

Planning Commission Work Session
Minutes - April 28, 2025

1. Call to Order: Chairman Mehserle called the meeting to order at 5:30pm.
2. Roll Call: Chairman Mehserle; Commissioners Hayes, Jefferson, Ross and Wharton were present. Commissioners Guidry and Williams were absent.

Staff: Bryan Wood – Community Development Director, Emily Carson- Community Planner, Chad McMurrian – Engineering Services Manager, and Christine Sewell – Recording Clerk

Guests: Christian J. Castin – Roberston Loia Roof – Architects & Engineers – is working on a large retail project and the proportion of the sign is not equal and encourages consideration for a change to the ordinance.

3. Citizens with Input – None
4. Capital Improvement Projects Update – Mr. McMurrian advised the GDOT LMIG paving grant would be applied for again in 2026 and would include Airport Rd (Sam Nunn/Perry Pkway), Inverness Lane, Lavendar Lane, and Christine Circle. Update provided for Lemly pumpstation. Chairman Mehserle asked Mr. McMurrian for information on sewer availability as the latest zoning before the Commission raised concern. Mr. McMurrian advised he reviews parcels for availability, how it gets to the site and the possibility to extend sewer. Mr. Wood advised if looking at a 200-unit development won't be built until infrastructure is available and development generally takes 18 months or more; sewer capacity is a criteria in evaluating and the city will work to provide services. It was advised GWES will be at the June meeting to provide an in depth of development and city services. Mr. McMurrian advised sewer is not provided for one parcel, is for an entire area and this is considered when reviewing. Mr. McMurrian provided update on East Perry plant, Bear Branch upgrade, Jack Links, and Langston Road regional pond.
5. Old Business – None
6. New Business – Sign Standards for Large Retail (wall signs and monument signs)

Mr. Wood advised now that variances cannot be granted for signs, need to evaluate standards for wall signs to address size, number, multiple story buildings, and dual branding. Current standards allow one wall sign per façade not to exceed 10% of the wall area or 300 square feet, whichever is less. An example of the full 10% can be seen on the Ross store on Sam Nunn Blvd (2,562 sf façade; 258 sf sign; 10.1%). Some challenges to consider:

1. Industrial buildings – Jack Links for example 24,826 sf façade; 694 sf sign; 2.79%
2. Large retail buildings – Walmart 12,584 sf façade; 7 wall signs; 347 sf signs; 2.76%
3. Multiple wall signs – Storage Master on Perry Parkway two signs (one per entrance) 8.4%
4. Multiple story buildings – Candlewood Suites 11,103 sf façade; 148 sf sign; 1.33%

The new hotel at the Fairgrounds is a dual-branded hotel. In addition to needing a sign for each brand, they originally asked to place signs at the top of the building and on the ground level.

Examples provided of signs, wall area, and percentages and questions to consider are:

1. Should sign regulations be based on square footage of the facades or of the building?
2. What is the façade square footage cutoff for allowing 10%?
3. Is 5% the appropriate allowance for larger facades? Or is it something less?
4. Is there an intermediate allowance between 10% and the lowest allowance?
5. How many signs are allowed on one façade? On what size building?
6. How should be address signs on multi-story buildings?
7. Should standards be based on use of the building i.e. retail, hotel, industrial?

Discussion ensued on the information provided and consensus to look at a graduated percentage. The question was asked which districts it would apply to; Mr. Wood advised most commercial and industrial districts and reminded the Commission cannot regulate content. The Commission agreed to additional discussion at the next work session. The May work session was rescheduled to May 22nd.

7. Other Business -

- Role of the Comprehensive Plan in zoning decisions – Mr. Wood as a reminder has been adopted by Council and is used as one of the criteria in evaluating applications, as is the character area map.
- Review items for May 12, 2025, informational/public hearings – Ms. Carson reviewed
- Update on City Council zoning decisions – None

8. Adjournment: there being no further business to come before the Commission the meeting was adjourned at 7:01pm.