

TOWN OF GEORGETOWN - BOARD OF ADJUSTMENT

Meeting Minutes February 1, 2017

ATTENDANCE

Board Members

Jane Hovington

Eric Evans

Shirley Hitchens

Ray Hopkins - absent

Staff

Jocelyn Godwin

Jamie Craddock

Aaron Baker, Solicitor

1. CALL MEETING TO ORDER

Chairperson Hovington called the meeting to order in the Town Hall at 5:10 p.m.

2. APPROVAL OF JANUARY 4, 2017 MEETING MINUTES

Member Hitchens moved, seconded by Member Evans, to approve the January 4, 2017 regular meeting minutes as presented. **APPROVED (UNANIMOUS)**

3. Public Hearing: BOA CASE #2016-15

An application by La Red Health Center, Inc., requesting from the Code of the Town of Georgetown a use variance from §230-170 E. to allow for two additional wall signs. The property is located at 21444 Carmean Way, identified as Sussex County Tax District 135 Map 14.00 Parcel 35.09, zoned HC (Highway Commercial).

Mrs. Godwin reported that the agenda was posted in the Sussex Countian on 1/12/17, the property posted on 1/23/17 and letters mailed to properties within 300' on 1/23/17.

Kevin Loftus, Director of Marketing and Development, and Prue Albright, President of the La Red board, presented the application. Mrs. Albright stated that La Red was the first building almost five years ago along Carmean Way. It was easy to find when they were the only building. With the additional development, it is more difficult for new patients to find their building coming from either side. They are asking for the variance to allow an additional sign on each end of the building. The signage will not be lighted. La Red serves about 11,000 visits a year.

Mr. Loftus presented what the signage will look like and restated that for customers coming from Walmart heading to JD Shuckers, there is no signage to let them know what the building is and to turn in the first entrance to their parking area.

The Board questioned the location of existing signage. It was suggested to move the detached sign closer to the northern entrance. The applicant stated that the sign was put in for the traffic on Rte 404 to create awareness of the location. The dimensions of the

detached sign were not provided. The sign is one sided and not readable from the Walmart direction. The sign was an \$18,000 sign and would be expensive to move. La Red is not listed on the shopping center pylon signs. They are separately owned.

The Town solicitor, Mr. Baker, clarified the standards for the application for an area variance. The Board is to determine if the restriction (signage limitations) create unnecessary hardship or exceptional practical difficulty.

The applicant stated the lack of signage has created a hardship for their customers, in trying to find the building.

Mr. Baker stated that for practical difficulty, the Board is to determine if the requested change is minimal and that the harm to the applicant if denied will be greater than the effect on neighboring properties. The Board needs to weigh the impact to the neighboring properties, if it would change the character of the area and also weigh the difficulty in being limited on the amount of signage.

The applicant stated the reason for not getting the signage previously was due to not having the money to pay for the signage. Beebe was a good model of adequate signage.

Member Hitchens moved, seconded by Member Evans, to approve the variance to allow for two additional signs . Motion withdrawn.

Member Hitchens moved, seconded by Member Hovington, to approve the variance to allow for two additional signs. APPROVED (2-1).

Poll vote:

Member Hitchens – Yes, for safety reasons and it is important for patients to be on time. The electronic sign is useless.

Member Evans – No, limited hardship. Possibly the one on the north side would help. The electronic reader board is there on the south side. The corner lot almost justifies the signage. No actual hardship.

Chairperson Hovington – Yes, not deterring or hindering any other businesses, will be better from Rte 404 for visibility, especially if an emergency. The signs do not impact the aesthetics.

4. ADJOURNMENT

Member Evans moved, seconded by Member Hitchens, to close the meeting at 5:50 p.m.
APPROVED (UNANIMOUS)

APPROVED:


Jane Hovington, Chairperson

ATTEST:


Jocelyn Godwin, Planning Department