



DESIGN REVIEW COMMISSION

July 12, 2023

MEETING AGENDA:

- I. CALL TO ORDER**
- II. APPROVAL OF AGENDA**
- III. APPROVAL OF MINUTES**
- IV. OLD BUSINESS - NONE**
- V. NEW BUSINESS - ACTION ITEMS**
 - a. Commission to make a recommendation for The Herb Shop – 186 North Avenue, Suite 103; Parcel No. 13239B B005; New Hanging Sign for Relocated Business.
 - b. Commission to make a recommendation for Sugar Bush Sports Bar – 7955 Tara Boulevard; Parcel No. 13210D A010; Proposed murals for existing business.
- VI. ADJOURNMENT**

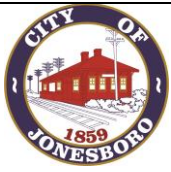
	CITY OF JONESBORO, GEORGIA COUNCIL Agenda Item Summary		Agenda Item # 5.a
			COUNCIL MEETING DATE July 12, 2023
Requesting Agency (Initiator) Office of the City Manager		Sponsor(s) Community Development Director Allen	
Requested Action <i>(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)</i> Commission to make a recommendation for The Herb Shop – 186 North Avenue, Suite 103; Parcel No. 13239B B005; New Hanging Sign for Relocated Business.			
Requirement for Board Action <i>(Cite specific Council policy, statute or code requirement)</i> City Code Section 86-489 and 86-490 – Sign Standards			
Is this Item Goal Related? <i>(If yes, describe how this action meets the specific Board Focus Area or Goal)</i> Yes Beautification, Community Planning, Neighborhood and Business Revitalization			
Summary & Background <i>(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)</i> Agency recommendation – Denial of new wall sign design; Recently, The Herb Shop relocated to 186 North Avenue from its former location on Tara Boulevard. The business is now proposing a hanging sign off the awning at Suite 103. I notified the owner about the permitting process. This property does not lie within any overlays or special districts. The wall sign panel (non-illuminated) hanging near the front entrance is proposed to be 20 total square feet, which is well below the maximum 150 square feet allowed in Code Section 86-490(b) and below the 7.5% of the facade allowed. The color scheme will not be incompatible with adjacent businesses. This sign would face North Avenue. This sign will be a hanging sign, subject to the standards of Sec. 86-489 (c)(5): (5) <i>Hanging or suspended signs. Hanging, suspended, or projecting signs are permitted in planned centers/connected storefronts and shall clear sidewalks by seven feet in height, and project or drop no more than 36 inches from the building. Hanging or suspended signs should project or drop from a wall or roof at a 90-degree angle. Hanging or suspending signs over driveways, alleys, or parking areas is prohibited. Hanging, suspended, or projecting signs shall be limited to a maximum size of six square feet, and if double sided, shall be calculated as only one sign. One hanging, suspended, or projecting sign per building business street frontage is permitted, and shall be calculated as part of the total wall sign area allowed under this section. The sign would hang over a landscape bed, not the sidewalk. However, the proposed size exceeds the maximum allowable size for hanging signs. In addition, the background picture on the sign design makes the sign too busy to be seen clearly, especially from the road. Also, the white lettering gets lost in the design and cannot be read clearly.</i>			
Fiscal Impact <i>(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)</i> Private owner			
Exhibits Attached <i>(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)</i> • Agenda Cover Sheet - 186 North Avenue Sign Herb Shop • Site Pictures • Sign Location • Sign Design			

FOLLOW-UP APPROVAL ACTION (City Clerk)		
Typed Name and Title Melissa Brooks, Interim City Clerk	Date July, 12, 2023	
Signature	City Clerk's Office	

Staff Recommendation *(Type Name, Title, Agency and Phone)*

5.a

Denial



CITY OF JONESBORO DESIGN REVIEW COMMITTEE

Agenda Item Summary

Agenda Item 5.a.a

COUNCIL MEETING DATE

Requesting Agency

Community Development (David Peck, applicant)

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

New wall sign panel

Requirement for Board Action *(Cite specific Council policy, statute or code requirement)*

City Code Section 86-489 and 86-490 – Sign standards

Is this Item Goal Related? *(If yes, describe how this action meets the specific Board Focus Area or Goal)*

Yes



No

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Agency recommendation – Denial of new wall sign design; Recently, The Herb Shop relocated to 186 North Avenue from its former location on Tara Boulevard. The business is now proposing a hanging sign off the awning at Suite 103. I notified the owner about the permitting process. This property does not lie within any overlays or special districts. The wall sign panel (non-illuminated) hanging near the front entrance is proposed to be **20 total square feet**, which is well below the maximum 150 square feet allowed in Code Section 86-490(b) and below the 7.5% of the facade allowed. The color scheme will not be incompatible with adjacent businesses. This sign would face North Avenue.

This sign will be a hanging sign, subject to the standards of Sec. 86-489 (c)(5): **(5) Hanging or suspended signs. Hanging, suspended, or projecting signs are permitted in planned centers/connected storefronts and shall clear sidewalks by seven feet in height, and project or drop no more than 36 inches from the building.** Hanging or suspended signs should project or drop from a wall or roof at a 90-degree angle. Hanging or suspending signs over driveways, alleys, or parking areas is prohibited. Hanging, suspended, or projecting signs shall be limited **to a maximum size of six square feet**, and if double sided shall be calculated as only one sign. One hanging, suspended, or projecting sign per building business street frontage is permitted, and shall be calculated as part of the total wall sign area allowed under this section. **The sign would hang over landscape bed, not the sidewalk. However, the proposed size exceeds the maximum allowable size for hanging signs. In addition, the background picture on the sign design makes the sign too busy to be seen clearly, especially from the road. Also, the white lettering gets lost in the design and cannot be read clearly.**

Fiscal Impact / Funding Source

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

Private Owner

Exhibits Attached *(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)*

Sign picture, site pictures

Staff Recommendation

Denial

David Allen, Community Development Director, 770.570.2977

FOLLOW-UP APPROVAL ACTION (City Manager)

City Manager's
Office

Typed Name and Title

Phone

Signature

Date



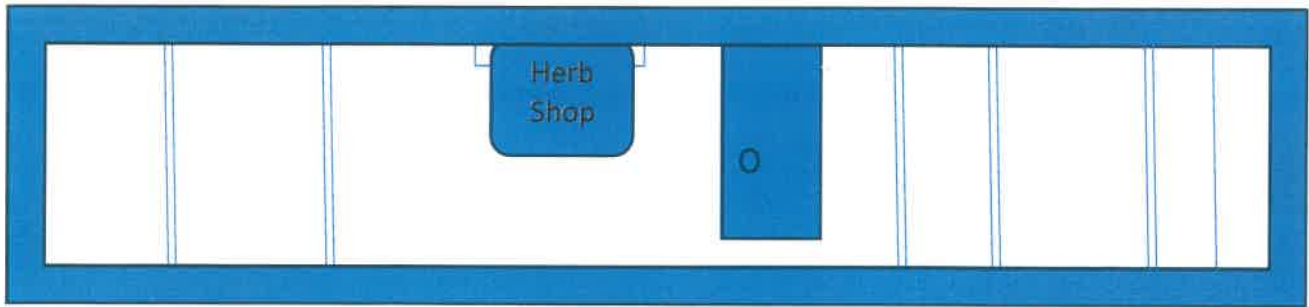
5.a.c

Attachment: Site Pictures (3457 : 186 North Avenue Sign)

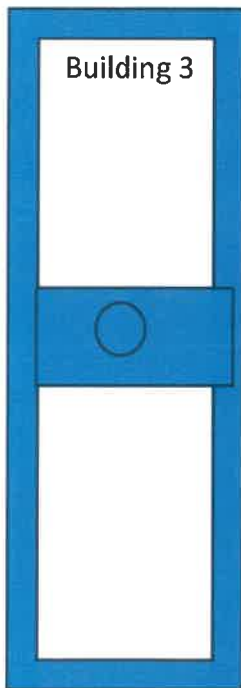


SIGN SIZE / ATTACHMENT: Sign will be 5'x4' will hang from building awning via attached hooks in sign.
CONSTRUCTION: Lightweight aluminum (2mm) thick with polyethylene core
 Sign will not be illuminated.

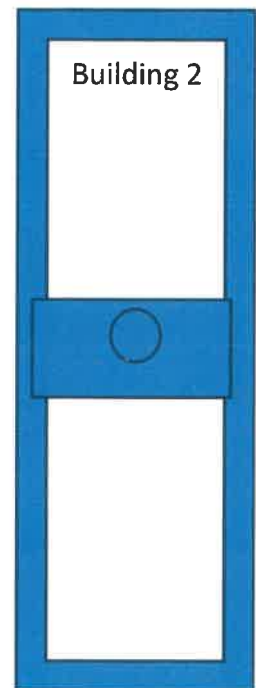
Building 1



Parking Area



Parking Area



Parking Area



NORTH AVENUE

Attachment: Sign Location (3457 : 186 North Avenue Sign)

Herb Shop

Jonesboro
Vitamins Minerals Botanicals
404-663-3235

5.a.e

Attachment: Sign Design (3457 : 186 North Avenue Sign)



CITY OF JONESBORO, GEORGIA COUNCIL
Agenda Item Summary

Agenda Item #

5.b

- b

COUNCIL MEETING DATE
July 12, 2023

Requesting Agency (Initiator)

Office of the City Manager

Sponsor(s)

Community Development Director Allen

Requested Action (Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)

Commission to make a recommendation for Sugar Bush Sports Bar – 7955 Tara Boulevard; Parcel No. 13210D A010; Proposed murals for existing business.

Requirement for Board Action (Cite specific Council policy, statute or code requirement)

City Code Section 86-489 and 86-490 – Sign Standards

Is this Item Goal Related? (If yes, describe how this action meets the specific Board Focus Area or Goal)

Yes

Beautification, Community Planning, Neighborhood and Business
Revitalization

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Agency recommendation – Denial of mural designs; Recently, Sugar Bush Sports Bar at 7955 Tara Blvd presented some mural concepts for the back and side of their building. The mural ideas could not be directly seen from Tara Blvd but could be seen from the Kroger parking lot and the Highway 138 Spur. This is my correspondence with the mural designer:

This is what the City Code says about murals.

(d) Murals are a type of wall sign that is painted or otherwise attached or adhered image or representation on the exterior of a building. *Since murals typically cover an entire exterior wall of a building, they shall be exempt from the size and coverage restrictions of other wall signs, provided that they conform to the following restrictions. Otherwise, they shall be treated as a typical wall sign.*

(1) The mural shall remain in place, without alteration, a minimum of five years after installation. The applicant shall attest to this standard on the permit application.

(2) No part of any mural shall extend beyond the building wall or freestanding wall on which it is tiled, painted, or affixed.

(3) No part of the mural shall extend more than six inches from the plane of the wall upon which it is tiled, painted, or affixed, i.e. a frame.

(4) Only oil-based alkyd enamel or polyurethane enamel, or newer 100 percent acrylic exterior paints shall be used to create murals.

(5) Murals executed using spray paint shall be limited to air brushing to ensure that high quality paint is used.

(6) An appropriate clear sealer or a suitable varnish or topcoat shall be applied to the finished mural. Graffiti resistant sealers should be chosen.

(7) No mural shall contain any element that moves, rotates, or otherwise creates a changing image or message.

(8) No mural shall use flashing or scrolling lights, an internal light source, or other similar type of light feature. External lights shining on the mural from above or below are allowed.

(9) No mural shall contain electrical or mechanical components.

(10) No mural shall be applied to a surface as a vinyl or other non-permanent material.

(11) Murals shall apply for a sign permit and shall be subject to pre-approval by the design review commission. Permit fees for murals shall be as set forth in the city fee schedule.

Sec. 86-489. - General regulations.

(a) Messages. Any sign allowed under this article may contain any message, except those displaying any statement, word, character or illustration of an obscene nature.

(b) Non-residential zoning districts. In non-residential zoning districts signs shall be permitted in the following combination of wall and ground signs subject to the provisions hereinafter stated:

(1) Lot with one building, which building is currently occupied pursuant to a current and valid certificate of occupancy

FOLLOW-UP APPROVAL ACTION (City Clerk)

Typed Name and Title

Melissa Brooks, Interim City Clerk

Date

July, 12, 2023

Signature

City Clerk's Office

issued by the city.

- a. Combination of **one wall sign** and one ground sign, subject to the respective size limitations in section 86-490. In addition to section 86-490, each wall sign shall not exceed 7.5 percent of the exterior building facade, without an approved variance.
- b. **Single building on multiple frontage lots are allowed a total of ten percent of the exterior building facade for wall signs, and may have one additional wall sign**, and one additional ground sign (subject to the size limitations in section 86-490). When calculating their allowed square footage, buildings on multiple frontage lots shall base their calculations on the facade with the primary entrance and/or architectural features of the building. Otherwise, the facade used shall be that facade which faces the public road of the greatest capacity. The classification of streets in the thoroughfare plan shall be the basis for determining street capacity.

- (2) **Wall sign.** The area of a wall sign shall mean and shall be computed using the smallest contiguous square, circle, rectangle, triangle, or combination thereof, that would encompass the external limits of the writing, representation, emblem, or other display, together with any material or color forming any integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed. When a wall sign is formed by placing individual letters, numbers, or figures on the wall, without a distinguishing background, the area shall be determined by a contiguous perimeter drawn around all letters, numbers, figures, trademark, or other symbols, enclosing the limits of writing. **Any letters, numbers, figures, trademarks, or graphics separated by 36 inches or more shall be considered two separate wall signs.**

So, the bottom line is that you could only have one mural on the building, due to the fact that the building only has frontage on Tara Blvd. Also, the purple murals you show on the back of the building would be considered six separate wall signs since they would likely be separated by more than 36 inches a piece.

Design wise, the designs do not have a "finished" professional look. The applicant would need to decide on which mural to have (if any) and improve its appearance.

Fiscal Impact

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

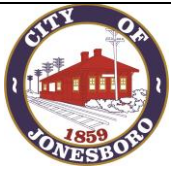
Private Owner

Exhibits Attached (Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)

- Agenda Cover Sheet - 7955 Tara Blvd Murals
- Correspondence
- Existing Building Sides
- Mural Concepts

Staff Recommendation (Type Name, Title, Agency and Phone)

Denial



CITY OF JONESBORO DESIGN REVIEW COMMITTEE

Agenda Item Summary

Agenda Item 5.b.a

COUNCIL MEETING DATE

Requesting Agency

Community Development (Moon Mong, applicant)

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

Proposed Murals

Requirement for Board Action *(Cite specific Council policy, statute or code requirement)*

City Code Section 86-489 and 86-490 – Sign standards

Is this Item Goal Related? *(If yes, describe how this action meets the specific Board Focus Area or Goal)*

Yes



No

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Agency recommendation – Denial of mural designs; Recently, Sugar Bush Sports Bar at 7955 Tara Blvd presented some mural concepts for the back and side of their building. The mural ideas could not be directly seen from Tara Blvd but could be seen from the Kroger parking lot and the Highway 138 Spur. This is my correspondence with the mural designer:

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(1) The mural shall remain in place, without alteration, a minimum of five years after installation. The applicant shall attest to this standard on the permit application.

(2) No part of any mural shall extend beyond the building wall or freestanding wall on which it is tiled, painted, or affixed.

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a. Combination of one wall sign and one ground sign, subject to the respective size limitations in section 86-490. In

FOLLOW-UP APPROVAL ACTION (City Manager)

Typed Name and Title		Phone	City Manager's Office
Signature		Date	

Revised 03/12/09 (Previous versions are obsolete)

Fiscal Impact / Funding Source

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

Private Owner

Exhibits Attached (Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)

Mural pictures, site pictures

Staff Recommendation

David Allen, Community Development Director, 770.570.2977

Denial

- b. addition to section 86-490, each wall sign shall not exceed 7.5 percent of the exterior building facade, without an approved variance.
 - c. *Single building on multiple frontage lots are allowed a total of ten percent of the exterior building facade for wall signs, and may have one additional wall sign, and one additional ground sign (subject to the size limitations in section 86-490). When calculating their allowed square footage, buildings on multiple frontage lots shall base their calculations on the facade with the primary entrance and/or architectural features of the building. Otherwise, the facade used shall be that facade which faces the public road of the greatest capacity. The classification of streets in the thoroughfare plan shall be the basis for determining street capacity.*
- (2) *Wall sign. The area of a wall sign shall mean and shall be computed using the smallest contiguous square, circle, rectangle, triangle, or combination thereof, that would encompass the external limits of the writing, representation, emblem, or other display, together with any material or color forming any integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed. When a wall sign is formed by placing individual letters, numbers, or figures on the wall, without a distinguishing background, the area shall be determined by a contiguous perimeter drawn around all letters, numbers, figures, trademark, or other symbols, enclosing the limits of writing. Any letters, numbers, figures, trademarks, or graphics separated by 36 inches or more shall be considered two separate wall signs.*

So, the bottom line is that you could only have one mural on the building, due to the fact that the building only has frontage on Tara Blvd. Also, the purple murals you show on the back of the building would be considered six separate wall signs since they would likely be separated by more than 36 inches a piece.

Design wise, the designs do not have a "finished" professional look. The applicant would need to decide on which mural to have (if any) and improve its appearance.

David Allen

From: David Allen
Sent: Wednesday, June 21, 2023 9:46 AM
To: 'Moon Mong'
Subject: RE: Walls

Good morning,

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Attachment: Correspondence (3458 : 7955 Tara Blvd Murals)

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From: Moon Mong <moonmong0405@gmail.com>
Sent: Tuesday, June 20, 2023 1:50 PM
To: David Allen <dallen@jonesboroga.com>
Subject: Fwd: Walls

----- Forwarded message -----

From: <perverock@yahoo.com>
Date: Mon, 19 Jun 2023 at 7:07 PM
Subject: Walls
To: <moonmong0405@gmail.com>

Please see photos my phone number 678818542 location name is Sugar Bush , 7956 Tara boulevard thanks 🙏

Attachment: Correspondence (3458 : 7955 Tara Blvd Murals)

Google Maps Jonesboro, Georgia



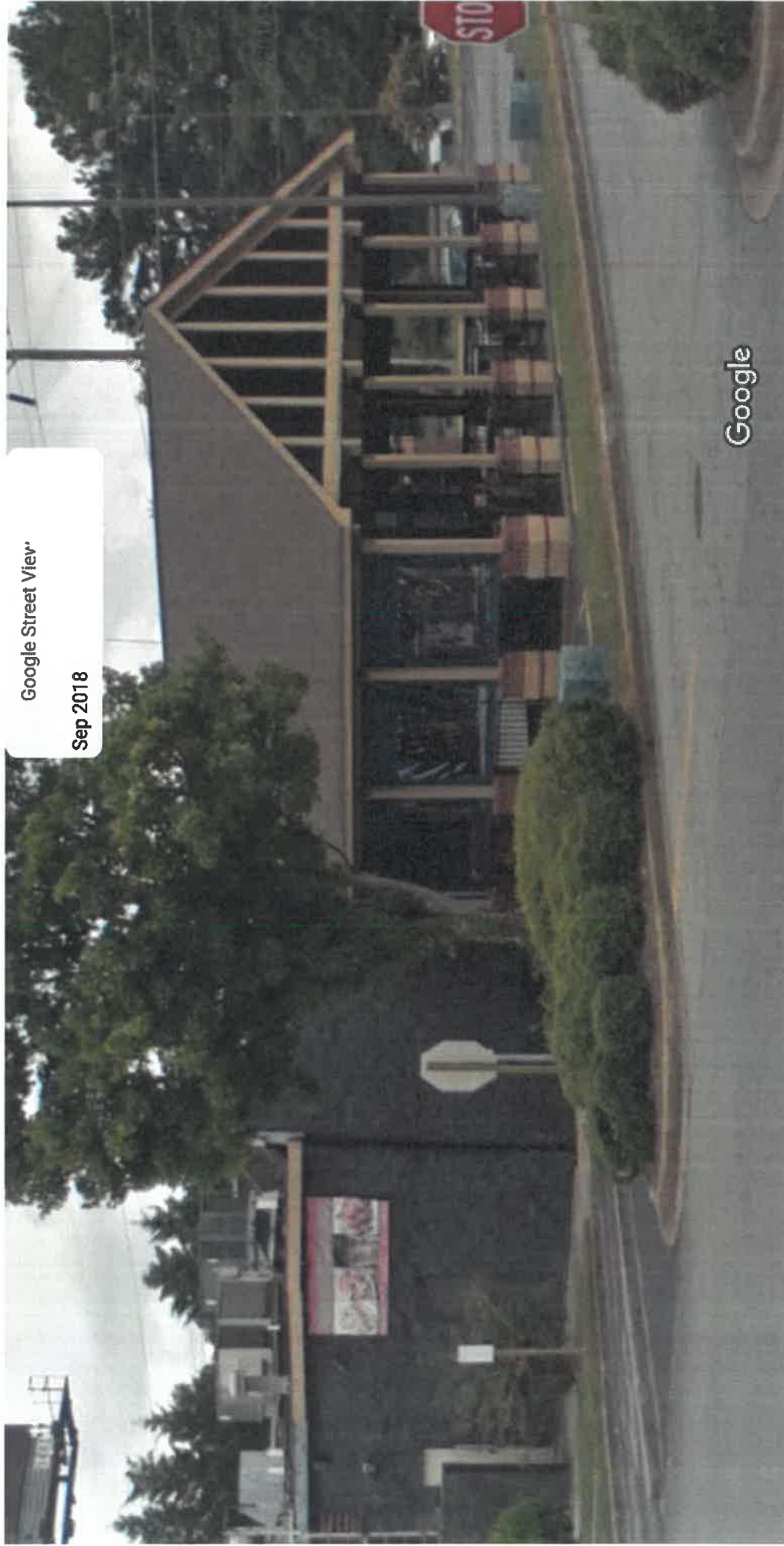
Image capture: Dec 2021 © 2023 Google

← 7955 Tara Blvd

Street View & 360°

All

Google Maps Jonesboro, Georgia



Google Street View

Sep 2018

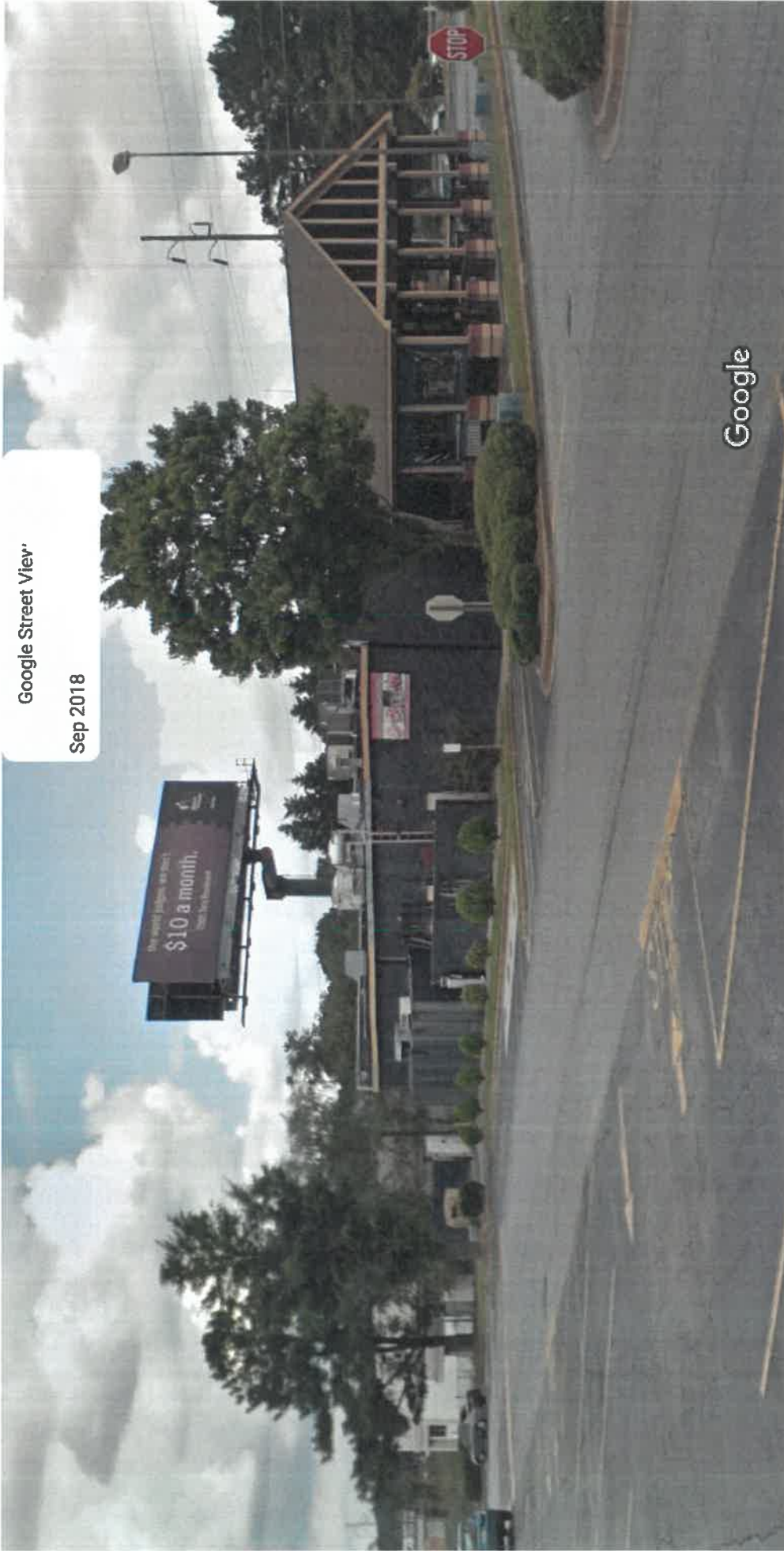
Image capture: Sep 2018 © 2023 Google

← 7955 Tara Blvd

Street View & 360°

All

Google Maps Jonesboro, Georgia



Google Street View

Sep 2018

Image capture: Sep 2018 © 2023 Google



7955 Tara Blvd

All

Street View & 360°



Attachment: Mural Concepts (3458 : 7955 Tara Blvd Murals)



Attachment: Mural Concepts (3458 : 7955 Tara Blvd Murals)

