

MINUTES

Lowell Planning and Zoning Board
Regular Meeting
Tuesday, January 3, 2023, 6:00 P.M.

I. CALL TO ORDER

Chairman Scott Wilson, called the meeting to order at 6:00 p.m. Planning Board members present: Heather Seay, David Jennings, Troy Roberts Sr., and Norris Lamb. Staff members present: Joe Gates, Planning Director, and Cheryl Ramsey, City Clerk. Members of the public were also in attendance.

II. DETERMINATION OF QUORUM –it was determined a quorum was reached.

III. PLEDGE OF ALLEGIANCE - led by Scott Wilson

IV. CHANGES TO AND APPROVAL OF AGENDA – No changes were proposed to the agenda. Board Member Lamb made a motion to approve the agenda, seconded by Board Member Roberts. The vote was unanimously in favor.

V. APPROVAL OF MINUTES FROM THE NOVEMBER 1, 2022, MEETING.

Motion was made by Board Member Jennings to approve the previous minutes, seconded by Board Member Seay. The vote was unanimously in favor.

VI. OLD BUSINESS – None

VII. NEW BUSINESS

A. Consideration of Master Sign Plan Application -3211 Aberdeen Blvd. (previously 3301 Lineberger Rd) – 306406 Presented by Joe Gates. This is regarding the large Newell building off Interstate 85. The applicant is asking for the maximum size limit to be increased to 96.4 feet from 32 feet. Mr. Gates then pulled up the building plans for members to review. Board Member Lamb asked if there is currently a sign here. Mr. Gates said yes, the 96.4 ft sign is already up. Dana Stowe of Sign Connection explained the complicated process of obtaining a permit. The City of Gastonia mistakenly allowed the business to increase the signage square footage. It was later determined that this building is actually in Lowell and now they are requesting approval to the increase.

Chairman Wilson asked if the sign was lit up. Ms. Stowe said it is, but it is not a bright overpowering type of light and was nicely done. Mr. Gates then showed the board what the 32ft size sign looked like. Board Member Lamb noted that the

32ft sign is too small for the size building and would be difficult to find. Ms. Stowe mentioned that even the 96.4 ft size is hard to see from the highway.

Chairman Wilson asked what was on the other side of the building. Mr. Gates said that Northpoint bought the area, and no homes would be affected as it will be entirely within an industrial park and no residences.

Mr. Gates informed the board that in reviewing the application per the procedure outlined in Section 17.10 Review Procedure of the LDO, they needed to take the following into consideration:

1. The extent to which the proposed master sign plan deviates from the sign allowances otherwise applicable in this Article.
2. The rationale provided by the applicant for the deviations.
3. The extent to which the master sign plan promotes City goals associated with community character, wayfinding, pedestrian-orientation, and business identification.
4. The degree to which the master sign plan creatively and effectively addresses the issues and constraints unique to the site with regard to signage.

With no other questions, Board Member Lamb made a motion to increase the signage on the discussed property from 32 to 96.4 ft to make it more visible and more accessible for people to find the business, seconded by Board Member Jennings. The vote was unanimously in favor. Mr. Gates stated he will ensure the vote goes to the City Council's next public hearing in February.

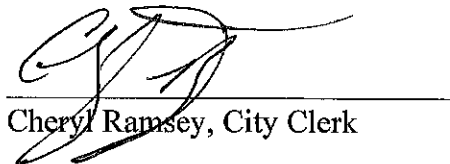
VIII. ADJOURN

Motion was made to adjourn by Board Member Roberts, seconded by Board Member Seay. The vote was unanimously in favor. Adjourned at 6:19 p.m.

AFFIRM:



Chair, Scott Wilson



Cheryl Ramsey, City Clerk