

# TOWN OF GEORGETOWN - BOARD OF ADJUSTMENT

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## Meeting Minutes March 1, 2017

### ATTENDANCE

#### Board Members

Jane Hovington  
Eric Evans - absent  
Shirley Hitchens  
Ray Hopkins

#### Staff

Jocelyn Godwin  
Jamie Craddock  
John Paradee, BOA Solicitor

### 1. CALL MEETING TO ORDER

Chairperson Hovington called the meeting to order in the Town Hall at 5:00 p.m.

### 2. APPROVAL OF FEBRUARY 1, 2017 MEETING MINUTES

Member Hitchens moved, seconded by Member Hovington, to approve the February 1, 2017 regular meeting minutes as presented. **APPROVED** (UNANIMOUS)

### 3. Public Hearing: BOA CASE #2017-02

*An application by College Park Route 18, LLC., requesting from the Code of the Town of Georgetown a variance from §230-170 H (5) to allow an increase in signage from the allowable 15 sq ft per façade to the proposed 33 sq ft. The property is located at 21748 Roth Avenue, identified as Sussex County Tax Map ID 135-14.00-35.08, zoned HC (Highway Commercial).*

The application was presented by Andrew Collins, of Larson Engineering, with Dean Pletz, of College Park Route 18, LLC. The applicant is requesting a variance to provide 33 square foot signs on the eastern and western façade of the VA Outpatient Clinic located in the Shops of College Park. The sign company prepared an overlay of both the allowed 15 square foot sign and the proposed 33 square foot sign as provided to the board (exhibit 1).

The façade of the building is 3,240 square feet. The 33 square foot sign is 1% of the façade. Reference was made to Town code §230-170 (i) which states that the Development Design Standards should be reviewed for sign design criteria. The intent of the section related to awning, wall, window, projecting and ground signs states to insure that various types of signs incorporate good overall design and that the size and shape of the sign shall be in proportion to the space the sign is to occupy. The Design Standards go on to say that the message should be easy to read from the intended vantage point being a public street, public sidewalk or public parking lot but not out of scale with the building.

The western façade of the building is 470 feet from Carmean Way, which is the closest right of way to the west and the eastern façade is 350 feet from Route 113. The proposed signs would be easier to read and meet the intent of the Design Standards.

Mrs. Godwin confirmed that no correspondence was received either for or against the application. The agenda was posted on February 9, 2017, the property was posted on February 20, 2017 and the letters were mailed to properties within 300 feet on February 20, 2017.

Mr. Paradee asked the applicant if the size of the VA logo with the Outpatient Clinic sign is the same size as that being requested on the two sides. The applicant confirmed they would be the same size. Mr. Paradee asked the applicant to provide the status of the surrounding structures shown on the provided site plan. The applicant had submitted a site plan with the application and confirmed that a number of the improvements have already been constructed. Proposing a sign variance in an already constructed commercial area would have less impact than if the location were surrounded by residential.

Mr. Paradee asked the applicant if the probable harm to the applicant if denied would be greater than the harm to neighboring properties if the variance was granted. The applicant stated the neighboring businesses would not be harmed as they have been in operation and have sufficient signage. The business would not be in competition with the neighboring businesses. The detriment to the applicant if the application was denied would be concerns with visibility and ensuring their customers can locate them. The application is for a service rather than retail.

The applicant confirmed that the VA Clinic would also have a panel on the pylon sign near Beebe Healthcare.

**Member Hopkins moved, seconded by Member Hitchens, to approve the variance based on the 1% (of the façade) and that it will not do harm to the existing businesses and it would do greater harm to the people who need the clinic to not easily recognize it as a VA Clinic. APPROVED (UNANIMOUS).**

**Member Hopkins – Yes, for the reasons stated.**

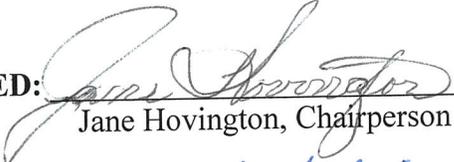
**Member Hitchens – Yes, for the same reasons.**

**Chairperson Hovington – Yes, due to the proportions, and it needs to be visible from the highway (113) as well as Seashore Highway.**

#### 4. ADJOURNMENT

Member Hitchens moved, seconded by Member Hopkins, to close the meeting at 5:30 p.m. APPROVED (UNANIMOUS)

APPROVED:

  
Jane Hovington, Chairperson

ATTEST:

  
Jocelyn Godwin, Planning Department