



Town Council

Special Meeting

October 9, 2014

Cape Charles Civic Center

6:00PM

1. Call Public Hearing to Order; Roll Call
2. Public Comments
3. Order of Business
 - a. Ordinance 20141009- Off-Premise Sign Regulations
4. Motion to Adjourn

 <p>TOWN OF CAPE CHARLES</p>	AGENDA TITLE: Sign Regulations		AGENDA DATE: October 9, 2014
	SUBJECT/PROPOSAL/REQUEST: Act on proposal below		ITEM NUMBER: 3A
	ATTACHMENTS: Draft Ordinance 20141009		FOR COUNCIL: Action (X) Information ()
	STAFF CONTACT (s): Rob Testerman	REVIEWED BY:	

BACKGROUND:

As reported at the September meeting, in December of 2013, the revised sign regulations were adopted by Town Council. In the regulations, an “off-premise sign” is defined as a billboard, which is prohibited in town. By definition, the sandwich board type signs advertising the businesses on Strawberry Street are considered billboards. Without these signs, businesses on side streets (Strawberry, Peach, Nectarine) get overlooked by visitors as the shops are not as visible as those on Mason Avenue, causing them to lose foot traffic and business.

In order to enforce the regulations, and at the same time avoid negatively impacting businesses in town, Town Council could temporarily suspend a portion of the sign regulations. Doing so would allow the businesses on the side streets to continue to place their sandwich board type signs that attract foot traffic of customers who might otherwise not realize the businesses are there.

The specifics would include the following:
Town Council temporarily suspend the prohibition on off premise signage for businesses located on Strawberry, Peach, and Nectarine Streets until such a time that a “wayfinding sign” is constructed or the sign regulations are revisited, provided that:

- any off premise signage is limited to ten square feet in area;
- the signage be located at the intersection of Mason Avenue and the street which the advertised business occupies;
- that the sign is removed at the end of each business day.

RECOMMENDATION:

Adopt Ordinance 20141009 which would temporarily suspend a portion of the sign regulations pertaining to off-premise signs, with the previously mentioned stipulations.

ORDINANCE 20141009
TEMPORARY SUSPENSION OF ENFORCEMENT FOR A PORTION OF THE SIGN
REGULATION FOR BUSINESSES LOCATED ON SIDE STREETS

WHEREAS, on December 19, 2013, the revisions to Cape Charles Zoning Ordinance § 4.1-Sign Regulations were adopted by the Town Council; and

WHEREAS, off-premise signs are defined as billboards which are prohibited in the Town; and

WHEREAS, a number of businesses are located on side streets, such as Strawberry, Peach and Nectarine Streets, and are not as visible as those on Mason Avenue, causing them to lose foot traffic and business without an off-premise sign; and

WHEREAS, the Planning Commission reviewed this issue and recommended temporary suspension of a portion of the sign regulations, Section 4.1(F)11 to allow businesses on side streets to place portable signs to attract foot traffic until a way-finding sign can be installed on Mason Avenue or the sign regulations are revisited; and

WHEREAS, in an effort to support the businesses on the Town's side streets, Council agrees with the Planning Commission recommendation, provided that:

- i. any-off premise signage be limited to ten square feet in area;
- ii. the signage be located at the intersection of Mason Avenue and the street which the advertised business occupies;
- iii. the sign be removed at the end of each business day; now

THEREFORE BE IT ORDAINED by the Town Council of Cape Charles, this 9th day of October, 2014, that enforcement of a portion of the sign regulations pertaining to off-premise signs for businesses located on the Town's side streets be temporarily suspended, subject to the above conditions, until such time that a way-finding sign is installed on Mason Avenue or the sign regulations are revisited.

Adopted by the Town Council of Cape Charles on October 9, 2014.

By: _____
Mayor

ATTEST:

Town Clerk