

Main Street Advisory Board
Minutes - June 4, 2026

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

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

Staff: Alicia Hartley – Downtown Manager, Holly Wharton – Economic Development Director, Anya Turpin – Visit Perry, and Christine Sewell – Recording Clerk

Guests: Jara Hurt, Manuel Zavala, Sue Lay

2. Guests/Speakers/Community Partners - Ms. Turpin provided and reviewed the 2026 Savor Georgia Magazine, which spotlights restaurants throughout the state and noted those in Perry.

Ms. Wharton – introduced and welcomed the new downtown manager, Ms. Jara Hurt

3. Citizens with Input – None

4. Old Business- None

5. New Business

- a. Certificate of Appropriateness Review – 1008 Main Street – Two Applications

Ms. Wharton read the request for application one #0063-2026, which the applicant proposes replacing an existing double-faced internally lit sign cabinet as is consistent with the current sign cabinet. The existing sign face is approximately 8' x 4' supported by a brick monument. The sign meets the dimensional, location and lighting requirements for the DD overlay district. The applicant has provided sketches of the proposed sign cabinet demonstrating desire to replace with new branding/logos. The requested sign cabinet replacement would be internally illuminated. The applicant's request as part of this application is only relevant to the internal illumination. All other sign standards will be reviewed through the standard sign permitting process.

Ms. Wharton read the request for application two, which the applicant proposes installation of new double-sided sign cabinet onto existing monument. New cabinet is proposed to be 8"x 4". The new cabinet is requested to be internally illuminated as is consistent with the current sign cabinet. The applicant has provided sketches of the proposed sign cabinet demonstrating desire to replace with new branding/logos. The requested sign cabinet replacement would be internally illuminated. The applicant's request as part of this application is only relevant to the internal illumination. All other sign standards will be reviewed through the standard sign permitting process.

Ms. Wharton advised staff recommends approval of the applications, relative to internal illumination only.

Chairman Moore asked why internal illumination is permissible adjacent to residential; Ms. Wharton advised these had been pre-existing and were grandfathered. Chairman Moore asked what is already illuminated now; Ms. Wharton advised there are a handful

of non-conforming illuminated signs such as those presented in the downtown district. Director Cossart inquired if the shape change is part of the new branding; Ms. Wharton advised it was. Ms. Wharton noted on the second application on the Main Street entrance the sign as it stands now is too tall, allowable is ten feet, if they replace with the new brand sign, it must come into conformance, which will be lowering it by two feet.

Mr. Zavala from the Sign Store presented an example and advised the only lighting will be the words. Ms. Hartley noted monument signs can be internally lit with ground lighting. Ms. Wharton advised the board could recommend a text amendment. Director Presswood felt either allow for illumination or not. Director Cossart felt this was a good start. Chairman Moore inquired what the design guidelines recommend; Ms. Hartley advised it was allowable. On conclusion of discussion, it was recommended for staff to draft a text amendment.

Director Cossart motioned to approve application COA 0063-2026 as presented; Director Presswood seconded; all in favor and was unanimously recommended for approval.

Director Anderson-Cook motioned to approve COA 0064-2026 as presented; Director Lay seconded; all in favor and was unanimously recommended for approval.

b. Certificate of Appropriateness Review – 1105 Main Street

Ms. Wharton read the applicants' request, which was to replace the existing electronic message board with an internally illuminated set of channel letters and cloud sign on solid background. The applicant has provided sketches of the proposed sign. In the Downtown Development District, a ground sign can only be illuminated externally. The previous sign on the property was an LED message board with internal illumination. Due to the less intense electrification of a channel letter sign than an LED message board, it is staff's opinion that the proposed sign, although internally illuminated, would provide less impact on surrounding properties. While this proposal is not requesting a "same for same" replacement, the request is for less intense illumination on a previously internally lit sign and staff recommends approval.

Mr. Zavala advised the sign would have white lights behind white letters.

Director Anderson-Cook motioned to approve COA 0064-2026 as presented; Director Presswood seconded; all in favor and was unanimously recommended for approval.

c. Façade Grant Reimbursement Request – 903 Carroll Street

Ms. Hartley advised the work was completed and the award was \$1000.00. Director Cossart motioned to approve reimbursement in the amount of \$1,000.00; Director Presswood seconded; all in favor and was unanimously approved.

d. Sidewalk A-Frame Consideration & Review

Ms. Hartley advised A-frame signs had been occasionally put out for events, promotions, etc. and administration had requested if the board would like to reinstate this practice. The consensus of the board was to allow; it was noted businesses currently are allowed to

do so, and Ms. Hartley advised the courthouse lawn would not be cluttered with them, and it most likely would be only one sign; Ms. Turpin suggested placing by the kiosk.

- e. Approve May 7, 2026, minutes

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

- f. Approve April 2026 financials

Director Anderson-Cook motioned to approve as presented; Director Cossart seconded; all in favor, and was unanimously approved

6. Chairman Items – Chairman Moore noted this was Ms. Hartley’s final meeting and she will be missed, and the board wished her well.
7. Downtown Manager’s Report
 - a. Downtown Projects update – Ms. Hartley advised 736 Carroll Street has officially been sold, two new tenants; 1002 Main Street has also sold. Bridal by Gilberts will be constructing a new building at 1141 Macon Road, and the property at 1126 Macon Road has been sold. Mossy Creek Natural is closed as the owner is retiring and a new boutique will open in July. Key to Downtown District for Brittle & Co. on June 12th. Advised of upcoming training opportunities and fall regional meetups in September and October.
8. Promotion Committee Report – Director Anderson-Cook advised with Ms. Hartley’s departure will postpone the Drink & Dine campaign until August.
9. Other- None
10. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:00 pm.

Approved 07.02.26