

Nags Head Local Business Ad Hoc Committee Meeting

June 11th, 2015 Minutes

Nags Had Town Hall; Conference Room

Committee Members Present: Annette Ratzenberger, Jody Crosswhite, Garry Oliver, Anne Farmer, Ralph Buxton, Bobbie Stager, Commissioner Renee Cahoon, Deputy Town Manager Andy Garman, Deputy Planning Director Kelly Wyatt.

Public Present: No members of the public present.

Commissioner Renee Cahoon opened the meeting, welcomed the committee members.

Adoption of Minutes: May 14th, 2015. Ralph Buxton noted an error in the minutes related to his concerns with rooftop signage being more so related to the size/area of the sign and not the height. Annette Ratzenberger made a motion to adopt the minutes with that revision. Jody Crosswhite seconded the motion. The minutes were adopted by unanimous vote with the revision as noted.

Staff member, Kelly Wyatt updated the committee on the status of the nonconforming sign ordinance which originated through discussion and consensus of the committee. The ordinance was unanimously recommended for adoption by the Planning Board and is scheduled to be presented for Public Hearing at the July 1, 2015 Board of Commissioners meeting.

Kelly Wyatt presented to the committee information regarding shopping center signage, listing several approaches that this committee may wish to consider moving forward. After reviewing the information Annette Ratzenberger commented that she liked Approach # 5 which would allow for two (2) 64 sq. ft. freestanding signs for shopping center developments with more than 600 feet of frontage along the highway. Ms. Ratzenberger stated that the second sign allocated could be for the smaller tenants of the center and not the anchor(s) stores. Garry Oliver and Anne Farmer expressed in interest in Option # 3 in so much that a graduated sign scale could be considered based upon the number of tenants within the shopping center. Jody Crosswhite expressed concern with correlating signage to road frontage given the amount of road frontage for Pirates Quay Shopping Center based upon the U-shape configuration of the structure. Commissioner Cahoon suggested that staff consider a hybrid approach of the previous options provided. The committee agreed that a brief presentation of the existing shopping centers, their road frontage and number of tenants would be helpful in moving forward.

Ralph Buxton noted that, in his experience, it is often times the anchor store that is responsible for the level of advertising and bringing people into the center and that the shopping center as a "brand" promotes the center as whole. It was also noted that finding a business can become difficult as many businesses do not have the physical address readily visible from the road. Commissioner Cahoon noted that there are requirements for display of addresses, even on ocean side stairs, staff noted that they

would provide the committee with the requirements on address for residential and commercial properties.

Deputy Town Manager, Andy Garman continued discussions with the committee on providing more flexible ordinance language related to landscaping and buffering requirements as well as an allowance for an "Administrative Adjustment". With no additional comments/revisions provided by the committee Ralph Buxton made a motion that this move forward to the Planning Board for review, Jody Crosswhite seconded the motion and the vote was unanimous.

Commissioner Cahoon updated the Committee on the adoption of the ordinance language that would prohibit the removal of trees larger than 6" in diameter on undeveloped lots until such time that a building permit is issued or a proposed site plan has been approved.

Deputy Town Manager, Andy Garman presented the committee with staff's final version of the "sign factsheet" and asked that each member review and provide any comments/feedback at the next meeting.

Staff informed the committee that we have the listings all of Nags Head Businesses but it was quite cumbersome, that we would be working on putting that list into a better format for distribution.

Commissioner Cahoon indicated that the Board of Commissioners would be discussing a resolution to reduce the speed limit, at the request of the committee, to 45 mph from Lakeside south, across the causeway to the Baum Bridge. The committee discussed possibilities of seasonal speed limit reductions but decided that may become confusing and difficult to regulate. The Board of Commissioners will be considering this at their July 1st meeting.

Deputy Town Manager, Andy Garman briefly updated the committee on rooftop signage and an option for the members to consider of limiting the area of the roof sign to 25% of the roof plane area, and in no circumstance to exceed 64 square feet. Additionally, the committee requested it be reiterated that the sign should not be allowed to exceed the height of the district in which it is located.

Before wrapping up the meeting Andy Garman updated the group on the status of the Dowdy Park project and the rental signs.

Commissioner Cahoon thanked all the committee members for their participation and the next meeting was scheduled for Wednesday, July 15th, 2015 at 2:30 pm.

The meeting adjourned at 3:40 pm.