

BOARD OF ALDERMEN

ITEM NO. D(2)

AGENDA ITEM ABSTRACT

MEETING DATE: NOVEMBER 13TH, 2012

SUBJECT: CONTINUATION OF PUBLIC HEARING ON CUP MINOR MODIFICATION APPLICATION FOR MASTER SIGN PLAN FOR 300 EAST MAIN STREET PROJECT, PHASE 1

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| DEPARTMENT: PLANNING DEPARTMENT | PUBLIC HEARING: YES <u>X</u> No ____ |
| ATTACHMENTS: A. RESOLUTION B. MASTER SIGN CHECKLIST C. PAST INFORMATION RELATED TO LOCATION, DIMENSIONS, STYLE OF PROPOSED SIGNS D. UPDATED RENDERING FOR BLADE SIGN E. RECOMMENDATION FROM APPEARANCE COMMISSION F. MINUTES FROM SEPTEMBER 25, 2012 BOARD OF ALDERMEN MEETING | FOR INFORMATION CONTACT: JAMES THOMAS, 918-7335 |

PURPOSE

The purpose of this item is for the Board of Aldermen to continue holding a public hearing on the matter of a Minor Modification to the Conditional Use Permit for the 300 East Main Street Project for a Master Sign Plan for Phase 1. Staff requests that the Board of Aldermen continue the public hearing, discuss and deliberate whether to approve the application, and consider adopting the attached resolution approving the Minor Modification to the Conditional Use Permit.

INFORMATION

The Board of Aldermen opened a public hearing during its September 25, 2012 meeting to discuss a Master Sign Plan application for the first phase of the 300 East Main Street project. Per a request from the Board of Aldermen during the meeting, the applicant subsequently submitted a revised drawing for the proposed Hampton Inn blade sign and met with the Appearance Commission to further discuss. The blade sign has been reduced in size from 42 square feet (sf) per side to 25 (see **Attachment D**). The net effect is a reduction in the overall total of proposed signage of 34 sf. Other elements of the proposed Master Sign Plan remain the same as presented last time.

Comments from the Appearance Commission regarding the revised sign are included as **Attachment E**.

Staff is also working on the matter of modifying the Land Use Ordinance such that the off-premise hotel directional signage may be authorized by the Board of Aldermen. Once a draft text amendment is completed, a Request to Set Public Hearing will be brought to the Board of Aldermen.

Minutes from the previous meeting (September 25, 2012) are included as **Attachment F**. Additional information provided at the previous meeting may be viewed at the following locations:

http://www.townofcarrboro.org/BoA/Agendas/2012/09_25_2012_A2.pdf

and

http://www.townofcarrboro.org/BoA/Agendas/2012/09_25_2012_A2A.pdf

RECOMMENDATION

Staff recommends that the Board of Aldermen continue the public hearing and review the updated blade sign information and other materials for the proposed Master Sign Plan for 300 East Main Street, Phase 1. A resolution (**Attachment A**) approving the request is included if the Board chooses to adopt it.