

Main Street Advisory Board
Minutes - November 7, 2024

1. Call to Order: Chairman Cossart called the meeting to order at 4:00pm.

- a. Decorum Guidelines – Chairman Cossart referred to the guidelines as provided.

Roll: Chairman Cossart; Directors Anderson-Cook, Lay, Moore, Presswood, Jones and Walker were present.

Staff: Alicia Hartley – Downtown Manager, Bryan Wood – Community Development Director, Emily Carson – Community Planner, Holly Wharton – Economic Development Director, Tabitha Clark – Communications Director, and Christine Sewell – Recording Clerk.

Guests: Sheree & Jim Nadeau, Gary McDuffie, Terre Walker, Val Sanders, Jim Taylor

2. Guests/Speakers

- a. Tabitha Clark – Holiday Trolley Tours – December 18, 19, 20 from 7:00pm – 8:30pm

Ms. Clark advised as part of the City's 200th birthday celebration they had partnered with the Historical Society who initially were to host a holiday tram tour, however, circumstances have changed and the City will handle and the request is for a date, which is being proposed for December 18th and volunteers. Director Jones felt the date was too close to Christmas and suggested December 12th during the shop late date. Ms. Clark advised small gift bags will be given and suggested a nominal fee; Chairman Cossart suggested \$5. The board agreed to participate on December 12th with a fee of \$5. Ms. Clark will provide additional details in the next week to staff.

Ms. Terre Walker representing UPP (Uptown Perry Partnership) advised with the newly established Perry Arts Council their organization was taking over upkeep of the bike sculpture on Ball & Main Street that the Historical Society had originally maintained. Ms. Walker is requesting \$260 for the expenditure on new decals and provided a design for fall, and another for Christmas not yet done. Director Jones requested moving forward he would be glad to assist in the designs to incorporate the branding; Director Moore asked if they would be changed out for the seasons; Ms. Walker advised they would be, and the farmer's market side would remain. Director Presswood motioned to approve the expenditure of \$260; Director Moore seconded; all in favor and was unanimously approved.

3. Citizens with Input – None

4. Old Business - None

5. New Business

- a. Certificate of Appropriateness Review – 1201 Main Street

Ms. Carson advised, the applicant proposes a 56.44 sq ft channel letter wall sign along their store front. The sign requires a COA because it is internally illuminated which is inconsistent with the sign ordinance. The City's sign standards were revised and adopted in August of last year. Wall, canopy, projecting and under canopy signs in the C-3,

Central Business District, and the Downtown Development Overlay District are no longer allowed to be internally illuminated. The Design Guidelines for the Downtown Development Overlay District state that using internally lit plastic signs is a common mistake. Ms. Carson advised permit was reviewed and approved by error of staff under the C-2 zoning, which allows it to be internally lit. The sign has already been installed and is operational and it does not appear that external illumination of the sign would cause a hazard to the building façade and other than the internal illumination, the sign complies with the City's sign standards. Ms. Carson is recommending denial as presented as it does not meet the standards of the Land Management Ordinance or the Downtown Development Overlay District.

Director Jones noted the applicant was advised they could have the sign and understands the permit was approved in error but is concerned if a precedent would be set if approved. Ms. Hartley advised at the pre-application meeting the applicant was aware this was not allowed. Mrs. Sheree Nadeau, the applicant, confirmed they were told this would not be allowed and intended to have the sign installed without the lighting and even questioned Best Signs when they provided an approved permit, and were again told it was permitted. Ms. Nadeau noted they have no street signage, and their suite sits behind the lighted gas canopy signs on the property. Chairman Cossart asked staff why the board was receiving when the issue was internal due to a staff error. Mr. Wood advised because of the COA process.

Director Jones motioned to allow due to an internal city staff error when permitted; Director Presswood seconded; all in favor and was unanimously recommended for approval.

b. Certificate of Appropriateness Review – 1107 Meeting Street

Mr. Wood advised the applicant requests demolition of the existing building on the property with the site being stabilized following demolition. The applicant anticipates submitting a redevelopment plan in approximately one year for the Board's consideration. Mr. Wood noted the property consists of a brick, detached single-family residential building which was constructed circa 1949. Several additions have been made to the house over the years and the building does not appear to have any historical significance. The property is zoned C-3, Central Business District, which allows a mix of commercial, service and residential uses, but not detached single-family residences. A certificate of appropriateness application must be filed and approved by the Board before permits for redevelopment of the property are issued. Staff recommends approval of the application.

Director Jones motioned to recommend approval of the application as submitted; Director Lay seconded; all in favor and was unanimously recommended for approval.

c. Certificate of Appropriateness Review – 1017 Northside Drive

Mr. Wood advised the applicant requests demolition of the existing building on the property with the site being stabilized following demolition. The applicant anticipates submitting a redevelopment plan in approximately one year for the Board's consideration. Mr. Wood noted, the property consists of a brick, detached single-family residential building which was constructed circa 1912. Several additions have been made to the house over the years. The building does not appear to have historical significance.

The property is zoned C-3, Central Business District, which allows a mix of commercial, service and residential uses, but not detached single-family residences. A certificate of appropriateness application must be filed and approved by the Board before permits for redevelopment of the property are issued. Staff recommend approval of the application.

The board voiced concern with the demolition and no future plan provided and was the applicant interested in possibly relocating the structure. Mr. Wood advised plans are not finalized, but the applicant may have a conceptual plan and with regard to relocating the structure perhaps the original dwelling could be. Director Moore motioned to table the application until further information was provided; Director Walker seconded; all in favor and application was tabled.

d. Certificate of Appropriateness Review – 1009 Northside Drive

Ms. Carson advised the applicant proposes two, 46.88 sq ft individual letter signs along the side and front walls of the mixed-use development. The sign requires a COA because they are internally illuminated which is inconsistent with the sign ordinance. The City's sign standards were revised and adopted in August of last year. Wall, canopy, projecting and under canopy signs in the C-3, Central Business District, and the Downtown Development Overlay District are no longer allowed to be internally illuminated. The Design Guidelines for the Downtown Development Overlay District state that using internally lit plastic signs is a common mistake. Ms. Carson advised the signs have already been installed but are not yet operational and it does not appear that external illumination of the sign would cause a hazard to the building façade and other than the internal illumination, the sign complies with the City's sign standards. Ms. Carson further noted, sign specifications for individual tenants were approved with the COA for the building in 2023 (COA-0033-2023). Staff is recommending denial as presented as the sign does not meet the standards of the Land Management Ordinance or the Design Guidelines for the Downtown Development Overlay District. Mr. Wood advised the owner relayed the signs were shown on the building plans, but he was advised they were not approved in that process, as all signs are permitted separately.

Director Presswood motioned to recommend denial of the application as submitted; Director Moore seconded; all in favor and was unanimously recommended for denial.

e. Façade Grant Reimbursement – 1214 Washington Street

Ms. Hartley stated the request was for the approval of \$2000 for the completed renovation. Director Jones motioned to approve reimbursement in the amount of \$2000.00; Director Presswood seconded; all in favor and was unanimously approved.

f. Design Committee Discussion

Ms. Hartley advised the committee may be reestablished and would tentatively meet when needed or on a quarterly basis with the focus and goal to be the design aspect for the downtown. The board concurred to move forward with reestablishing; Ms. Hartley will provide more information at an upcoming meeting.

g. Approve October 3, 2024 minutes

Director Lay motioned to approve as submitted; Director Anderson-Cook seconded; all in favor and unanimously approved.

h. Approve September 2024 financials

Director Moore motioned to approve as submitted; Director Jones seconded; all in favor and was unanimously approved.

6. Chairman Items – None
7. Downtown Manager's Report
 - a. Downtown Projects update
8. Promotion Committee Report

Ms. Hartley advised December 5th for the annual assessment review meeting. Macon Road and Commerce Street realignment six to nine months out. Asked board to think about ideas to attract young people to downtown. Management has asked for input on activating Welcome Park. Placemaking update – nature looms in progress and will be working on painting the alleyway doors on the 800 block of Carroll Street. FMCA (Family Motor Coach Association) is back in March 2025 and they would like to work with the board to co-host a downtown concert; they (FMCA) already have a band booked and paid for. December 14th on time craft pop-up market. Ms. Hartley asked should downtown businesses who wish to participate in the market be charged the vendor fee; the board concurred they should be. Thomaston will be visiting November 15th. Ms. Hartley provided a recap of the fall events and upcoming events. Director Jones on behalf of the Promotions Committee requested a \$250 gift card for the December 12th shopping night event; Director Walker motioned to approve the request for a \$250 gift card; Director Presswood seconded; all in favor and was unanimously approved.

9. Adjourn: there being no further business to come before the board the meeting was adjourned at 4:56pm.

Approved 12.05.24