

# Town of Ashland



## **Town of Ashland** Planning Commission Work Session Minutes April 24, 2012 – 6:30 p.m.

The Planning Commission of the Town of Ashland, Virginia held a work session on Wednesday, April 24, 2012, in the Town of Ashland Council Chambers located at 101 Thompson Street, Ashland, Virginia.

**Present:** Bob Brown, Chairman  
Alan Abbott, Vice-Chair  
Felix Stevens, III  
Lou Ann Jewell  
Bob Flanagan

**Absent:** None.

**Others Present:** Nora Amos, Director,  
Planning and Community Development  
Bryant Phillips, Senior Planner  
Dr. Spagna, Council Liaison  
Nancy Offersen, Administrative Assistant

### **CALL TO ORDER:**

Mr. Brown called the Planning Commission work session together at 6:30 p.m.

Staff and the Planning Commission walked around the downtown area to review the Downtown Historic District also known as the B-1 Downtown District to view the actual size and designs of the various signs and buildings to assist with the Sign Ordinance discussion.

The Planning Commission reviewed the B-1 Downtown District area and discussed where the Planning Commission thought the parameters of the B-1 signage district should be.

It was the consensus of the Planning Commission that the parameters would simply follow the B-1 zoning district.

There was discussion regarding whether the signage should be the same on the “path” into the downtown corridor as in the B-1 Downtown District.

It was the consensus of the Planning Commission that there is no need for the signage to be different.

There was discussion of the types and the sizes of signs in the B-1 Downtown District as well as projecting signs and the lighting of signs and incentives for signage.

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It was the consensus of the Planning Commission that window signage shall remain at 40%, which is currently written in the draft ordinance.

There was discussion regarding awning signs.

The Planning Commission discussed allowing for exceptions as deemed by the Planning Commission, to signage for locations such as the Ashland Theatre and shopping centers, over a specified number of square feet for back lit signage.

There was discussion regarding the setbacks for monument style signs with a height limit of eight (8) feet high in the B-1 District.

It was the consensus of the Planning Commission that pole signs will no longer be allowed.

There was discussion of the size of projecting signs and if they should be permitted at 1-1/2 sq. feet per foot of frontage up to 16 sq. feet.

There was a consensus that more down lit signs with designs to them shall be permitted.

There was discussion of incentive options for businesses as follows:

- 15% additional signage if a new sign replaces an internally lit sign.
- Grant program to replace internally lit signage.
- Recommend facade grant to encourage replacement of internally lit signs.

There was discussion regarding allowing one to change the front of an internally lit sign but not put up new internally lit signs.

Ms. Amos stated that she would send an invite to the Sign Committee to attend the May Planning Commission meeting.

Ms. Amos stated that there needs to be clarification for buildings with business entrances on the side of the buildings with no frontage on the road; as well as where signage is allowed on multi-business buildings.

Ms. Amos stated that she would provide the Planning Commission pictures of signage with measurements for buildings with multi-business buildings.

There was discussion regarding which districts will be allowed to have illuminated signs and which districts will not.

**ADJOURNMENT:**

There being no other items, the work session was adjourned at 8:58 p.m.