPROVAL OF MINUTES

Mr. Ferrell stated I was impressed with the detail of the minutes.

Mr. Lackey stated she takes great notes.

The January 14, 2015 minutes were approved by a unanimous vote.

OTHER BUSINESS

Mr. Lackey stated just looking at Lizzy Lou and some others that have signs up. I think the 4 square feet limit on these protruding signs maybe too small in my opinion. If we could ask staff if they would look into that and come back with a recommendation. For me if I am driving down Main Street a sign like that I can't read quick enough to know what it says.

Mr. Ranson stated that's the strength of this sign. If you drive by you are going to see the fish.

Mr. Ferrell stated you are going to know what that is. The others that are just squares in cursive they don't do any good. I don't think from the sense of driving traffic.

Mr. Davis stated what do the others think about the sign limitations on the signs?

Mr. Ferrell stated I agree with RJ in fact when we brought up early I was going to ask Ken about it. How do you go about either making a change or are there any other downtown policies out there that we can critique our policy by?

Mr. Gillie stated the Zoning Code itself allows projecting signs limited to 18 square feet. You're guidelines are less. So if it's something that you feel needs amending then you can request that staff look at it. We can bring you back a proposal at the next meeting or the next scheduled meeting. If we don't have anything next month unless you just want to meet to go over the sign. Then the next scheduled meeting we can bring back a proposal to amend the guidelines.

Mrs. Chaney stated to amend our guidelines?

Mr. Gillie stated to amend your guidelines. Correct and then we can start the process with amending them. Mr. Lackey I would just ask how fast are you driving down Main Street that you don't notice that sign? It is a 25 MPH speed limit and at 25 MPH you should be able to see a sign at that size.

Mr. Lackey stated not while you're driving you shouldn't be looking over there. I need something bigger so when I look over there quickly I can see it.

Mrs. Chaney stated I mean I agree even when I am walking down the street sometimes some of the signs are very difficult to read. The Lizzy Lou sign to me is not a very readable sign. Her font is so skinny that unless you just know what her logo is you're not going to you know, granted his being a fish that will stick out a lot more.

Mr. Gillie stated we can bring back a proposal for potential modifications to guidelines.

Mr. Davis stated I would recommend that we give them some sort of guideline to go by within the parameter. So that they don't bring something back to us and we say no that's still not big enough.

Mrs. Chaney stated I guess the question I have is if the City itself allows 18 square feet total on both sides projecting. Why is it that these guidelines became smaller? What did she base those on to make it that limit?

Mr. Gillie stated more walkable as opposed to driving. As Mr. Lackey said at higher speeds you usually do use bigger signs. Before the guidelines were adopted Main Street was a little different. We tried to promote more walkability down Main Street as opposed to the driveability on Main Street. We also changed Patton Street to the two way it's supposed to slow speeds and other things. Because of the lower speeds that's why it was set up that way. We do have this provision in the Zoning Code so we can go back and modify it up to this limit in the Zoning Code. We couldn't exceed this unless we were to try and change the Zoning Code itself. But your guidelines could be changed to reflect this. We could even write the wording that allows you up to that amount. So that you could work with an applicant on figuring out a size that is appropriate based on the size of the building or anything else.

Mr. Lackey stated it is my opinion I think 18 feet is probably too big. But I kind of would like staff to go out and look, put a sign out and see if this is covering the issue of walk ability that is somewhat visible from the street as you drive. I'm thinking 3x3 might be. I don't know it could be too small or too big. I would like for you to go and give us some opinions.

Mr. Ranson stated I'm sure Del'annos.

Mr. Gillie stated its 1x4.

Mr. Ranson stated it's 1x4. That's the one that I seem to notice and it seems to be pretty legible.

Mr. Gillie stated it's not very wide but it's tall. That's what catches your eye is the height of it. So it's not the width of it.

Mr. Ferrell stated but someone like the Lizzy Lou could stand for hers to be maybe five or six inches bigger.

Mr. Gillie stated we can bring some proposals back showing the difference. Visually, Del'annos sticks out just because of the height not the width. In this case it's more of a true square so you lose height. He could narrow it down and make it longer which may give that impression. But we can bring numbers back to you.

Mr. Davis stated I think it will be a good idea if we had a good thought on what we think is appropriate.

The applicant Mr. Jeffries entered the meeting.

Mrs. Chaney stated that's a 42x18 and you are not even talking the whole depth of this and that long. So if he makes it even smaller than all you are going to looking at is a fish.

Mr. Davis stated just to give you information since you came in late. We have already had the meeting. We have already voted on and approved your sign, subject to the limitations that are in our guidelines right now. As far as the sign is concerned we did approve the sign but it is going to have to be within the parameters that are set forth.

Mr. Gillie stated your guidelines are just that guidelines. Remember you can deviate from them.

Mr. Ferrell stated so based on what Cheri just showed us Mr. Chairman is it possible that we can deviate on this one?

Mr. Gillie stated the Zoning Code permits up to the 18 square feet.

Mr. Ferrell stated their policy basically trump us.

Mr. Gillie stated you could not exceed 18. You're guidelines say that four should be the limit. But you as a Board can exceed your own guidelines. We as staff when people come in we tell them this is what the guidelines says four square feet. Del'annos sign was 12x4 so that they maxed out on what they could and it works. But Lizzy Lou or someone else could go with a potential of up to 18 and you have the option of modifying your guidelines here. Then staff can come back with future of let's not even put the four in there. Let's give them some other rules. We are just recommending the guidelines say four square feet. That's why as staff we said it should be four you don't have follow that recommendation.

Mr. Ferrell stated so in this instance is there a way to bring this back to the floor?

Mr. Gillie stated yes you could make a motion to reopen this case correct Alan?

Mr. Spencer stated yes you can just move to reconsider.

Mr. Lackey made a motion to reconsider the item 1. Mr. Ferrell seconded the motion. The motion was approved by a 5-0 vote.

Mr. Spencer stated for them to exceed their guidelines do they have to have a reason?

Mr. Gillie stated they should specify the reason behind it.

Mr. Spencer stated so they need to state why each time they deviate from the guidelines it needs to be on record why they do it.

Mr. Gillie stated yes they just have to say why.

Mrs. Chaney made a motion to approve the request as proposed for increased visibility. Mr. Ranson seconded the motion. The motion was approved by a 5-0 vote.

Mr. Davis stated RJ thank you for bringing that up, because I think it opens a few windows as to what we can and can't do.

Mr. Ranson stated I know that the City knows where I live because I receive bills. But I didn't receive my packet.

Mr. Gillie stated you did not receive a hard copy this month. We sent electronic only this time. We wanted to see who would say they got it or not. Apparently, we see two that don't get the electronic version. So we know in the future who we need to send a hard copy versus who we don't.

Mr. Ranson stated well I'm so used to not getting a hard copy anyway.

Mrs. Lancaster stated I did change your address so in the future you should receive them.

Mr. Ranson stated I know we had a nice conversation last week

Mr. Davis stated right now your sign as submitted is approved. Hope you do well.

Mr. Jeffries stated thank you all.

With no further business the meeting adjourned at 4:16 p.m.

Approved By: