

MINUTES
JAMES CITY COUNTY POLICY COMMITTEE
REGULAR MEETING
Building A Large Conference Room
101 Mounts Bay Road, Williamsburg, VA 23185
November 10, 2016
4:00 PM

A. CALL TO ORDER

Mr. Rich Krapf called the meeting to order at approximately 4 p.m.

B. ROLL CALL

Present:

Mr. Rich Krapf, Chair
Mr. Danny Schmidt

Absent:

Mr. Heath Richardson
Mr. John Wright

Staff:

Mr. Paul Holt, Planning Director
Ms. Christy Parrish, Zoning Administrator
Ms. Terry Costello, Deputy Zoning Administrator
Mr. John Rogerson, Senior Zoning Officer
Ms. Tori Haynes, Community Development Assistant

C. MINUTES

1. August 25, 2016 Meeting Minutes

Mr. Danny Schmidt made a motion to Approve the August 25, 2016 meeting minutes.
The motion Passed 2-0.

2. September 15, 2016 Meeting Minutes

Mr. Danny Schmidt made a motion to Approve the September 15, 2016 meeting minutes. The motion Passed 2-0.

D. OLD BUSINESS

1. ZO-0014-2016. 2016 Sign Ordinance Update

Mr. Paul Holt and Ms. Christy Parrish introduced a PowerPoint presentation summarizing the changes to the Sign Ordinance.

Mr. Schmidt asked if Mr. Max Hlavin of the County Attorney's Office had vetted the draft ordinance.

Mr. Holt confirmed that Mr. Hlavin found the draft ordinance consistent with the Supreme Court ruling.

Mr. Schmidt asked if murals need to be incorporated into the amendments.

Mr. John Rogerson stated murals that do not advertise commercial activity are considered public art rather than a sign.

Mr. Holt stated that a definition for “symbol” was added to Section 24-2 to distinguish commercial symbols from non-commercial art.

Ms. Parrish summarized the content-neutral changes to Sections 24-65 through 24-73. She noted that Section 24-73 would need to be revisited at a later time to address issues with directional signs. Ms. Parrish explained that directional signs would be removed from the ordinance while staff researches a solution to regulate them without referencing content.

Mr. Krapf asked for clarification on directional signs.

Ms. Parrish and Mr. Rogerson explained that directional signs were particularly difficult to regulate under the new Supreme Court ruling. Ms. Parrish stated that if all content regulations are eliminated from directional signs, it would effectively allow businesses to have unregulated off-site signs.

Mr. Schmidt asked if pole-mounted banners could be further restricted or eliminated altogether.

Mr. Holt stated that pole-mounted banners are only allowed in shopping centers, but can no longer be limited to seasonal messages. He suggested that pole-mounted banners not be completely eliminated at this time so that existing banners will continue to be legally conforming.

Mr. Schmidt asked if there is a maximum size for pole-mounted banners.

Mr. Rogerson stated there must be 8 feet of clearance, but there is no maximum size.

Mr. Schmidt suggested regulating the size of the banners. Mr. Krapf concurred.

Mr. Rogerson confirmed that staff would add size regulations.

Ms. Parrish summarized the content-neutral changes to Sections 24-73 through 24-79, noting there were no changes to 24-77 or 24-79.

Mr. Krapf asked for clarification on when staff can remove signs that are in violation of the ordinance.

Ms. Parrish stated that staff has an agreement with the Virginia Department of Transportation (VDOT) to remove illegal signs from rights-of-way. She stated that staff does not go on private property until contact has been established with the owner. She noted staff can bill the offender for the sign removal.

Mr. Schmidt asked for clarification on regulations for abandoned signs.

Ms. Parrish stated an abandoned sign can be removed if it poses a safety hazard, or if it advertises an off-premises business. Otherwise, the County cannot require an

abandoned sign to be removed without referencing the content.

Mr. Schmidt and Mr. Krapf commended staff for their work updating the ordinance.

Mr. Schmidt made a motion to Forward the Draft Ordinance, with revisions to banner signs as discussed, to the Planning Commission. The motion Passed 2-0.

E. NEW BUSINESS

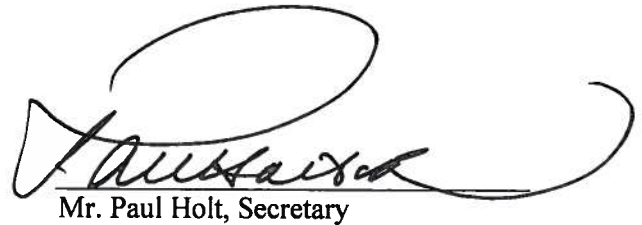
There was no new business.

F. ADJOURNMENT

Mr. Schmidt made a motion to Adjourn.

Mr. Krapf adjourned the meeting at approximately 4:40 p.m.


Mr. Rich Krapf, Chair


Mr. Paul Holt, Secretary