

Town of Montreat
Board of Adjustment (BOA)
Meeting Agenda
June 22nd, 2023, 5:00 p.m.
Montreat Town Hall
1210 Montreat Rd., Black Mountain, NC 28711
Meeting also held via Zoom: <https://bit.ly/3oFiacy>

I. ELECTION OF PRESIDING OFFICER

II. CALL TO ORDER

- Welcome
- Moment of Silence

III. CERTIFICATION OF QUORUM

IV. AGENDA ADOPTION

- **Suggested Motion:** To adopt the meeting agenda as presented/amended

V. ADOPTION OF FEBRUARY 23, 2023 MEETING MINUTES

- **Suggested Motion:** To adopt the February 23, 2023, Meeting Minutes as drafted.

VI. EVIDENTIARY HEARING

- a) Variance Request (VA-2022-03)** – A Variance request to Section 809 of the Montreat Zoning Ordinance to allow an 18.36-square-foot wayfinding sign on the eastern side of Assembly Drive approximately halfway between Lookout Road and Community Center Circle on the lot described as PIN# 071096841400000 submitted by the Tanner Pickett on behalf of the Property Owner, the Mountain Retreat Association.

Suggested Motion: To grant/deny a Variance request to Section 809 of the Montreat Zoning Ordinance to allow an 18.36-square-foot wayfinding sign on the eastern side of Assembly Drive approximately halfway between Lookout Road and Community Center Circle on the lot described as PIN# 071096841400000 submitted by Tanner Pickett, on behalf of the Property Owner the Mountain Retreat Association.

VII. NEW BUSINESS

VIII. ADJOURNMENT

**Town of Montreat
Board of Adjustment
Regular Meeting
February 23, 2023 – 5:00 p.m.
Town Hall**

Board members present: David Neel (non-voting)
Martha Chastain
Danny Sharpe
Arrington Cox
Mari Gramling
Eleanor James
Mark Spence

Board members absent: None

Town staff present: Kayla DiCristina, Zoning Administrator

Ms. Eleanor James, as Chair, called the meeting to order at 5:00 p.m., and led the group in a moment of silence. Eleanor James certified that a quorum was present.

The meeting was recorded and posted to the Town website on the YouTube Channel which can be found at the following link:

<https://www.youtube.com/watch?v=hCw8cnIAEoA>

Agenda Adoption

Danny Sharpe moved to adopt the agenda as presented. Mari Gramling seconded and the motion carried 6/0.

Adoption of January 26, 2023 Meeting Minutes

Danny Sharpe moved to adopt the January 26, 2023 Meeting Minutes as presented. Mari Gramling seconded and the motion carried 6/0.

Order of Approval – Variance Request (VA-2022-02)

Variance Request (VA-2022-02) – Lot 766, Greybeard Trail, in Montreat’s Extraterritorial Jurisdiction (ETJ) described as PIN# 072111435500000 submitted by the property owners, Theodosia Wade, Wade Crozier, et al. The hearing involved the consideration of the Variance Application for the reduction of the rear yard setback requirement on the north side of the Subject Property to 0 feet to construct a single family dwelling on property in the Town of

Montreat's ETJ. A quasi-jurisdictional evidentiary hearing began on July 28, 2022 and was continued to January 26, 2023.

Danny Sharpe moved to approve the written order of approval for a Variance request (VA-2022-02) for a 0' rear setback on the Subject's Property's north side for a property known as Lot 766, Greybeard Trail, in Montreat's Extraterritorial Jurisdiction (ETJ) described as PIN# 072111435500000. Martha Chastain seconded and the motion carried 6/0.

Board of Adjustment By-laws Discussion

Zoning Administrator Kayla DiCristina advised that at the last meeting the Board of Adjustment By-laws were amended/approved but there wasn't a lot of time for discussion. Ms. DiCristina brought the Board's attention to Section 1.4 which states that alternate members of the Board of Adjustment need to be in attendance at all regular meetings and shall be seated when regular members are absent or unable to participate due to a conflict of interest or when regular member seats are vacant.

After some discussion Danny Sharpe moved to add the following to the Board of Adjustment By-laws: "all alternate members of the Board of Adjustment shall attend all regular meeting and special meetings as requested". Arrington Cox seconded and this motion carried 6/0.

Danny Sharpe moved to readopt the Board of Adjustment By-laws as revised. Arrington Cox seconded and the motion carried 6/0.

Ms. DiCristina advised that the Board of Commissioners have been made aware of the two vacancies (Regular Member Seat and ETJ Seat) on the Board of Adjustment and they are actively looking for candidates to appoint to the Board.

Martha Chastain questioned how the Board of Adjustment could show appreciation for Robert Sulaski's service to the Board. Ms. DiCristina recommended reaching out to Mayor Tim Helms or Interim Town Manager Ben Blackburn.

Adjournment

Danny Sharpe moved to adjourn the meeting. Mari Gramling seconded and the motion carried 6/0.

**Montreat Board of Adjustment
Regular Meeting Minutes
February 23, 2023**

Eleanor James, Chair

Angie Murphy, Town Clerk

DRAFT



VARIANCE APPLICATION

Town of Montreat Planning and Zoning
1210 Montreat Road, Black Mountain, NC 28711 | (828) 669-8002

REQUIRED FEE: \$350.00 (CASH OR CHECK)

APPLICANT INFORMATION

APPLICANT NAME: Tanner Pickett (Mountain Retreat Association) TELEPHONE: 828.335.6444
MAILING ADDRESS: 318 Georgia Terrace CITY: Montreat STATE: NC ZIP: 28757
EMAIL: tannerp@montreat.org

PROPERTY INFORMATION

ADDRESS: 407 Kentucky Road CITY: Montreat STATE: NC ZIP: 28711
PIN#: 071096841400000 TOTAL ACREAGE: 26.92 FLOODPLAIN: ☒ YES ☐ NO
ZONING: I OTHER: OVERLAY ZONING: CD
PROPERTY OWNER: Mountain Retreat Assoc. TELEPHONE:
MAILING ADDRESS: PO Box 969, Montreat, NC 28757

PROPOSED LAND USE

TYPE OF LAND USE: ☐ Residential ☐ Non-Residential ☒ Other
DESCRIPTION OF PROPOSED DEVELOPMENT: [4.5]' x [4.08]' wayfinding sign ([18.36] square feet).
The sign is adjacent to Assembly Drive, across from Freeland Hall

VARIANCE REQUEST

MONTREAT ZONING ORDINANCE SECTION: 809 Wayfinding Signs
DESCRIPTION OF REQUESTED VARIANCE: Variance to replace the front and back face of the existing signage.

FINDINGS OF FACT

THE TOWN OF MONTREAT'S BOARD OF ADJUSTMENT WILL RENDER A DECISION ON THIS APPLICATION AT A PUBLIC HEARING. IN APPROVING THE REQUEST, THE BOARD OF ADJUSTMENT WILL EXAMINE THE APPLICATION AND MUST FIND THAT THE FOLLOWING SIX ELEMENTS ARE SATISFIED IN THE PROPOSAL:

MZO 310.42(A) *Unnecessary hardship would result from the strict application of the Ordinance. It shall not be necessary to demonstrate that, in the absence of the Variance, no reasonable use can be made of the property.*

MZO 310.42(B) *The hardship results from conditions that are peculiar to the property, such as location, size, or topography. Hardships resulting from personal circumstances, as well as hardships resulting from conditions that are common to the neighborhood or the general public, may not be the basis for granting a Variance.*

MZO 310.42(C) The hardship did not result from actions taken by the applicant or the property owner. The act of purchasing property with knowledge that circumstances exist that may justify the granting of a Variance shall not be regarded as a self-created hardship.

MZO 310.42(D) The Variance is consistent with the spirit, purpose and intent of the Ordinance such that public safety is secured and substantial justice is achieved.

MZO 310.42(E) The Variance requested is the minimum Variance that will make possible the requested Use of the land, Building or Structure.

MZO 310.42(F) The Variance is not a request to permit a Use of land, Building or Structure which is not permitted in the applicable Zoning District.

ATTACHMENTS

THIS APPLICATION MUST BE ACCOMPANIED BY THE FOLLOWING ATTACHMENTS:

1. A copy of the deed for the property which is the subject of the application for a Variance, a copy of the plat showing such property if one exists, and any contract to purchase or other relevant documents.
2. A response to the six findings listed above and found in the Montreat Zoning Ordinance Section 310.42.
3. A to scale site plan showing the existing property conditions (including the adjoining road and any existing improvements) and the proposed locations, dimensions, and setbacks of any structure to be built or modified which is the subject of the Variance. If the Variance request concerns the elevation of a building, include an elevation drawing.

SIGNATURES AND ACKNOWLEDGEMENT

I, Tanner Pickett, hereby certify that all of the information set forth above is true and accurate to the best of my knowledge.

Tanner Pickett
Signature of Applicant

5.24.23
Date

Tanner Pickett
Printed Name of Applicant

OFFICE USE ONLY

☒ Complete ☐ Incomplete

Kayla DiCristina
Zoning Administrator Signature

5/24/23
Date

Kayla DiCristina
Printed Name of Zoning Administrator

Fee: \$350.00

Paid: ☒ Yes ☐ No

Payment Method: Check (#65640)

Scheduled Board of Adjustment Meeting Date: June 22nd, 2023



MONTREAT
CONFERENCE CENTER

PO Box 969
Montreat, NC 28757
800.572.2257
montreat.org

MZO 310.42(A) Unnecessary hardship would result from the strict application of the Ordinance. It shall not be necessary to demonstrate that, in the absence of the Variance, no reasonable use can be made of the property.

There is a need for a wayfinding sign at this location for guests to the conference center and the college. Montreat can be a confusing town to navigate, especially when you are visiting one of the two institutions. The current sign is in disrepair and is out of compliance with the new sign ordinance. It poorly represents the Town, conference center, and college. If unable to redo the sign, I would recommend having it removed, and removal of the sign would mean that visitors to both institutions will have difficulty finding some campus buildings.

MZO 310.42(B) The hardship results from conditions that are peculiar to the property, such as location, size, or topography. Hardships resulting from personal circumstances, as well as hardships resulting from conditions that are common to the neighborhood or the general public, may not be the basis for granting a Variance.

The existing sign's proximity of the town's center and the institutional buildings make it an ideal location; however, the allowable sign dimensions (four ft²) does not give enough space for legible wayfinding directions, especially from a vehicle. A larger sign would be easier to read and stand out from the existing trees and foliage. The redesigned sign uses the existing sign structure and allows for a more useable wayfinding sign, keeping consistent with other institutional signs, and at a minimal cost.

ZO 310.42(C) The hardship did not result from actions taken by the applicant or the property owner. The act of purchasing property with knowledge that circumstances exist that may justify the granting of a Variance shall not be regarded as a self-created hardship.

The current sign, which is 27 years old and predates the current ordinance, is in disrepair and gives a poor representation of both institutions. The proposed sign uses the structure and hardware to create a refreshed sign and is consistent with other institutional signage. There is no other place that the sign could be located where it would comply because of the information needed for the sign.

MZO 310.42(D) The Variance is consistent with the spirit, purpose and intent of the Ordinance such that public safety is secured and substantial justice is achieved.

The proposed sign is in accordance with the purpose of the Ordinance because it is specifically for the purposes of wayfinding at a crucial intersection at the town's center. This sign will have a positive impact on public safety because it will direct visitors closer to their destination and help to confirm their



MONTREAT.
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progress along the route. Granting this variance does not result in a loss to any individual, as it will refresh a sign that has existed there for 27 years.

MZO 310.42(E) The Variance requested is the minimum Variance that will make possible the requested Use of the land, Building or Structure.

Manual on Uniform Traffic Control Devices (MUTCD), which is followed by the North Carolina Department of Transportation (NCDOT), requires a font size of 4" on signs on roads with 35 mph and under speed limits. This adjustment would call for a sign that is much larger than the proposed one. The proposed sign uses components of the existing one.

MZO 310.42(F) The Variance is not a request to permit a Use of land, Building or Structure which is not permitted in the applicable Zoning District.

Correct.

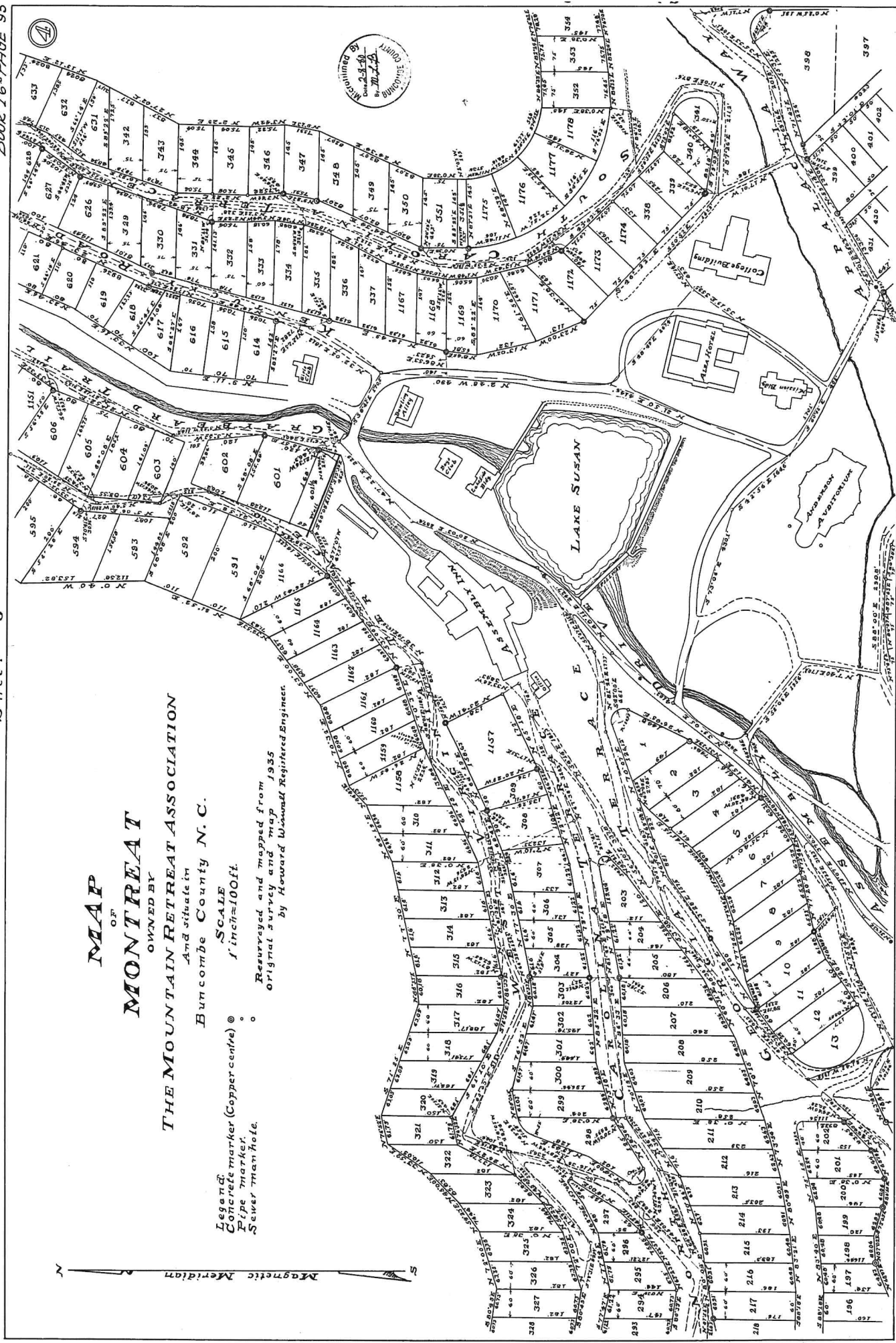
MAP OF MONTREAT

OWNED BY
THE MOUNTAIN RETREAT ASSOCIATION
And situate in
Buncombe County N. C.
SCALE
1"=100ft.

Resurveyed and mapped from
Original survey and map 1935
by Howard W. Ward Registered Engineer.

- Legend:
Concrete marker (Copper centre) @
Pipe marker,
Sewer man hole.

Magnetic Meridian



PROPOSED
FRONT
(NORTH ON
ASSEMBLY
DRIVE)

FRONT
(approach from the Gate)

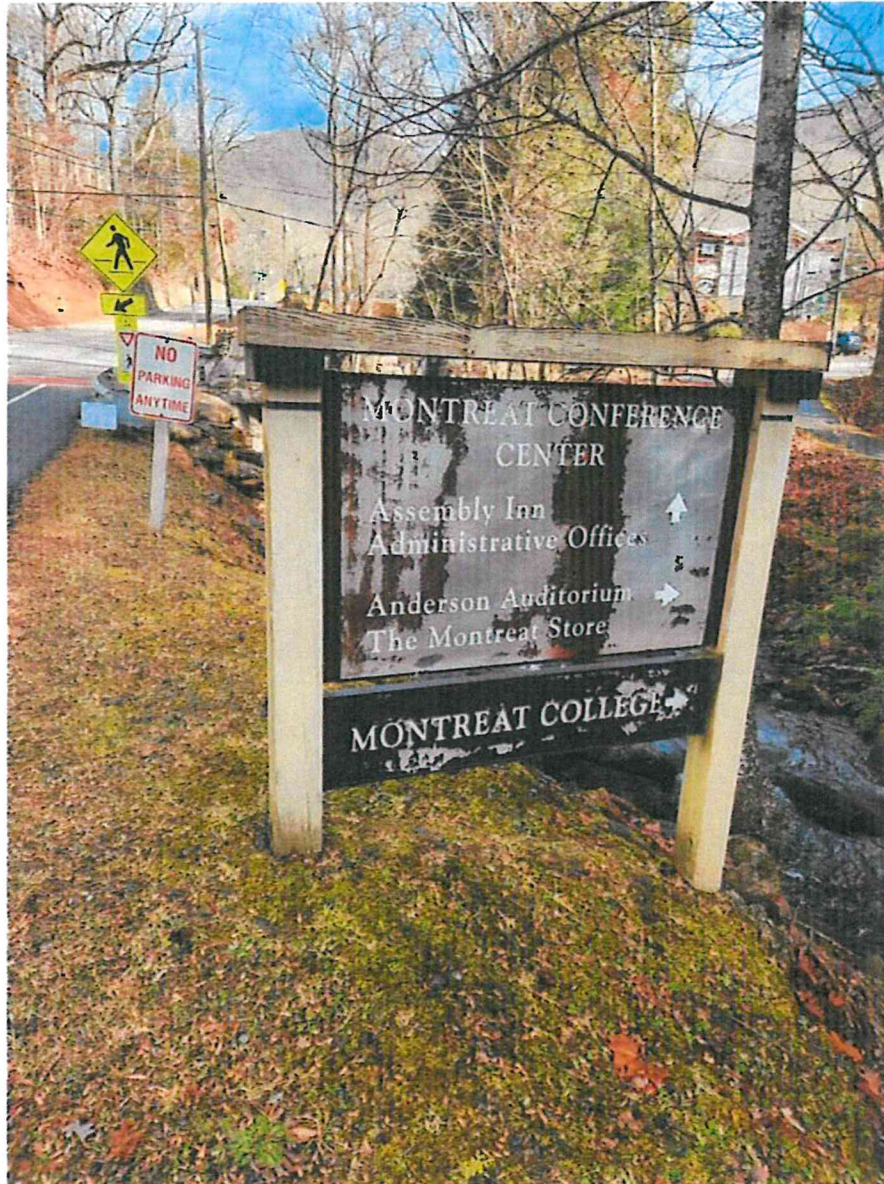


PROPOSED
REAR
(SOUTH ON
ASSEMBLY
DRIVE)

BACK
(approach from the Lookout Rd.)



EXISTING



Google Maps 321 Assembly Dr



Image capture: Oct 2015 © 2023 Google

William Black Lodge

Montreat Confere

Montr

ege

Google Maps 321 Assembly Dr



Image capture: Oct 2015 © 2023 Google



399 Assembly Dr

51 ft. 08 in. from Lookout, 84 ft. 08 in. from Community Circle, 21 ft. 10 in. from the center line



Image capture: Oct 2015 © 2023 Google





51 f. 08 in. from Lookout, 84 ft. 08 in. from Community Circle, 21 ft. 10 in. from the center line



Staff Report VA-2022-03

Variance Request (VA-2022-03) – A Variance request to Section 809 of the Montreat Zoning Ordinance to allow an 18.36-square-foot wayfinding sign on the eastern side of Assembly Drive approximately halfway between Lookout Road and Community Center Circle on the lot described as PIN# 071096841400000 submitted by Tanner Pickett on behalf of the Property Owner, the Mountain Retreat Association.

Created by:

Kayla DiCristina, AICP
Zoning Administrator
Town of Montreat

Created for:

Montreat Board of Adjustment
June 22nd, 2023

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STAFF REPORT

See **STAFF FINDINGS** (i.e. Kayla DiCristina, AICP, Montreat Zoning Administrator) in addition to applicant-provided materials. **STAFF FINDINGS** contain references to the Montreat Zoning Ordinance (MZO) where noted. Only those findings relevant to the variance requested are included in this staff report.

Application Summary

The following report summarizes the Zoning Administrator's review of an application for a variance submitted by Tanner Pickett, on behalf of the Mountain Retreat Association (MRA), the Property Owner, for property described as PIN #071096841400000. This variance request is focused on the portion of the Subject Property to the east of Assembly Drive between Lookout Road and Community Center Circle. The Applicant proposes to remove the existing wayfinding sign that is approximately halfway between Lookout Road and Community Center Circle and replace it with a new wayfinding sign in the same location. The Applicant requests that the Board of Adjustment grant a variance...

- To Section 809 of the Montreat Zoning Ordinance to allow an 18.36-square-foot wayfinding sign to be placed on the Subject Property to the east of Assembly Drive approximately halfway between Lookout Road and Community Center Circle.

Property Summary

Parcel Identifier Number (PIN #): 071096841400000

Address: Formally addressed as 407 Kentucky Road, Montreat, NC, 28757. However, this variance request is focused on the portion of the Subject Property to the east of Assembly Drive between Lookout Road and Community Center Circle.

Owner: Mountain Retreat Association
P.O. Box 969, Montreat, NC, 28757

Applicant: Tanner Pickett, on behalf of the Property Owner, the Mountain Retreat Association

Zoning: I – Institutional Zoning District with Conservation District (CDO) & Town Center Overlay District (TCO). The portion of the Subject Property that is the focus of this Variance Request is zoned I, CDO, & TCO.

Current Land Use: The Subject Property contains Robert Lake Park, Lake Susan, and buildings associated with Montreat College. The portion of the Subject Property that is the focus of this Variance Request is a strip of land adjacent to Assembly Drive between Lookout Road and Community Center Circle with an existing wayfinding sign.

Utilities: N/A; The Subject Property has utilities. However, utilities are not relevant to the subject of this Variance Request.

Acres: 26.92 acres. The portion of the Subject Property that is the focus of this Variance Request is less than 0.01 acres.

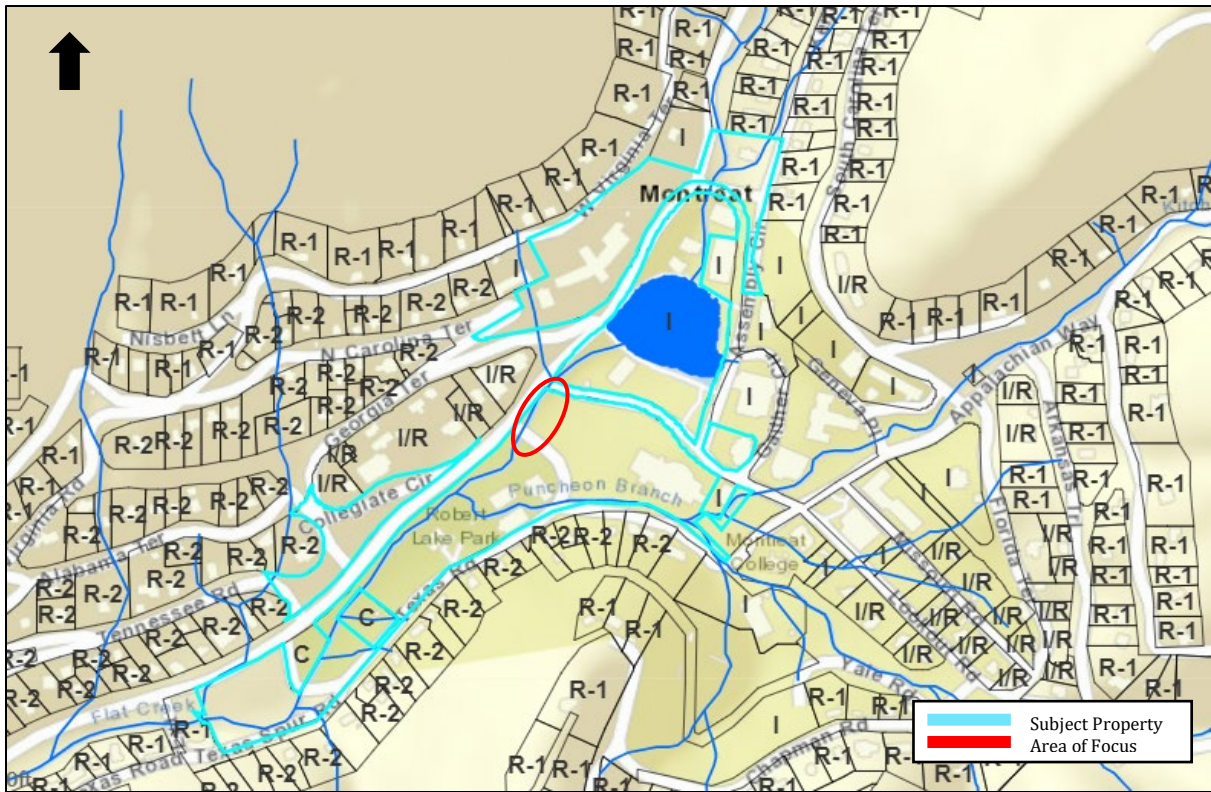


Figure 1: Subject Property Aerial

Public Notice

Staff mailed notice to properties within 250 feet of the Subject Property on **June 8th, 2023** (see Figure 2: 250 feet Public Notice for Variance Request). Staff posted the Subject Property on **June 8th, 2023**. BOA Hearing: **June 22nd, 2023**

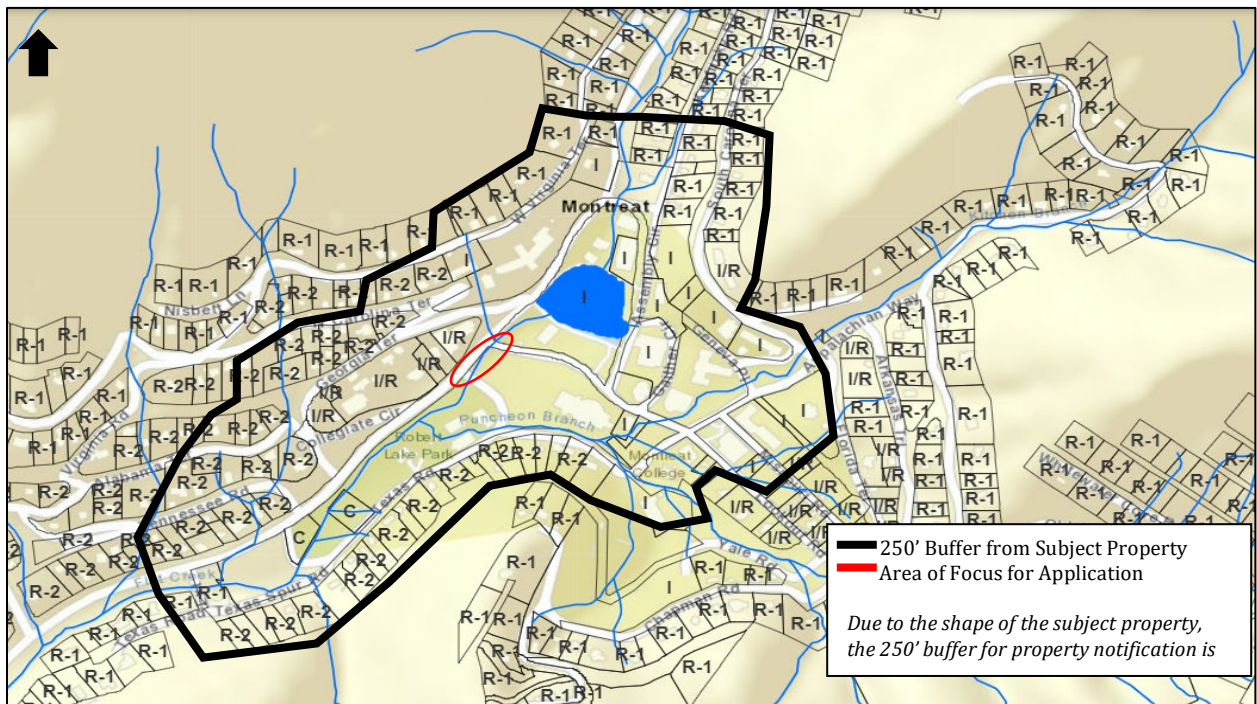


Figure 2: 250 feet Public Notice for Variance Request

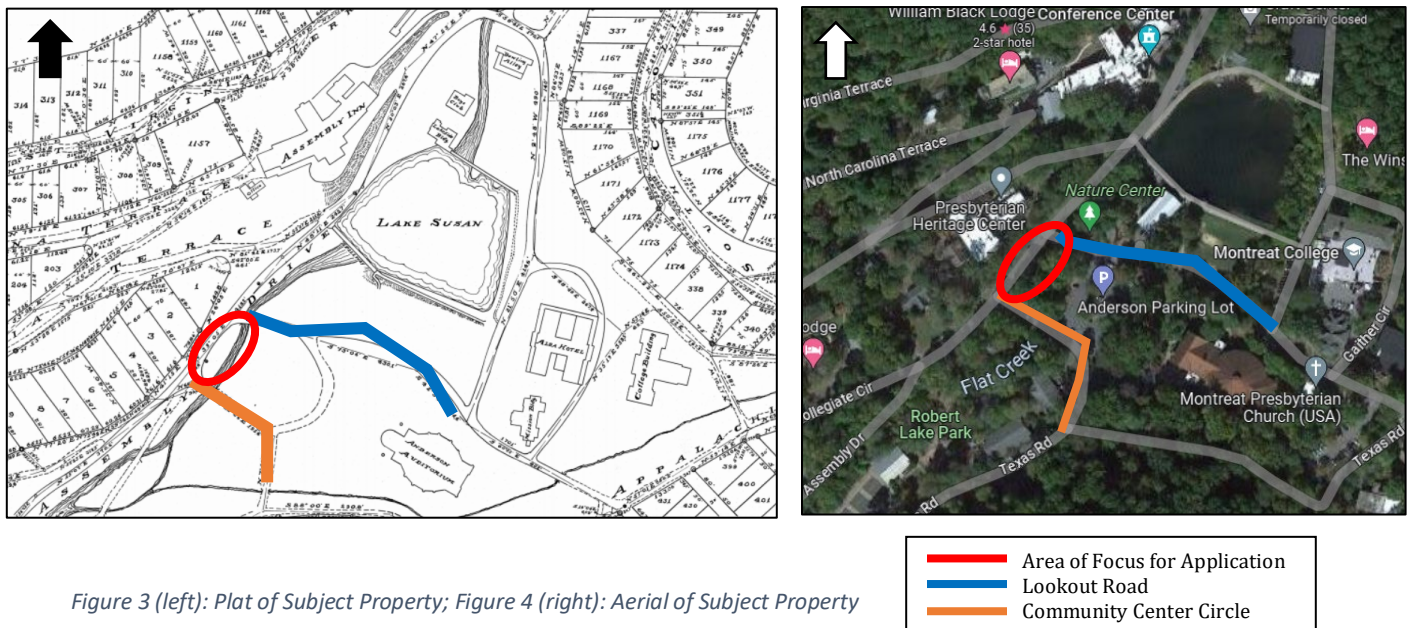
Variance Request

The Applicant (Tanner Pickett, on behalf of the Mountain Retreat Association (MRA), the Property Owner) requests a variance to Section 809 of the Montreat Zoning Ordinance to allow an 18.36-square-foot wayfinding sign on the Subject Property to the east of Assembly Drive approximately halfway between Lookout Road and Community Center Circle. Wayfinding signs that are not government agency-owned or a part of a community wayfinding system must be less than four square feet.

Staff Findings

Subject Property Summary & Area of Focus

The Subject Property of the Variance Request, owned by the MRA, is over 26 acres and contains Robert Lake Park, Lake Susan, and buildings associated with Montreat College. Figure 1 and Exhibit A provide the full boundary of the Subject Property. The area of the Subject Property that is the focus of this Variance Request, as shown in the figures below, is the 0.01-acre portion of land to the east of Assembly Drive between Lookout Road and Community Center Circle.



This area of land abuts the main artery of the Town of Montreat, Assembly Drive, and is immediately adjacent to Flat Creek, where the topography drops off sharply from just beyond the roadbed to the edge of the creek. An existing wayfinding sign is present in this area and is proposed to be removed.

Known Sign Background

As stated previously, there is an existing wayfinding sign on the Subject Property within the area that is the focus of this Variance Request. The installation date of the existing wayfinding sign is unknown, but it is believed to have predated the Montreat Zoning Ordinance's (MZO) sign regulations. Staff's

correspondence with the applicant is included in Exhibit B of this report. Therefore, the existing sign is considered non-conforming per the MZO.



Figure 5: Existing Wayfinding Sign (Provided by Applicant)

Per Section 810.1 of the MZO, neither the design nor the dimensions of a non-conforming sign can be altered or else the non-conforming status of the sign is nullified. Per Section 810.2 of the MZO, non-conforming signs may only be replaced in their non-conforming form if destroyed by vandals, accidents, or adverse weather conditions. All other triggers for replacement, including normal weathering or allowing a sign to deteriorate, nullify the sign's non-conforming status. If a non-conforming sign's status as non-conforming is nullified, it must conform to the provisions of the MZO.

The applicant is unable to replace the existing wayfinding sign in its current location and proposed size as the applicant proposes to change the design of the sign and the replacement of the sign is due to circumstances necessitating replacement other than vandals, accidents, or adverse weather conditions.

Sign Type

The proposed sign is considered a wayfinding sign. Section 809 of the MZO states that wayfinding signs are signs designed and intended to help to direct a person from point to point or confirm a person's progress along a route.

Sign Area

Section 809 of the MZO states that privately owned wayfinding signs may be no larger than four square feet in surface area in all Zoning Districts except R-1, R-2, and R-3. This section goes on to state that government agency-owned wayfinding signs and privately owned wayfinding signs part of

a community wayfinding system approved and adopted by the Town may be greater than four square feet in surface area in any Zoning District if and to the extent an ordinance adopting the community wayfinding system allows for. The proposed wayfinding sign is a double-sided sign 4.08 feet in height by 4.5 feet in width with a sign area of 18.36 square feet per face. The sign area exceeds that which is permitted by Section 809.

It is noted that the Town of Montreat adopted a Wayfinding plan in April 2014. However, neither the applicant nor staff were able to provide evidence that this proposed sign is part of that plan. While the plan does note this sign as being in the existing inventory, there are no explicit guidelines stating that the applicant's proposed sign is meant to be included in the wayfinding system.

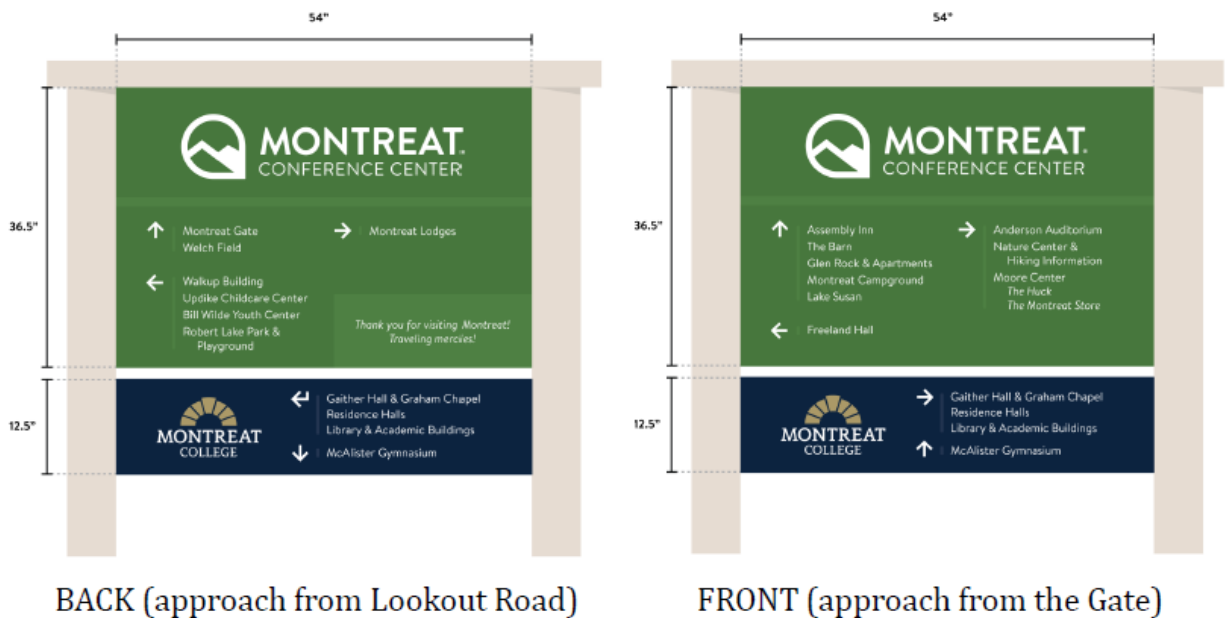


Figure 6: Proposed Wayfinding Sign (provided by Applicant)

Sign Setbacks

The new wayfinding sign is proposed to be approximately 20 feet from the centerline of Assembly Drive. The right-of-way for Assembly Drive is 30 feet from the centerline of the road. Assembly Drive itself is paved approximately 15 feet from the centerline on either side and sidewalks are present only on the western side of the street. Section 801.6 of the MZO states that all signs must be at least two feet away from any vehicular or pedestrian travel way. There are no pedestrian travel ways on the eastern side of Assembly Drive near the proposed wayfinding sign and, per the applicant, the proposed sign will be 4.6 feet away from the edge of the vehicular travel way (aka the pavement).

As stated, the new wayfinding sign is proposed to be 20 feet from the centerline of Assembly Drive, which is within the 30 foot right of way from the centerline of Assembly Drive. Section 809 of the MZO states that wayfinding signs other than those owned by the government may be placed in Town rights-of-way with the Town's approval and permission. The applicant attended the February 9th,

2022, Board of Commissioners meeting and requested permission to place the new wayfinding sign in its proposed location. The Board of Commissioners granted that approval under the condition that the applicant (1) obtain a variance due to the size of the sign and (2) that the applicant return Board of Commissioners for new permission and approval should the design or size of the wayfinding sign change, even if the change negates a need for a variance, if the proposed wayfinding sign remains in the right-of-way of Assembly Drive.



Figure 7 (left): Proposed Wayfinding Sign Setbacks from Roadbed (provided by Applicant); Figure 8 (right): Proposed Wayfinding Sign Setbacks from Adjacent Roads (provided by Applicant)

Template Variance Decision Language

The Board is welcome to use the language below to issue a decision on the Variance Request. Prior to making the approval motion, the Board must state the specific findings that lead to the approval of each finding of fact as required by Section 310.42 of the MZO.

Findings of Fact:

1. The Board finds that unnecessary hardship would result from the strict application of the Ordinance because...
2. The Board finds that the hardship results from conditions that are peculiar to the property because...
3. The Board finds that hardship did not result from actions taken by the applicant or the property owner because...
4. The Board finds that the variance is consistent with the spirit, purpose, and intent of the ordinance ...
5. The Board finds that the variance requested is the minimum variance that will make possible the requested use of the land because...

6. The Board finds that the variance is not a request to permit a use of land that is not permitted in the applicable Zoning District as the variance request is for...

Motion for Decision: "I move that the Board [*approve/approve with conditions/deny*] the Variance Request VA-2022-03 to Section 809 of the Montreat Zoning Ordinance to allow an 18.36-square foot wayfinding sign on the Subject Property on the east side of Assembly Drive approximately halfway between Lookout Road and Community Center Circle. [*List any conditions of approval in the motion, if applicable*]

Exhibits

Exhibit A: Plats of Subject Property

Exhibit B: Staff Correspondence with Applicant

Exhibit C: Town of Montreat Wayfinding Plan

16/95

MAP OF MONTREAT

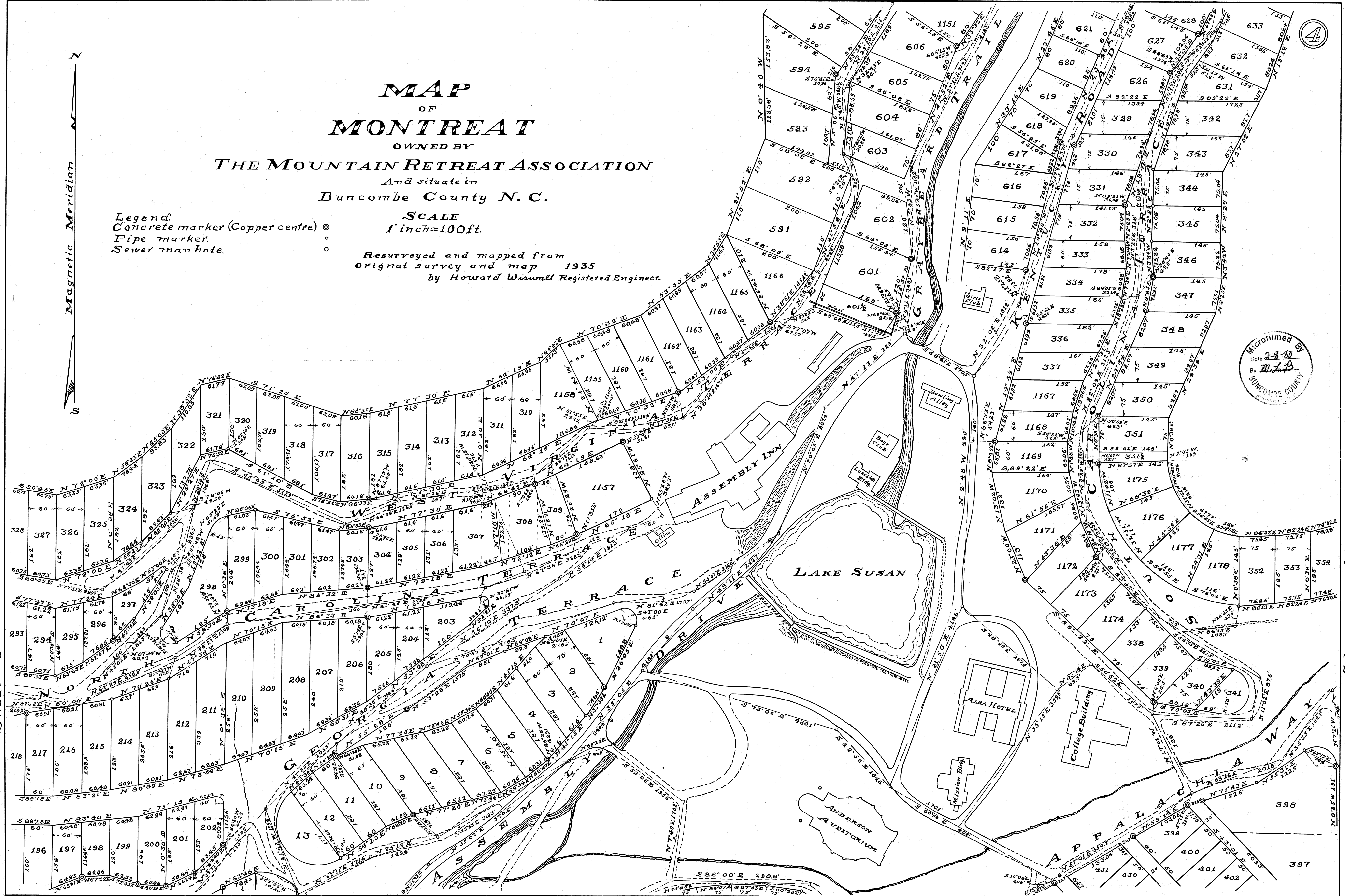
OWNED BY
THE MOUNTAIN RETREAT ASSOCIATION
And situate in
Buncombe County N. C.

Legend:
Concrete marker (Copper centre) ⊙
Pipe marker. ○
Sewer man hole. ○

SCALE
1 inch = 100 ft.

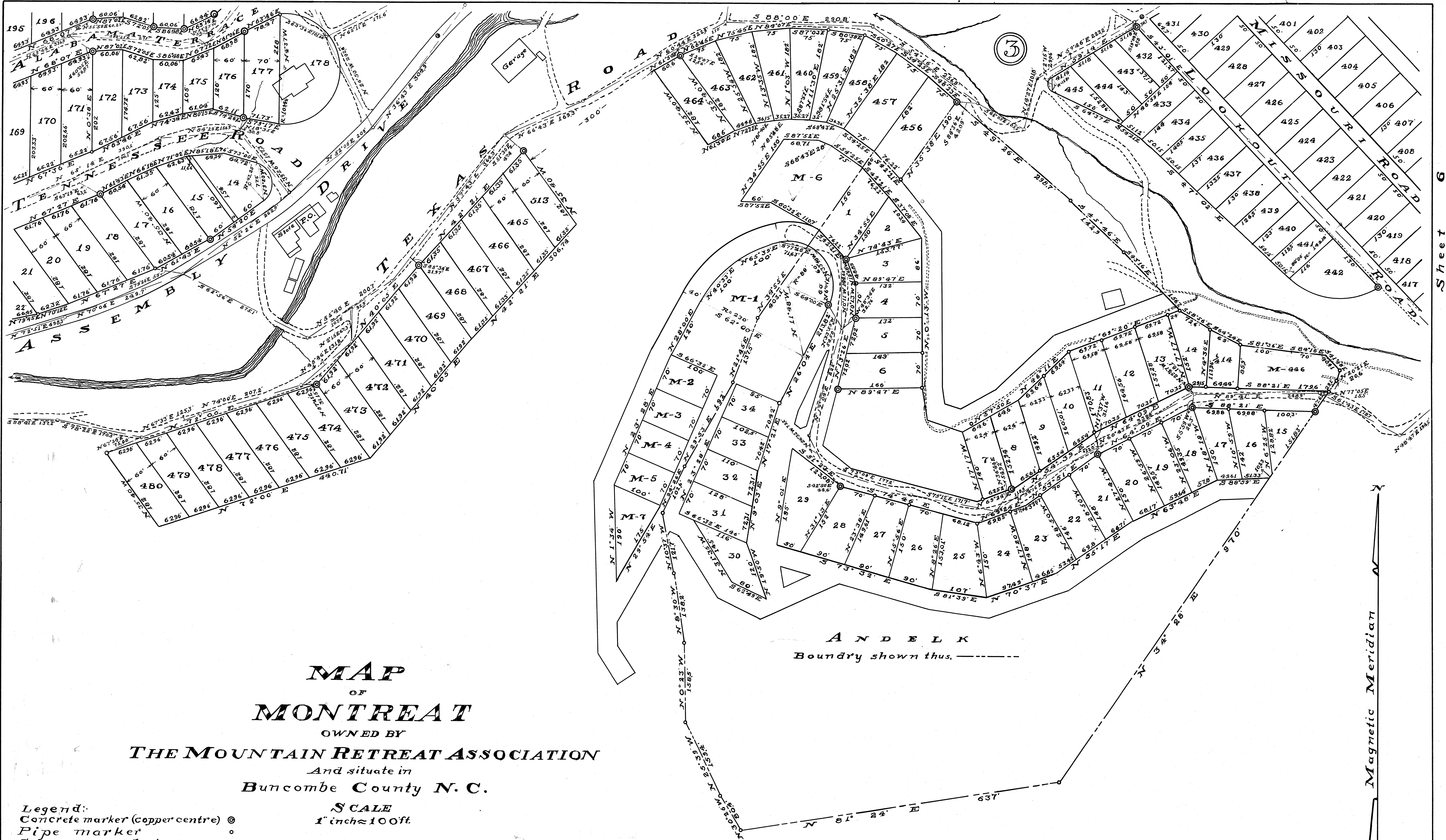
Resurveyed and mapped from
Original survey and map 1935
by Howard Wiswall Registered Engineer.

Microfilmed By
Date 2-9-80
By M.L.B.
BUNCOMBE COUNTY



Sheet 2

Sheet 6



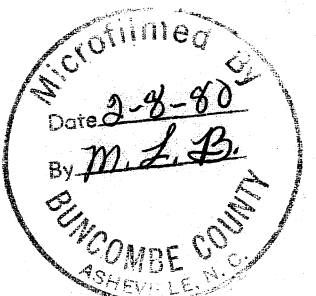
MAP OF MONTREAT

OWNED BY
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And situate in
Buncombe County N. C.

SCALE
1" inch = 100 ft.

Resurveyed and mapped from
Original survey and map 1935
by Howard Wiswall Registered Engineer.

Legend:
Concrete marker (copper centre) ⊙
Pipe marker ○
Sewer man hole ○



From: [Kayla DiCristina](#)
To: [Tanner Pickett](#)
Subject: RE: MRA Wayfinding Sign Variance Application
Date: Monday, June 5, 2023 12:51:00 PM
Attachments: [image001.png](#)
[image002.png](#)

Hi Tanner,

Great. I'll go ahead and get your scheduled. I'll be sending along the staff report materials for your case. Please ensure you or a representative that can speak on the variance request is in attendance at the June 22nd BOA meeting.

Best,

[Kayla DiCristina, AICP](#)

*(*For inquiries regarding the Town of Montreat, please see below)*

Regional Planner | Economic and Community Development
Land of Sky Regional Council
339 New Leicester Hwy., Suite 140 • Asheville, NC 28806



This institution is an equal opportunity provider and employer. All email correspondence to and from this address is subject to public review under the NC Public Records Law.

****Town of Montreat:*** *Inquiries regarding the Town of Montreat are answered in the order they are received during Montreat office hours every Tuesday through Thursday 8:00 am through 5:00 pm. For assistance, please call 828-669-8002, ext. 3030, or e-mail zoning@townofmontreat.org.*

This institution is an equal opportunity provider and employer. All email correspondence to and from this address is subject to public review under the NC Public Records Law.

From: Tanner Pickett <tannerp@montreat.org>
Sent: Sunday, June 4, 2023 4:47 PM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: MRA Wayfinding Sign Variance Application

Be Advised: This email originated from outside Land of Sky

Hey Kayla.

I'm fine to keep the 22nd. Thanks and please let me know if there is anything else you need from me.


Tanner Pickett

Vice President for Communication

montreat.org

([he/him](#))

-please note that I typically check emails at 10a and 4p each day

 [Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>
Sent: Thursday, June 1, 2023 10:51 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: RE: MRA Wayfinding Sign Variance Application

Hi Tanner,

I've confirmed with the BOA that we will have a quorum (5 members) to hear your variance request at the 6/22 meeting. There are two things I want to make you aware of:

1. A variance requires a 4/5 vote for approval. Out of the available Board Members, only one can vote in opposition to the request for it to be granted. If a variance request is denied, it can be appealed to the Buncombe County Superior Court.
2. If any Board Member is unable to attend for any reason, we will not have a quorum to hear the variance request. If we do not have a quorum on the meeting date, we will have to postpone the meeting until we have a quorum.

Please let me know if you'd like to push the request to a later BOA date when we may have more members available to attend (although I can't guarantee this will be the case) or if you want to continue with the June 22nd date. Either way is fine with me. I just wanted to be sure you understood your options.

If you have any questions, please don't hesitate to call me. I am here until 5:00 today.

Best,

Kayla DiCristina, AICP

*(*For inquiries regarding the Town of Montreat, please see below)*

Regional Planner | Economic and Community Development
Land of Sky Regional Council
339 New Leicester Hwy., Suite 140 • Asheville, NC 28806



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From: Kayla DiCristina

Sent: Wednesday, May 24, 2023 12:00 PM

To: Tanner Pickett <tannerp@montreat.org>

Subject: RE: MRA Wayfinding Sign Variance Application

Hi Tanner,

All looks good. Thanks for making these changes. I'll get your check over to Angie.

You are tentatively scheduled for the 6/22 BOA meeting at 5:00 pm in Town Hall. Please ensure you or a representative that can answer questions on this application is present. I'll be in touch late next week after I give my board members some time to respond with confirmation that we will have a quorum for the meeting.

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Wednesday, May 24, 2023 11:40 AM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: MRA Wayfinding Sign Variance Application

Be Advised: This email originated from outside Land of Sky

Updated application- [Assembly Drive Sign Variance Application- Complete.pdf](#)

Please let me know if you need anything else.

Best,


Tanner Pickett

Vice President for Communication

montreat.org

([he/him](#))

-please note that I typically check emails at 10a and 4p each day

 [Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>
Sent: Wednesday, May 24, 2023 8:23 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: MRA Wayfinding Sign Variance Application

Good morning Tanner,

I received your variance application for the wayfinding sign. The following must be provided/corrected before I can get you scheduled:

1. On the images showing the distance from the sign to the adjacent roads, please show how far the sign is from the roadbed of Assembly Drive. Preferably, show this on the google map images as I think this will be the most readable for the board.
2. Provide a copy of the plat for the property.

3. Complete the “description of proposed development” under the proposed land use section of the attached application. I pre-filled out this application for you so the rest of the information is correct based on property records (I saw your sticky note), but you need to complete this section with the missing dimensions and area. I’d also ask that you add in this section that the sign is adjacent to Assembly Drive across from Freeland Hall (just to clarify its location).

You are welcome to send these to me digitally or stop by the office.

Best,

Kayla DiCristina, AICP

*(*For inquiries regarding the Town of Montreat, please see below)*

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From: [Tanner Pickett](#)
To: [Kayla DiCristina](#)
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)
Date: Friday, April 21, 2023 9:15:36 AM
Attachments: [image001.png](#)
[image002.png](#)
[image004.png](#)
[Outlook-ppztvmmz.png](#)

Be Advised: This email originated from outside Land of Sky

Sorry for the misunderstanding here. I thought I was waiting on confirmation from you (earlier in this email thread, you stated that you'd confirm the Board's availability and email me back in two weeks) to do that.

Oh well. I'll go ahead and get everything sent over so it's ready when y'all are.

Since this will be the end of June before this is even heard by the Board, do we have the ability to just remove the sign for now? It is really an eyesore.

Best,

Tanner Pickett
Vice President for Communication
montreat.org

([he/him](#))

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Friday, April 21, 2023 9:07 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: RE: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

I have not received an application or payment from you. Variances require at least two weeks posting on the property per the state statute. You will not be able to be heard at the Board of Adjustment's meeting next week. I will also be out of the office for most of May, meaning you will be looking at a June Board of Adjustment meeting.

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>

Sent: Friday, April 21, 2023 9:04 AM

To: Kayla DiCristina <kayla@landofsky.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey Kayla.

I hope you are well.

I was just checking in about the Board of Adjustment's meeting next week. I didn't see it on the town calendar, so I wondered if there were enough people available for the meeting or if we were pushing this to next month.

thanks.

Tanner Pickett ([he/him](#))

Vice President for Communication

montreat.org

-please note that I typically check emails at 10a and 4p each day

 [Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>

Sent: Wednesday, March 22, 2023 8:28 AM

To: Tanner Pickett <tannerp@montreat.org>

Subject: RE: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Oops forgot to attach the application!

Kayla DiCristina, AICP

(**For inquiries regarding the Town of Montreat, please see below*)

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From: Kayla DiCristina

Sent: Wednesday, March 22, 2023 8:28 AM

To: Tanner Pickett <tannerp@montreat.org>

Subject: RE: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

This looks good. Please complete the attached variance application and submit it to Angie along with the fee, a copy of the property deed, the response to the six findings you've sent me, copies of the final renderings of the sign, and a site plan showing the location of the sign with its dimensions and the distance to the adjacent roads. The site plan can be hand drawn and you are welcome to use a plat or an aerial, but it must be to scale.

I have reached out to the BOA to confirm their availability for the 4/27/23 meeting (the next regular meeting this case could be heard at). Since variances require at least five members to hear the case and there are vacancies on the board, I will confirm their availability to hear the case before formally confirming the hearing date with you. I'll be in touch within the next two weeks regarding the official hearing date.

Please let me know if you have any questions.

Best,

Kayla DiCristina, AICP

(*For inquiries regarding the Town of Montreat, please see below)

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This institution is an equal opportunity provider and employer. All email correspondence to and from this address is subject to public review under the NC Public Records Law.

From: Tanner Pickett <tannerp@montreat.org>

Sent: Tuesday, March 21, 2023 2:41 PM

To: Kayla DiCristina <kayla@landofsky.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey Kayla.

I made some changes and hope they work. Let me know. I'm happy to swing by and chat about this if I'm missing something that is more easily explained verbally.

thanks


[Assembly Drive WayFinding Sign Variance Application Addendum.docx](#)

Tanner Pickett ([he/him](#))

Vice President for Communication

montreat.org

-please note that I typically check emails at 10a and 4p each day

 [Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>

Sent: Tuesday, March 7, 2023 9:38 AM

To: Tanner Pickett <tannerp@montreat.org>

Subject: RE: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

I think we are almost there. Please see the following suggestions below.

Section A

- What happens if the sign is removed? What is the impact?

Section B

- What **physical** conditions on the property necessitate this variance?

Section C

- Are there other areas where this sign could be placed in conformance with the Ordinance?
Why or why not?

Section E

- Are there any other factors related to the **physical** conditions of the property that require this size sign?

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Monday, March 6, 2023 2:17 PM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Thanks for the feedback. How does this sound? [Assembly Drive WayFinding Sign Variance Application Addendum.docx](#)

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

-please note that I typically check emails at 10a and 4p each day

 [Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>
Sent: Wednesday, March 1, 2023 1:31 PM
To: Tanner Pickett <tannerp@montreat.org>
Subject: RE: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

I'm not sure we're quite there yet. I offer the following questions as ways to strengthen your responses:

Section A

- What happens if the sign is not permitted to be placed in the proposed configuration?

Section B

- Why does the sign need to be this large?
- What conditions on the property necessitate this variance?

Section C

- What is the hardship?
- Are there other areas where this sign could be placed in conformance with the Ordinance?

Section D

- What is the purpose of the Sign Ordinance? Is the variance request consistent with this purpose?
- Does the sign impact public safety positively or negatively? How?
- Does the granting of the variance result in a "loss to the individual that is outweighed by the gain to the general public"? Any loss to the individual which is not outweighed by a gain to the general public can be considered an injustice.

Section E

- Is this the smallest size the sign can be? Why?

I'd incorporate responses to these questions into your existing answers as I believe it will help the Board understand how this variance request addresses the six findings of fact. Let me know what you come up with.

Best,

Kayla DiCristina, AICP

(*For inquiries regarding the Town of Montreat, please see below)

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From: Tanner Pickett <tannerp@montreat.org>

Sent: Tuesday, February 28, 2023 4:25 PM

To: Kayla DiCristina <kayla@landofsky.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey there. I took an initial stab at this. Please let me know if you have any suggestions or if I've missed the "mark" in any way. I would be happy to swing by your office or have a phone call if

that is easier for feedback. [Assembly Drive WayFinding Sign Variance Application Addendum](#)

thank you

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Thursday, February 16, 2023 4:06 PM
To: Tanner Pickett <tannerp@montreat.org>
Subject: RE: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

I had some time this afternoon to think through this request. I'll ask that you get started on the attached variance application. Your submission will need to include the fee, variance application, responses to the six findings of fact, the plat for the Subject Property (this is the entire property), the renderings of the sign (front and back) with dimensions, and a to scale diagram showing the location of the proposed sign on the Subject Property (specifically showing the distance from the sign to the adjacent roads).

The key piece to this submission is the response to the six findings of fact. The BOA must find that all six items are met and the information contained in your application coupled with your testimony at the meeting will need to demonstrate this. I am happy to take a look at what you come up with. I encourage you to consider the following while you prepare these responses:

1. Justify the request.
2. The context of "hardship" in each finding of fact.
3. What question is each finding of fact asking?
4. Demonstrating that the variance request satisfies each component of each finding of fact, if there are multiple components.

I will be in the office next week Monday, Wednesday, and Thursday from 8 am to 5 pm.

Best,

Kayla DiCristina, AICP

*(*For inquiries regarding the Town of Montreat, please see below)*

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Thursday, February 16, 2023 1:28 PM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky


Hey there. I've given this some thought and decided I'd like to move forward rather than wait for the comp plan to be completed.

Would I need to fill out the sign variance form next?

Thanks for the guidance.

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

-please note that I typically check emails at 10a and 4p each day

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Thursday, January 19, 2023 11:34 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

Understood. Thanks for confirming. Please reach out to Angie Murphy and cc me letting her know that you would like space on the agenda to request approval from the BOC to replace

the sign on Assembly Drive across from Freeland Hall. I recommend providing pictures of the proposed sign. I will provide the board with an explanation of the origin of this request, the process you are following to obtain approval for the sign, and the decision they need to make.

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>

Sent: Thursday, January 19, 2023 11:28 AM

To: Kayla DiCristina <kayla@landofsky.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

The sign is located 20 feet from the center line of assembly drive.

Tanner Pickett (he/him)

Vice President for Sales, Marketing, and Communication

montreat.org

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Thursday, January 19, 2023 11:01 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

The right-of-way in the area of this sign is 30' from the centerline of Assembly Drive. Please confirm that the sign is within that area. I'd hate for y'all to go before the BOC and ask for permission you don't need.

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Thursday, January 19, 2023 10:58 AM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)


Be Advised: This email originated from outside Land of Sky

It is on the right-of-way, in the "yellow-hatched" area. The college and the MRA feel that a wayfinding sign is helpful there, but the existing sign is in terrible shape (and I believe many assume it is ours).

Tanner Pickett (he/him)

Vice President for Sales, Marketing, and Communication
montreat.org

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Wednesday, January 18, 2023 9:57 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

Before confirming, do you know for certain that the sign is within the Town's right-of-way or on Town owned property?

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Wednesday, January 18, 2023 9:50 AM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)


Be Advised: This email originated from outside Land of Sky

Thanks. I guess we can just start with the BOC meeting. The next one is on 2/9? Is that correct? If they have an issue, then there is no need to move forward.

thanks.

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

-please note that I typically check emails at 10a and 4p each day

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Wednesday, January 18, 2023 8:56 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Good morning Tanner,

As a reminder, what is constructed will need both approval from the BOC and a variance request from the BOA. Requesting the BOC allow the sign to be constructed is at no cost to the MRA (other than time) as it is a request made to the BOC at their monthly public meeting. The variance request has a fee associated with it that is non-refundable once the case is placed on the Board of Adjustment's agenda.

You can begin this process with either request. Just let me know how you want to proceed.

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Tuesday, January 17, 2023 2:16 PM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey Kayla.

Thanks for the information on this. I will want to move forward with getting that sign replaced, so please let me know how to proceed to apply for the variance.

Best,

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

-please note that I typically check emails at 10a and 4p each day


 [Book time to meet with me](#)

From: Tanner Pickett <tannerp@montreat.org>
Sent: Wednesday, January 4, 2023 4:37 PM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

ok. thanks. I'll give all of this some thought.

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

-please note that I typically check emails at 10a and 4p each day

 [Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>
Sent: Wednesday, January 4, 2023 3:18 PM
To: Tanner Pickett <tannerp@montreat.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

My understanding is that the reference to the Town wayfinding system would include signs that were part of a town led effort to create the public wayfinding system, not privately constructed signs. Please see my responses in red below:

1. There are a few of similar signs around campus that were put up at the same time, and my understanding is these were part of a collaborative effort (presumably the MRA and College, but I have no ideas with the town was involved) and I have no idea if those were part of a "town-adopted" wayfinding system when they were put in. If it was, does that change the process at all? Especially since I'm partnering with the college on this. *If the Town was involved with this, yes. Otherwise, no. If you can provide evidence that this part of the Town's wayfinding plan, I'd be happy to re-evaluate (it was adopted around 2014, but it was put together starting in 2013).*
2. Assuming that it's not part of any adopted plan and would not be, do I need to obtain permission before I start the variance, or does that come as part of the variance process? *You can do it either way. Ultimately, what is constructed will need both pieces. Requesting the BOC allow the sign to be constructed is at no cost to the MRA (other than time) as it is a request made to the BOC at their monthly public meeting. The variance request has a fee associated with it that is non-refundable once the case is placed on the Board of Adjustment's agenda. I'm happy to get you started either way you choose. Just let me know.*

Best,

Kayla DiCristina, AICP

*(*For inquiries regarding the Town of Montreat, please see below)*

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Land of Sky Regional Council

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Wednesday, January 4, 2023 3:12 PM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Ok. Thank you--- that is what I couldn't figure out.

One, last, 2-part question (hopefully). As I understand it, the current sign is in green space and is on town property. Section 809 states that "privately owned Wayfinding Signs that are part of a community wayfinding system approved and adopted by the town may be greater than the four square feet..." and goes on to say, "No Wayfinding signs other than government agency-owned Wayfinding signs may be placed on town property without obtaining permission...."

1. There are a few of similar signs around campus that were put up at the same time, and my understanding is these were part of a collaborative effort (presumably the MRA and College, but I have no ideas with the town was involved) and I have no idea if those were part of a "town-adopted" wayfinding system when they were put in. If it was, does that change the process at all? Especially since I'm partnering with the college on this.
2. Assuming that it's not part of any adopted plan and would not be, do I need to obtain permission before I start the variance, or does that come as part of the variance process?

I realize now that this had gotten a little complicated. Please let me know if you'd rather hash this out over the phone or me to stop by one day and chat.

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

-please note that I typically check emails at 10a and 4p each day

 [Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>
Sent: Wednesday, January 4, 2023 2:29 PM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

You will need a variance and then a sign permit. A variance is relief from the Zoning Ordinance and the sign permit is the development approval. We would not do the sign permit until the variance was ruled on.

Best,

Kayla DiCristina, AICP

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Ok. thanks.

Just for clarity. Will I need a sign permit and a variance application for consideration of the sign as designed or just the variance app?

Thanks.

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The proposal to replace the sign with a new structure and new design would constitute a new sign (i.e. this proposal would not be considered maintenance of a non-conforming sign) so you will need to pull a sign permit and comply with the provisions of Section 800 (specifically 801.6 and 809) of the Montreat Zoning Ordinance. See below:

- The sign must be less than four square feet in surface area. A variance can be applied for to permit an increase in the signs area.
- The sign must be at least two feet from any vehicular or pedestrian traveled way. If the sign is within the Town's right-of-way or on Town owned property, approval and permission from the Board of Commissioners is required prior to the approval of the sign permit.

Please let me know how you would like to proceed.

Best,

Kayla DiCristina, AICP

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To: Kayla DiCristina <kayla@landofsky.org>
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I don't--- no one seems to know. My best guess is about 25 years.

Also, there are a couple of these around town that I could see us replacing over the next year or so if we can, but thought that we'd start with this one because it's in the worst shape.

thanks.

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Tuesday, January 3, 2023 3:03 PM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

Do you know when the sign was originally installed?

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>

Sent: Tuesday, January 3, 2023 2:31 PM

To: Kayla DiCristina <kayla@landofsky.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey there... the dimensions of the existing sign are the same as those of the proposed sign (see the draft sign in the link). The sign itself is 5ft, 3in tall, and the post closest to the road is about 5ft 4in from the pavement and 20 feet from the road's centerline.

thanks for the consideration.

Tanner Pickett (he/him)

Vice President for Sales, Marketing, and Communication

montreat.org

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Tuesday, January 3, 2023 11:06 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

Thank you, I hope you've had a wonderful start to the year as well. Do you know what the dimensions, height, and distance from the pavement are for the existing sign?

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Monday, January 2, 2023 11:47 AM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey Kayla,

I hope that you are having a great year so far . I have been working with the college on a project to replace the Wayfinding sign on Assembly Drive (across from Freeland Hall). It was put in before I arrived here and is in horrible shape, so we want to overhaul it to make it look

better and be more helpful. The Sign Ordinance on Wayfinding wasn't very clear on how to move forward with this type of thing, so I decided to go straight to the source. The link below has a pic of the current sign, an approximate location on the GIS, and some mockups (the overall size would be the same).


 [Wayfinding Sign- Assembly Drive](#)

Please advise me on how to proceed.

thanks!

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

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Fw: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Tanner Pickett <tannerp@montreat.org>

Thu 1/19/2023 11:53 AM

To: Angela Murphy <amurphy@townofmontreat.org>

Cc: Kayla DiCristina <kayla@landofsky.org>

Be Advised: This email originated from outside Land of Sky

Hi Angie,

I hope that you are well.

I would like space on an upcoming town agenda for approval from the BOC to replace the sign on Assembly Drive, directly across from Freeland Hall.

I have no history of who "owns" that sign, and it is in disrepair. I believe it is generally assumed that the MRA owns it, and we have worked with the college to create a design that we think is more useful for wayfinding and looks better.

It sounds like I will still have to seek a variance and approval from the BOA after this step.

Here is a file with the mockups, approximate location, and picture of the existing sign:  [Wayfinding Sign- Assembly Drive](#)

Please let me know if there is anything else that is needed.

Peace,

Tanner Pickett (he/him)

Vice President for Sales, Marketing, and Communication

montreat.org

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From: Kayla DiCristina <kayla@landofsky.org>

Sent: Thursday, January 19, 2023 11:34 AM

To: Tanner Pickett <tannerp@montreat.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

Understood. Thanks for confirming. Please reach out to Angie Murphy and cc me letting her know that you would like space on the agenda to request approval from the BOC to replace the sign on Assembly Drive across from Freeland Hall. I recommend providing pictures of the proposed sign. I will provide the board with an explanation of the origin of this request, the process you are following to obtain approval for the sign, and the decision they need to make.

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Thursday, January 19, 2023 11:28 AM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

The sign is located 20 feet from the center line of assembly drive.

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

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[Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>
Sent: Thursday, January 19, 2023 11:01 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

The right-of-way in the area of this sign is 30' from the centerline of Assembly Drive. Please confirm that the sign is within that area. I'd hate for y'all to go before the BOC and ask for permission you don't need.

Best,

[Kayla DiCristina, AICP](#)

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Thursday, January 19, 2023 10:58 AM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

It is on the right-of-way, in the "yellow-hatched" area. The college and the MRA feel that a wayfinding sign is helpful there, but the existing sign is in terrible shape (and I believe many assume it is ours).

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Wednesday, January 18, 2023 9:57 AM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

Before confirming, do you know for certain that the sign is within the Town's right-of-way or on Town owned property?

Best,

Kayla DiCristina, AICP

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Wednesday, January 18, 2023 9:50 AM

To: Kayla DiCristina <kayla@landofsky.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Thanks. I guess we can just start with the BOC meeting. The next one is on 2/9? Is that correct? If they have an issue, then there is no need to move forward.

thanks.

Tanner Pickett (he/him)

Vice President for Sales, Marketing, and Communication

montreat.org

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From: Kayla DiCristina <kayla@landofsky.org>

Sent: Wednesday, January 18, 2023 8:56 AM

To: Tanner Pickett <tannerp@montreat.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Good morning Tanner,

As a reminder, what is constructed will need both approval from the BOC and a variance request from the BOA. Requesting the BOC allow the sign to be constructed is at no cost to the MRA (other than time) as it is a request made to the BOC at their monthly public meeting. The variance request has a fee associated with it that is non-refundable once the case is placed on the Board of Adjustment's agenda.

You can begin this process with either request. Just let me know how you want to proceed.

Best,

Kayla DiCristina, AICP

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Sent: Tuesday, January 17, 2023 2:16 PM

To: Kayla DiCristina <kayla@landofsky.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey Kayla.

Thanks for the information on this. I will want to move forward with getting that sign replaced, so please let me know how to proceed to apply for the variance.

Best,

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

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From: Tanner Pickett <tannerp@montreat.org>
Sent: Wednesday, January 4, 2023 4:37 PM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

ok. thanks. I'll give all of this some thought.

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

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From: Kayla DiCristina <kayla@landofsky.org>
Sent: Wednesday, January 4, 2023 3:18 PM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

My understanding is that the reference to the Town wayfinding system would include signs that were part of a town led effort to create the public wayfinding system, not privately constructed signs. Please see my responses in red below:

1. There are a few of similar signs around campus that were put up at the same time, and my understanding is these were part of a collaborative effort (presumably the MRA and College, but I have no ideas with the town was involved) and I have no idea if those were part of a "town-adopted" wayfinding system when they were put in. If it was, does that change the process at all? Especially since I'm partnering with the college on this. **If the Town was involved with this, yes. Otherwise, no. If you can provide evidence that this part of the Town's wayfinding plan, I'd be happy to re-evaluate (it was adopted around 2014, but it was put together starting in 2013).**
2. Assuming that it's not part of any adopted plan and would not be, do I need to obtain permission before I start the variance, or does that come as part of the variance process? **You can do it either way. Ultimately, what is constructed will need both pieces. Requesting the BOC allow the sign to be constructed is at no cost to the MRA (other than time) as it is a request made to the BOC at their monthly public meeting. The variance request has a fee associated with it that is non-refundable once the case is placed on the Board of Adjustment's agenda. I'm happy to get you started either way you choose. Just let me know.**

Best,

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Ok. Thank you--- that is what I couldn't figure out.

One, last, 2-part question (hopefully). As I understand it, the current sign is in green space and is on town property. Section 809 states that "privately owned Wayfinding Signs that are part of a community wayfinding system approved and adopted by the town may be greater than the four square feet..." and goes on to say, "No Wayfinding signs other than government agency-owned Wayfinding signs may be placed on town property without obtaining permission...."

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2. Assuming that it's not part of any adopted plan and would not be, do I need to obtain permission before I start the variance, or does that come as part of the variance process?

I realize now that this had gotten a little complicated. Please let me know if you'd rather hash this out over the phone or me to stop by one day and chat.

Tanner Pickett (he/him)

Vice President for Sales, Marketing, and Communication

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The proposal to replace the sign with a new structure and new design would constitute a new sign (i.e. this proposal would not be considered maintenance of a non-conforming sign) so you will need to pull a sign permit and comply with the provisions of Section 800 (specifically 801.6 and 809) of the Montreat Zoning Ordinance. See below:

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- The sign must be at least two feet from any vehicular or pedestrian traveled way. If the sign is within the Town's right-of-way or on Town owned property, approval and permission from the Board of Commissioners is required prior to the approval of the sign permit.

Please let me know how you would like to proceed.

Best,

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Also, there are a couple of these around town that I could see us replacing over the next year or so if we can, but thought that we'd start with this one because it's in the worst shape.

thanks.

Tanner Pickett (he/him)

Vice President for Sales, Marketing, and Communication

montreat.org

-please note that I typically check emails at 10a and 4p each day

[Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>
Sent: Tuesday, January 3, 2023 3:03 PM
To: Tanner Pickett <tannerp@montreat.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

Do you know when the sign was originally installed?

Best,

Kayla DiCristina, AICP

(*For inquiries regarding the Town of Montreat, please see below)

Regional Planner | Economic and Community Development
Land of Sky Regional Council
339 New Leicester Hwy., Suite 140 • Asheville, NC 28806

This institution is an equal opportunity provider and employer. All email correspondence to and from this address is subject to public review under the NC Public Records Law.

***Town of Montreat:** Inquiries regarding the Town of Montreat are answered in the order they are received during Montreat office hours every Tuesday through Thursday 8:00 am through 5:00 pm. For assistance, please call 828-669-8002, ext. 3030, or e-mail zoning@townofmontreat.org.

This institution is an equal opportunity provider and employer. All email correspondence to and from this address is subject to public review under the NC Public Records Law.

From: Tanner Pickett <tannerp@montreat.org>
Sent: Tuesday, January 3, 2023 2:31 PM
To: Kayla DiCristina <kayla@landofsky.org>
Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey there... the dimensions of the existing sign are the same as those of the proposed sign (see the draft sign in the link). The sign itself is 5ft, 3in tall, and the post closest to the road is about 5ft 4in from the pavement and 20 feet from the road's centerline.

thanks for the consideration.

Tanner Pickett (he/him)
Vice President for Sales, Marketing, and Communication
montreat.org

-please note that I typically check emails at 10a and 4p each day

[Book time to meet with me](#)

From: Kayla DiCristina <kayla@landofsky.org>
Sent: Tuesday, January 3, 2023 11:06 AM

To: Tanner Pickett <tannerp@montreat.org>

Subject: Re: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Hi Tanner,

Thank you, I hope you've had a wonderful start to the year as well. Do you know what the dimensions, height, and distance from the pavement are for the existing sign?

Best,

Kayla DiCristina, AICP

(*For inquiries regarding the Town of Montreat, please see below)

Regional Planner | Economic and Community Development

Land of Sky Regional Council

339 New Leicester Hwy., Suite 140 • Asheville, NC 28806

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This institution is an equal opportunity provider and employer. All email correspondence to and from this address is subject to public review under the NC Public Records Law.

From: Tanner Pickett <tannerp@montreat.org>

Sent: Monday, January 2, 2023 11:47 AM

To: Kayla DiCristina <kayla@landofsky.org>

Subject: Wayfinding sign on Assembly Drive (Across from Freeland Hall)

Be Advised: This email originated from outside Land of Sky

Hey Kayla,

I hope that you are having a great year so far . I have been working with the college on a project to replace the Wayfinding sign on Assembly Drive (across from Freeland Hall). It was put in before I arrived here and is in horrible shape, so we want to overhaul it to make it look better and be more helpful. The Sign Ordinance on Wayfinding wasn't very clear on how to move forward with this type of thing, so I decided to go straight to the source. The link below has a pic of the current sign, an approximate location on the GIS, and some mockups (the overall size would be the same).

☐ [Wayfinding Sign- Assembly Drive](#)

Please advise me on how to proceed.

thanks!

Tanner Pickett (he/him)

Vice President for Sales, Marketing, and Communication

montreat.org

-please note that I typically check emails at 10a and 4p each day

[Book time to meet with me](#)

Town of Montreat

Wayfinding Signage Plan

Adopted November 14, 2013



Town of Montreat – Wayfinding Signage Plan

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Town of Montreat – Wayfinding Signage Plan

Chapter 1: Plan Development

Introduction

The Town of Montreat, with a population of approximately 730, comprises an area of approximately six square miles in Western North Carolina. The Town is best known as a national conference center serving the Presbyterian Church (USA), which is managed by the Mountain Retreat Association (MRA), for Montreat College, a small liberal arts institution, and for the Presbyterian Heritage Center, dedicated to education about the history of Presbyterian and Reformed heritage and its worldwide mission, as well as the history of Montreat. The Town accommodates 35,000 visitors each year, with an estimated 17,000 of those visitors during just ten weeks of the year. Those visitors travel annually by car to Montreat. Most are conference attendees, students or tourists visiting the historic mountain cove and looking for specific destinations and services offered by the Conference Center or College, while others are county residents seeking to enjoy the broad range of recreational services located in town. Many of the most popular destinations are not located on the main thoroughfare. Virtually no wayfinding system exists and signs are dated, insufficient and not coordinated. Well-designed wayfinding signage helps put visitors at ease when they enter a town, can reflect the character of a town, and provides a more enjoyable experience. The continued viability of Montreat as a Conference Center, College, tourist destination and government service area is dependent on consumers having a system in place to guide them to their destinations. The Town of Montreat Comprehensive Plan states that the Town of Montreat, Montreat Conference Center, and Montreat College have common signage concerns that can be approached cooperatively and collaboratively and recommends the establishment of a committee to create guidelines and oversee the process of signage design and wayfinding. The Wayfinding Signage Plan responds to that recommendation.

Wayfinding Advisory Committee

The Wayfinding Advisory Committee is a committee of volunteers organized to study the wayfinding needs of Montreat and to make recommendations for a comprehensive wayfinding signage system.

Margo Smith – Montreat Cottager Board Representative, Chair
Merri Alexander – Montreat Conference Center Representative
Martha Campbell – Town of Montreat Board of Commissioners Representative
John Hinkle – Montreat Planning and Zoning Commission Representative
Annie Carlson – Montreat College Representative

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Town of Montreat – Wayfinding Signage Plan

Guiding Principles

Purpose

The purpose of the Wayfinding Signage Project is to plan, design, implement and maintain a system of destination and directional signage to guide visitors to primary and secondary attractions in Montreat. A comprehensive wayfinding plan will improve the experience of those visiting Montreat, whether as a conference attendee, student, tourist or as a resident. Coordinated signage will connect the core “downtown” area of Montreat with the whole of town, promote walking and bicycling and will reflect the unique historic character and natural heritage of Montreat.

Vision Statement

Montreat is an attractive historic community with numerous destinations that are easy to access and navigate by residents and visitors.

Mission Statement

The Wayfinding Signage Plan inventories existing signage and makes recommendations for a coordinated destination and directional signage system, including a proposed signage template that celebrates the unique historic character and natural heritage of Montreat.

Goals

- Evaluate existing signage and determine the various signage needs for each entity.
- Coordinate existing signage into a cohesive comprehensive system to reduce visual clutter and mismatched sign efforts.
- Develop a vehicular and pedestrian wayfinding system that will promote walking and bicycling.
- Propose a Wayfinding Signage Plan and Design Guidelines Manual that will be used by the three entities to project a consistent image for the entire town and be compatible with its historic character and natural setting.
- Provide coordinated standardized destination signage that will also provide directions to parking areas and key destinations.
- Evaluate options for revising the Town of Montreat Sign Regulations so that they conform to the Wayfinding Signage Plan.

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Town of Montreat – Wayfinding Signage Plan

Project Schedule / Scope of Work for the Wayfinding Advisory Committee

Date	Wayfinding Advisory Committee Meetings
December 6, 2011	Organizational Meeting – Purpose of Wayfinding, Committee, Appointment of Officers, Establishment of Rules of Procedure, and set regular Meeting Schedule
January 10, 2012	Adopted Rules of Procedure, Discussed Current Sign Regulations and Institutional Signage Needs and Conducted the Signage Assessment and Inventory
February 7, 2012	Reviewed Changes to Current Sign Regulations since Adoption, Reviewed Signage Assessment and Inventory, Discussed Wayfinding Plan and Design Manual
March 6, 2012	Reviewed Compliance Report for Existing Signage, Discussed possibility of Developing Design Manual through a Professional Services Contract, Discussed Chapter One of the Wayfinding Signage Plan, Reviewed Preliminary Mapping (Primary and Secondary Destinations, Major Intersections, and Parking Facilities)
April 3, 2012	Completed Preliminary Mapping (Likes/Dislikes, Primary and Secondary Destinations, Major Intersections, Parking Facilities, Pedestrian Signage, Bicycle Rack Locations, Information Kiosk Locations, Designated Event/ Temporary Signage Intersection Locations and Other Signage Needs)
May 1, 2012 through January 8, 2013	Completed Discussion and Review of the Major Chapters of the Wayfinding Signage Plan
February 5, 2013 through June 25, 2013	Completed Discussion and Review of Proposed Sign Ordinance Requirement Changes
July 16, 2013	Submitted Wayfinding Signage Plan to Montreat Board of Commissioners

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Town of Montreat – Wayfinding Signage Plan

Chapter 2: Needs Analysis

Existing Sign Regulations

The Town of Montreat originally adopted Sign Regulations in November of 1985. Since then, several amendments have been made, most notably in 2004, 2006 and in 2008. Today, the Ordinance provides general guidance for the permitting, installation, maintenance and removal of signage in Montreat. However, due to a number of factors, the Ordinance is seen as outdated and ineffective as it relates to the signage needs of Montreat College, Montreat Conference Center and visitors to the Town. Ordinance language can also present conflicts and enforcement difficulties.

The Sign Regulations provide little allowances for wayfinding initiatives and in fact tends to discourage them by not allowing signs within the Rights-of-way (Section 1002.2), limiting directional signage (1004.2) and limiting private traffic signs (Section 1004.4). Other language within the Ordinance states that any sign not expressly permitted elsewhere in the ordinance is by definition prohibited (Section 1002.11). As a result, many informational and recreational signage is non-conforming.

In a survey to evaluate existing signage in Montreat, a representative sample of signage was taken from Montreat Conference Center property, Montreat College and church-affiliated lodges, private residences, inns and other church facilities. In an attempt to provide reasonably accurate information, the sample size is believed to be substantial enough to generate reliable numbers, but is in no way exhaustive in scope. The following is the result of this assessment:

- Signage associated with Montreat College comprised a sample that demonstrates seventy-one percent (71%) conformity with current ordinance requirements;
- Signage associated with Montreat Conference Center property demonstrates fifty-two percent (52%) conformity; and
- Church property, lodges and inns provide a sample of signage with seventy-nine percent (79%) conformity with current ordinance requirements.

Overall, a relatively high percentage of conforming signage was encountered during the survey process. Existing signage inventoried during this survey can be found in Appendix A.

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Town of Montreat – Wayfinding Signage Plan

Existing Conditions – Sign Inventory

NCDOT Signs

Montreat does not have any signs owned or maintained by the North Carolina Department of Transportation. Highway 9 stops at the Montreat Gate.

City Limit Sign

Montreat has one city limit sign located at the Montreat Gate.

Town of Montreat Signage

Signs owned and maintained by the Town of Montreat consist primarily of regulatory, warning and guide signs. Most signs are in fair condition. Historically the back of signs, their posts and poles were painted a green or brown color to help blend the sign into the surrounding natural environment. Most signs posts are not well maintained and some will require painting or repainting.

New regulations issued by the Federal Highway Administration and the Department of Transportation will require the Town of Montreat to initiate an assessment or management method that is designed to maintain traffic sign retroreflectivity at or above minimum levels. A seven year replacement period was established for regulatory, warning, and ground mounted guide signs while a ten year replacement period was established for street name and over-head guide signs. As part of the federal effort to streamline regulations, the majority of compliance dates were eliminated in 2012, requiring now that the signs be replaced only when they are worn out. The Town of Montreat, however, will work towards complying with these new regulations and has created a sign inventory to help work towards the goal of meeting retroreflectivity standards.



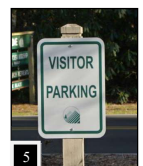
- 7 -

Town of Montreat – Wayfinding Signage Plan

Montreat Conference Center Signage

While not a comprehensive record of all the signage owned and maintained by the Montreat Conference Center, below is a summarized list of the ninety-nine (99) major signs divided into signage categories.

1. Building Signs – Thirty-four (34) building or wall mounted signs were inventoried.
2. Directional Signs – Nine (9) directional signs were inventoried.
3. Informational Signs – Nineteen (19) informational signs were inventoried.
4. Ground Signs – Thirty-one (31) ground signs or building identification signs were inventoried.
5. Private Traffic Signs – Six (6) traffic signs were inventoried.
6. Educational, Recreational and Honorarium Signs – Due to the large number, these signs were not inventoried.



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Town of Montreat – Wayfinding Signage Plan

Montreat College Signage

While not a comprehensive record of all the signage owned and maintained by Montreat College, below is a summarized list of the forty-one (41) major signs divided into signage categories.

1. Building Signs – Eleven (11) building or wall mounted signs were inventoried.
2. Directional Signs – Two (2) directional signs were inventoried.
3. Ground Signs – Fifteen (15) ground signs or building identification signs were inventoried.
4. Informational Signs – Three (3) informational signs were inventoried.
5. Temporary Signs – One (1) temporary sign was inventoried.
6. Private Traffic Signs – Nine (9) traffic signs were inventoried.
7. Educational, Recreational and Honorarium Signs – Due to the large number, these signs were not inventoried.



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Town of Montreat – Wayfinding Signage Plan

Needs Analysis

The existing directional signs are a collection of individual signs installed at various points that direct visitors to a select few locations. Major destinations owned by Montreat College and Montreat Conference Center are marked. However, the signs are small and not easily read. Many of the signs are uncoordinated, and vary in color and design. The existing directional signs create a cluttered sign environment that reduces overall visibility. Montreat needs a wayfinding system that has large, visible, easy-to-read signs with pertinent information at the proper locations. The signs will provide better information and will do so in a cohesive manner that is more effective and welcoming to visitors. Over time, implementation of the Wayfinding Signage Plan recommendations will reduce the sign clutter, creating a neat and coordinated visual environment.

The Town of Montreat Sign Ordinance is seen as outdated and ineffective as it relates to the signage needs of Montreat College, Montreat Conference Center and visitors to the Town. Ordinance language can also present conflicts, enforcement difficulties and provide little allowances for wayfinding initiatives. Revision to the Town of Montreat Sign Regulations so that they conform to the Wayfinding Signage Plan will be necessary for the implementation of the Wayfinding Signage Plan recommendations.

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Town of Montreat – Wayfinding Signage Plan

Chapter 3: Considerations

N.C. Department of Transportation Standards

The NCDOT follows the standards from the Manual on Uniform Traffic Control Devices (MUTCD), which was revised in 2012. The pertinent standards on wayfinding signage from the new version (Section 2D.50) are below:

Standards

- Community wayfinding guide signs shall only be installed where adequate spacing is available between the community wayfinding guide sign and other higher priority signs. Community wayfinding guide signs shall not be installed in a position where they would obscure the road users' view of other traffic control devices.
- The MUTCD standard colors of red, orange, and yellow shall not be used as background colors (color coding) for community wayfinding guide signs, in order to minimize possible confusion with crucial regulatory and warning sign color meanings readily understood by motorists.
- The minimum contrast value of legend color to background color for community wayfinding guide signs shall be at least 0.70 (or 70%).
- All messages, borders, and legends of community wayfinding guide signs shall be retroreflective and all backgrounds shall be retroreflective or illuminated.
- The lettering for street names and destinations on community wayfinding guide signs shall be a combination of lower-case letters with initial upper-case letters. All other word messages on wayfinding guide signs shall be in upper-case letters.
- Commercial graphics (logos) for businesses shall not be used on community wayfinding guide signs, including within the pictographs.

Jurisdiction

Montreat Road/Highway 9, which ends at the Montreat Gate, is the only road maintained by the NCDOT. As it is under state jurisdiction, the NCDOT, rather than the town, owns and maintains the public right-of-way on this road.

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Town of Montreat – Wayfinding Signage Plan

Asheville Area Wayfinding Program

In 2007, a task force began assessing the need in Asheville and Buncombe County to improve signage and to work toward achieving a comprehensive plan for wayfinding throughout the County. The City of Asheville and Buncombe County contracted with Hillier Architecture to produce a comprehensive wayfinding strategic plan. The County-wide program has a common visual theme and continuity, however, there is enough flexibility to incorporate a unique flavor and feel distinctive to each town. Montreat should use this plan as a guide in developing its own design guidelines, allowing for Montreat's unique identity but at the same time continue to communicate a consistent Asheville and Buncombe County regional brand.

Sign Materials, Style and Cost

When considering a signage design, the materials, style and cost are important considerations. The materials of the wayfinding signs must be durable, visible for vehicles during the day and at night, and compatible with the guidelines and the town's character. The signage style must be in keeping with the small-town charm of Montreat, while also not seeming outdated. The cost of the sign design, construction and installation must be within the town's budget.

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Chapter 4: Needs Analysis and Recommendations

Recommendations

Wayfinding Tools

The Town of Montreat Wayfinding Plan considers all potential wayfinding tools and is not simply signage. The program considers a variety of wayfinding tools. A successful town-wide wayfinding system begins with a consistent system of tools that include pre-arrival technology, with-in town technology, the physical environment, additional service tools and the physical signage program.

Pre-Arrival Technology

Pre-Arrival technology begins with the visitor searching the world-wide web for information about Montreat, whether that is through the Town, Montreat Conference Center or Montreat College websites or the Black Mountain/Swannanoa Chamber of Commerce's website.

Recommendations:

- Update Montreat websites to reflect the wayfinding program goals. Use consistent wayfinding webpage design and/or images for all the entities in Montreat and make icons and links to the wayfinding tools easy to find with access to current, updated information, mapping and directions to major destinations.



Within-Town Technology

The incorporation of new technological devices and applications is now expected, especially by tourists and students alike. These new devices are no longer considered a special enhancement, but are now a part of everyone's daily routine. Consideration should be given to a variety of technological wayfinding approaches.

Recommendations:

- Utilize end-user technology. This is the utilization of technology where information is communicated to users through the visitor's device (smartphone, iPod or computer). Software development and the on-going maintenance of the information will be required. Examples of end-user technology includes:

- 1) Text Message Maps: Static orientation maps (at kiosks, or on signs) that include a "text message number," when keyed in, the user receives a return text message with information about the destination. This can be a short message about events, hours of operation, or the best place to park.
- 2) Traveling Apps: Traveling apps are a map based location service for a variety of categories, including things to do, events, hotels, attractions, shopping, restaurants, college campuses, hiking trails, parking lots, services and emergency points, and any other point of interest on or near Montreat. It also allows visitors to view and use other information about a point of interest like a website, phone number, and hours of operation. A Montreat Traveling App should be made available as a download either at a minimal cost or for free.
- 3) Microsoft Tag: Microsoft Tag helps visitors seamlessly connect almost anything in Montreat to interactive experiences from their mobile phone. Visitors scan Tag Barcodes, QR Codes and other recognition technologies to engage at the maximum point of impact by using the device that is central to their daily lives, the mobile phone.



Environment

Landmarks are used every day to provide direction - it can be as simple as "make a left after you enter the Gate" or as common as "meet me at the Montreat Store." In addition to providing directions, landmarks are also helpful for establishing a person's orientation, especially in an exterior environment where architectural features, landscaping and physical elements help to position us in unfamiliar territory. The Town of Montreat offers many landmark features, including: iconic elements like the Montreat Gate, or Lake Susan; plus special landscaped areas and natural features along Greybeard Trail or Lookout Mountain, and simple gathering spaces among buildings like Assembly Inn, Anderson Auditorium or the L. Nelson Bell Library. The similarity of building materials does offer a uniformity that can disorient a first time visitor. Therefore, the presence of unique landmark elements plays a greater role in assisting a visitor's orientation. This plan helps identify potential additional landmarks that can be utilized to enhance the Town of Montreat as a place while providing a helpful wayfinding tool.



Landmarks

Landmarks

Paths and Nodes

Paths and Nodes

Streetscape

Recommendations:

- Utilize unique landmark elements in directions and wayfinding signage to assist visitors.

Tools

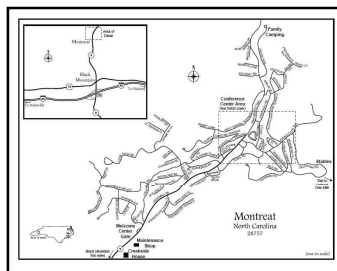
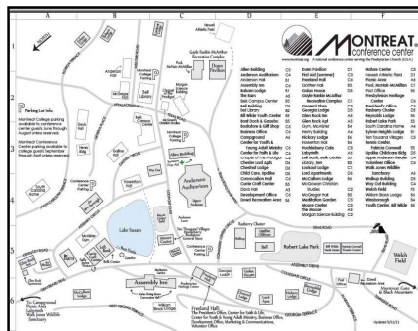
Visitor information is communicated through technology, printed advertisements or a friendly face at the Welcome Center or Assembly Inn. Each element effects the experience of a visitor. Each of these elements offers the opportunity to communicate a consistent message, graphic language and helpful customer service. Other helpful wayfinding tools include:

- Welcome Brochure and Orientation Map:** This traditional piece of communication can be used either as a pre-arrival tool or an on-site arrival promotion of the Town. Simple and clear, it provides the basic information about the Town. The map helps the visitor to establish a cognitive map of the town's layout prior to arriving. Only the highest level of destination and visitor information shall appear in this brochure. The design will reflect the overall wayfinding program through its use of color, pattern and identity.
- Shuttle Services:** Consideration may be given to the implementation of a visitor shuttle service. This offers not only opportunities to showcase the attractions of the Town but also by using a hybrid or electric vehicle, it can build on the brand image of Montreat as an environmentally friendly and sustainable town. The shuttle route can support better access between the primary destinations as well as connect destinations that are farther away or offer complicated routes. The shuttle service could offer a park-and-ride option for Montreat. The park-and-ride opportunity would benefit both visitors and residents alike by providing convenient connections and an alternative form of travel.
- Staff and Volunteer Training:** Once the wayfinding program is implemented, there are two forms of training that can be conducted related to the wayfinding program. The first is a simple brochure or hand-out that educates staff and volunteers about the wayfinding program, providing a list of common terminology, and offers the preferred routes they should direct users. The second step is providing staff and volunteers a set of wayfinding tools, such as; pre-printed directions from primary destinations to the most popular areas, the printed brochure/orientation map, or a card that list helpful websites.

Town of Montreat – Wayfinding Signage Plan

Recommendations:

- Develop a clear and simple welcome brochure and orientation map that can be used by all Montreat entities.
- Consider the implementation of a Montreat shuttle service that will run in the spring, summer and fall.
- Conduct staff and volunteer training on the wayfinding program.



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Town of Montreat – Wayfinding Signage Plan

Wayfinding Signage Types

This section outlines the sign types chosen to be represented in the wayfinding sign family.

Highway and Interstate Directional Signs

These directional signs guide drivers off interstates and highways toward the Town or guide drivers from town to the interstates. These signs are under the North Carolina Department of Transportation's jurisdiction.

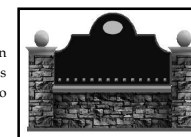
Town Limits Signs

This small sign is located along Assembly Drive to mark the town limits. This sign is under the Town's jurisdiction.



"Welcome to Montreat" Signs

This type of sign announces to the travelers that they have arrived in town. It should be located on Assembly Drive at the town limits and should provide a sense of arrival and celebrate Montreat's character. The sign should be made of quality materials and should have attractive landscaping to create a lasting first impression.

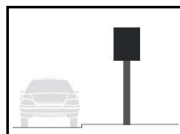
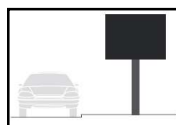


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Town of Montreat – Wayfinding Signage Plan

Trailblazing Signs

These signs are located along Assembly Drive to provide guide information towards three primary destinations. This sign type will be used where some distance must be traversed between the gateway area and destinations. It will assure drivers that they are moving in the right direction and will arrive at their destination shortly.

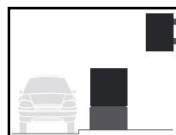


Proximity Signs

These signs are located along major routes to provide guide information toward the secondary destinations. This sign type will be used where a turn is necessary or to indicate that the destination is approaching soon.

Destination Signs

Arrival signs mark a destination so that it is visible from a car. The signs usually are located in front of the destinations so visitors know they have arrived.



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Town of Montreat – Wayfinding Signage Plan

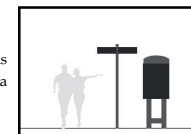


Parking Directional and Identification Signs

This type of signage directs vehicles to parking areas. The identification signs are placed near surface parking lots to identify them.

Pedestrian Kiosks

These signs are located along pedestrian routes leading toward pedestrian destinations. This type of signage may consist of a map of the area, correctly oriented to the environment, and a list of area destinations.



Sign Design

The Wayfinding Advisory Committee will use the standards from the revised Manual on Uniform Traffic Control Devices and the Asheville Area Wayfinding Plan to create a set of design standards for Montreat. Once selected, a design consultant will develop three design schemes and present them to the Advisory Committee for evaluation and feedback. A public meeting for citizen feedback will be held on the final three design schemes. The final sign design will be presented to the Montreat Board of Commissioners by the Advisory Committee for final approval. Town staff and the Advisory Committee will then work to determine the location and text of each sign, while the design consultant creates drawings with dimension specifications to be used by a sign fabricator. For more detailed information about the chosen design scheme, refer to the Signage Design Manual.

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Town of Montreat – Wayfinding Signage Plan

Types of Destinations

As evidenced by the Wayfinding Destinations maps on pages 34 and 35, many of the destinations are along the major transportation corridors through Montreat. Visitors need well-placed informative signs to guide them to these destinations. The destinations can be separated into primary and secondary destinations.

Primary Destinations

In Montreat, primary destinations include: Anderson Auditorium; Assembly Inn; Chapel of the Prodigal; Freeland Hall/Presbyterian Heritage Center; Gaither Hall; Montreat Post Office; Greybeard and Lookout Trailheads.

Secondary Destinations

Secondary destinations include: Belk Center; The Barn; L. Nelson Bell Library; McAllister Gym; Dunn Pavilion/Pool Area; Greybeard Trail Campground and Picnic Area; and the Walkup Building.

Sign Locations

The overall map of sign recommendations can be seen on Page 36. The specific sign types and their locations are described below and are displayed on the maps on pages 37 through 39. The corresponding sign type in the Signage Design Manual is indicated in parentheses. The Sign Installation Guide in Appendix B provides specific location information for trailblazing, proximity, and identification signs. Please note that the sign type used may change based on location and site needs.

“Welcome to Montreat” Sign

One “Welcome to the Town of Montreat” sign (Sign Type A) will be installed on the right hand side of Assembly Drive prior to entering the Montreat Gate.

Town of Montreat – Wayfinding Signage Plan

Wayfinding Trailblazing Signs

Retain the large sign just inside the Montreat Gate to serve as the only trailblazing sign. Over time, ownership and maintenance responsibilities of this sign (Sign Type B) should revert to the Town of Montreat and be integrated into the Wayfinding Signage Program.

Wayfinding Proximity Signs

Eleven proximity signs (Sign Types C and D) will be installed to direct visitors to primary and secondary destinations. The list on the following pages explains the location and text of each sign, listed by sign number. These locations are displayed on Map 4, on page 37.

1: Assembly Drive at Georgia Terrace

Post Office ←
Freeland Hall ←
Heritage Center ←

2: Assembly Drive at Community Center Circle

Anderson Auditorium →
Walkup Building →

3: Assembly Drive at Lookout Road

Montreat College →
Shops at Montreat →
Assembly Inn ↑
Lookout Trailhead →

4: Assembly Drive at Georgia Terrace

Freeland Hall ←
Heritage Center ←
Assembly Inn ↑

Town of Montreat – Wayfinding Signage Plan

5: Assembly Drive at Assembly Circle

The Barn →
McAllister Gym →
Campground/Picnic Area ↑
Greybeard Trailhead ↑

6: Greybeard Trail at Calvin Trail

Campground/Picnic Area →
Greybeard Trailhead ↑

7: Georgia Terrace at Alabama Terrace

Freeland Hall ↗
Heritage Center ↗

8: Georgia Terrace at North Carolina Terrace

Freeland Hall ↗
Heritage Center ↗

9: Lookout Road at Gaither Circle

Gaither Hall ↑
L. Nelson Bell Library ↑
Chapel of the Prodigal ↑

10: Lookout Road at Appalachian Way

Gaither Hall ←
Pool →
Lookout Trailhead ↑

11: Appalachian Way at Geneva Place

Gaither Hall ←

Town of Montreat – Wayfinding Signage Plan

Wayfinding Destination Signs

Destination signs (Sign Type E) will be determined on an individual building basis. Overall, a relatively high percentage of conforming signage was encountered during the survey process. Two destination signs will be allowed per building with an exception for corner or double fronted lots. One destination sign will be allowed to be placed on the building and one will be allowed as a freestanding sign. Destination signs will be uniform for each entity but standards will allow flexibility in making individual design and color choices.

Parking Directional and Identification Signs

Residents and visitors will be directed to parking lots that will have new identifications signs (Sign Type F) and installed that are coordinated with the wayfinding signs. These parking lot locations include: the Allen Building Parking Lot; Anderson Auditorium Parking Area; Assembly Inn Parking Area; L. Nelson Bell Library Parking Area; Howerton Hall Parking Area; and the Montreat Gate Parking Area. Parking directional signs (Sign Type F) will be placed on proximity sign poles or on buildings, depending on location. The locations where the parking symbols will be installed are displayed on Map5: Recommendations for Parking Sign Placement on page 38. Future directional and identification parking signs will use the parking symbol developed in this Wayfinding Sign Plan. Placement and installation will be based on coordination between the Code Administrator and Public Works Department.

Wayfinding Pedestrian Kiosks

Four pedestrian kiosks (Sign Type G) will be installed in Montreat. One will be located at the Montreat Gate. The second will be installed at the Anderson Auditorium Parking Area. The third will be installed at the Allen Building Parking Area. The final kiosk will be installed at the Assembly Inn/Left Bank area. Final locations of the kiosks are subject to change based on site needs, but the approximate locations are displayed on Map 6: Pedestrian Kiosks.

Town of Montreat – Wayfinding Signage Plan

NCDOT Recommendations

Request that the NCDOT initiate a sign audit of signage leading into Montreat particularly as it relates to truck traffic, the intent being to consolidate existing signs where possible and eliminate confusing signage for trucks attempting to access Interstate 40 and Highway 9 southbound.

Town of Montreat Recommendations

Request that the Town take down the existing sign that reads “City Limits” and install a sign that reads “Town Limits” at the Town boundary along Assembly Drive.

Request that the Town install a "Welcome to the Town of Montreat" sign on the right hand side of Assembly Drive prior to entering the Montreat Gate.

Request that the Town resolve confusing street signage at intersections.

Request that the Town review all regulatory and warning signs and their locations and replace, remove or install signage as needed.

Sign Ordinance Recommendations

Zoning Ordinance

The following issues will be addressed in the zoning ordinance rewrite:

- Any changes to the Sign Ordinance during the Zoning Ordinance rewrite will comply with the standards set forth in the Signage Design Manual.
- Guidelines for sign materials will be established for the Institutional/Residential and Institutional Zoning Districts. This will help unify the appearance of the signs and will protect the character of Montreat.

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Town of Montreat – Wayfinding Signage Plan

- Section 1005: Signs Allowed with Permits will be revised to comply with the recommendations of the Wayfinding Signage Plan.
- Signage guidelines for multi-tenant buildings will be developed for the Institutional zoning district.
- Establish guidelines for Informational Signage located in the Institutional zoning district.
- Establish guidelines for Educational, Honorarium and Recreational Signage located in all zoning districts.
- Develop specific signage overlay areas and guidelines for Special Event Signage, Informational Kiosks, Pole Mounted Banners and Pedestrian Signage.

Enforcement

Following the Zoning Ordinance rewrite, the Wayfinding Advisory Committee requests that the Montreat Board of Commissioners commence the enforcement of the Sign Ordinance in regards to nonconforming signs by initiating the inventory and amortization schedule. Once this process starts, the town staff will conduct a survey of all exiting signs. Property owners whose signs are nonconforming will then be notified of the new ordinance requirements and the timeline to come into compliance. The timeline for compliance begins on the date the property owner receives the notification from the Town. The timeline is as follows:

- Any permanent sign that was in compliance before ordinance amendments, but is now out of compliance has five years to be removed or brought into compliance.
- Any permanent sign that was nonconforming before ordinance amendments has three years to be removed or brought into compliance.
- Non-exempt temporary signs on private property must be removed within sixty days.
- Exempt or nonconforming temporary signs located within the public right-of-way may be removed by town staff if they are in violation of the sign ordinance.

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Town of Montreat – Wayfinding Signage Plan

Future Role of the Wayfinding Advisory Committee

The Wayfinding Advisory Committee will meet periodically to assist in the development of a Signage Design Manual. The purpose of this manual is to provide standards for exterior wayfinding signs and to establish a consistent and controlled sign program within the Town of Montreat.

The Wayfinding Advisory Committee will meet periodically to review the fabrication/installation proposals.

The Wayfinding Advisory Committee will meet periodically to assist in the development of a pedestrian friendly wayfinding signage program. The purpose of the program is to promote walking and develop a signage program that is smaller in scale as compared with the vehicular wayfinding program.

The Wayfinding Advisory Committee will then reconvene annually to assess the progress and to make additional recommendations and/or amendments as necessary.

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Town of Montreat – Wayfinding Signage Plan

Chapter 5: Implementation Plan and Results

Implementation Plan

The next steps are as follows:

- Final Wayfinding Signage Plan from Wayfinding Advisory Committee presented to Board of Commissioners for approval.
- Sign Ordinance amendments recommended to the Board of Commissioners and Planning and Zoning Commission for approval.
- Staff will release Request for Proposals for the design/fabrication/installation phase.
- Wayfinding Advisory Committee will evaluate design/fabrication/installation bids and make a recommendation to the Board of Commissioners.
- Designer will review fabrication shop drawings and provide revisions.
- Wayfinding Advisory Committee/Staff/Designer will approve final fabrication drawings.
- Contractor will fabricate and install signs under staff supervision following the implementation schedule below.
- Wayfinding Advisory Committee develops pedestrian friendly signage design guideline requirements.

Implementation Schedule

The Wayfinding Advisory Committee will request funding be set aside in the Town's Capital Improvement Program over several years for design consulting, sign construction and sign installation. Grant funding and cost-sharing scenarios with the Conference Center and College will be explored. Any remaining funds will roll over to the next fiscal year. The funding available and the timeline are subject to change. The recommended implementation schedule is as follows:

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Town of Montreat – Wayfinding Signage Plan

Implementation Schedule:

	Funding Available	Implementation Schedule
Fiscal Year 2014	\$ 20,000	Design Consulting
Fiscal Year 2015	\$ 30,000	Welcome Sign and Pedestrian Kiosks
Fiscal Year 2016	\$ 39,000	Trailblazing Sign and Proximity Signs
Fiscal Year 2017	\$ 35,000	Destination Signs and Parking Signs
Fiscal Year 2018	\$ 12,000	Pedestrian Signs

The North Carolina Department of Transportation (NCDOT) signs are not part of this implementation schedule as their fabrication and installation is determined by NCDOT rather than the Town.

Town of Montreat – Wayfinding Signage Plan

Sign Fabrication and Installation Cost Estimates

The following cost estimates are subject to change based on final design, manufacturing and installation variables. A few of the sign types are not included in the implementation plan, but may be used in future wayfinding efforts. The cost estimates for every sign type are listed below.

Sign Type	Fabrication	Installation	Number of Signs	Total Cost
A: Welcome to Montreat	\$ 8,000	\$ 2,000	1	\$ 10,000
B: Trailblazing	\$ 5,000	\$ 1,000	1	\$ 6,000
C and D: Proximity	\$ 2,000	\$ 1,000	11	\$ 33,000
E: Destination	\$ 2,000	\$ 800	10 (Estimated)	\$ 28,000
F: Parking Directional Signs	\$ 500	\$ 200	10	\$ 7,000
G: Pedestrian Kiosk	\$ 4,000	\$ 1,000	4	\$ 20,000
H: Pedestrian Signs	\$ 1,000	\$ 200	10	\$ 12,000
			Total Cost:	\$ 116,000

Town of Montreat – Wayfinding Signage Plan

Grants and Funding

The original funds planned for the wayfinding project are not sufficient to implement all of the recommendations in this plan. The Town will need to explore alternative funding sources such as grants, sponsorship opportunities and cost-sharing plans with the College and Conference Center to complete the wayfinding program. This project may be eligible for various tourism and preservation grants.

Results

Through the Wayfinding Signage Plan, out-dated and non-compliant directional signs will be replaced by eleven coordinated, informational, directional signs. With the same amount of signs, additional destinations and parking areas will be identified. Thus additional information will be presented in a clearer and more accessible manner. When implementation of the Wayfinding Signage Plan is complete, Montreat will be easy to access by visitors and residents, and town assets will be showcased, and the character of the town will be more prominently displayed. Sign clutter from local signs will be diminished, the sign ordinance will be updated and existing signs will have greater visibility.

A summary of all the recommendations from this plan follows:

Town of Montreat – Wayfinding Signage Plan

Summary of Recommendations:

Pre-Arrival Technology	Update Montreat websites to reflect the wayfinding program goals.
Within-Town Technology	Utilize end-user technology.
Environment	Utilize unique landmark elements in directions and wayfinding signage to assist visitors.
Tools	Develop a clear and simple welcome brochure and orientation map that can be used by all Montreat entities.
Tools	Consider the implementation of a Montreat shuttle service that will run in the spring, summer and fall.
Tools	Conduct staff and volunteer training on the wayfinding program.
Signage	NCDOT - Request that the NCDOT initiate a sign audit of signage leading into Montreat particularly as it relates to truck traffic.
Signage	Town - Request that the Town take down the existing sign that reads "City Limits" and install a sign that reads "Town Limits" at the Town boundary along Assembly Drive.
Signage	Town - Request that the Town install a "Welcome to the Town of Montreat" sign on the right hand side of Assembly Drive prior to entering the Montreat Gate.
Signage	Town - Request that the Town resolve confusing street signage at intersections.
Signage	Town - Request that the Town review all regulatory and warning signs and their locations and replace, remove or install signage as needed.
Signage	Recommend that revisions found in Appendix C be made to the Sign Ordinance.
Signage	Request that the Montreat Board of Commissioners commence the enforcement of the Sign Ordinance in regards to nonconforming signs by initiating the amortization schedule.
Signage	Complete the design, fabrication and installation of the wayfinding signs as outlined in the Wayfinding Plan.

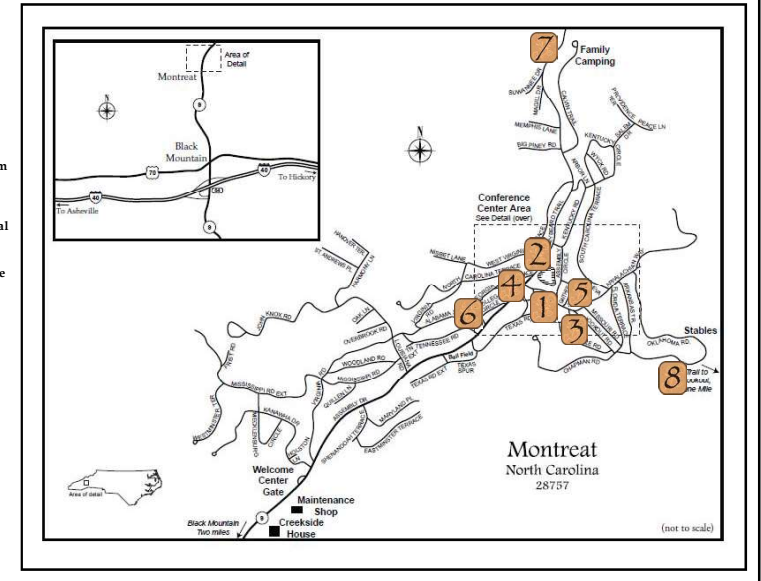
Maps

Map 1

Wayfinding Destinations

Primary

1. Anderson Auditorium
2. Assembly Inn
3. Chapel of the Prodigal
4. Freeland Hall/ Presbyterian Heritage Center
5. Gaither Hall
6. Montreat Post Office
7. Greybeard Trailhead
8. Lookout Trailhead

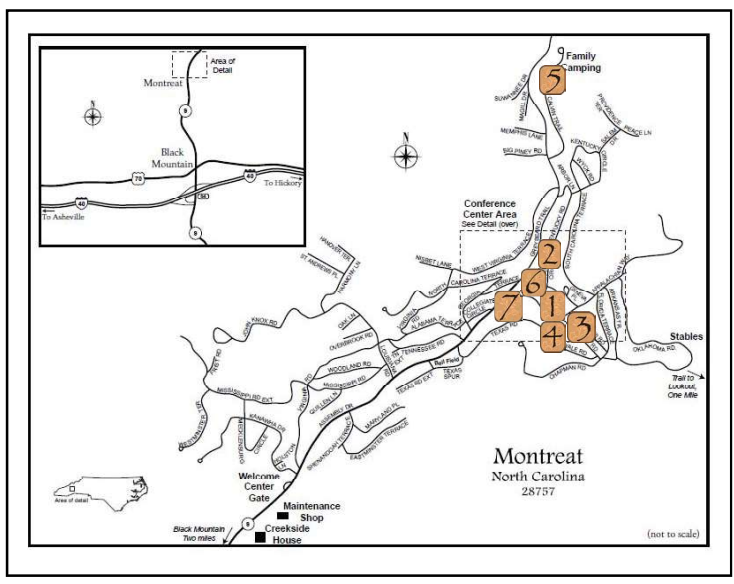


Map 2

Wayfinding Destinations

Secondary

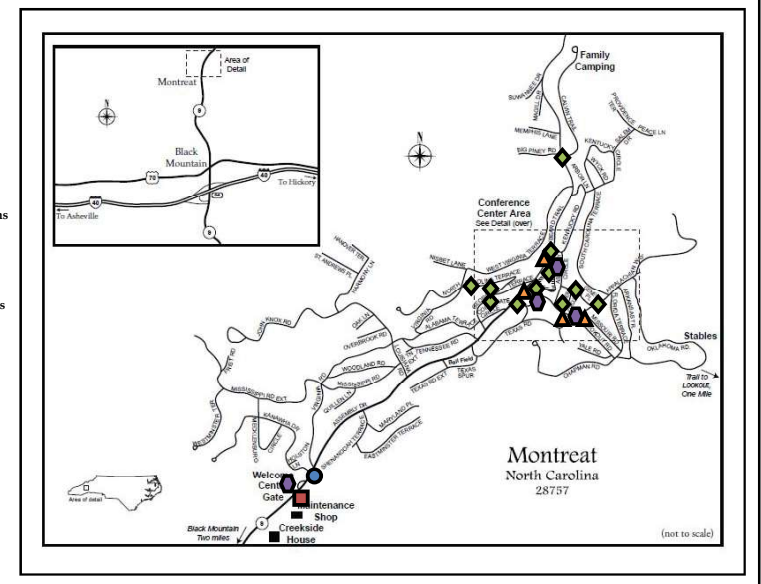
1. Belk Student Center
2. The Barn
3. L. Nelson Bell Library
4. Dunn Pavilion/Pool Area
5. Campground and Picnic Area
6. McAllister Gym
7. Walkup Building



Map 3

All Sign Types

- Welcome Sign
- Trailblazing Signs
- ◆ Proximity Signs
- ▲ Parking Signs
- ◆ Pedestrian Kiosks

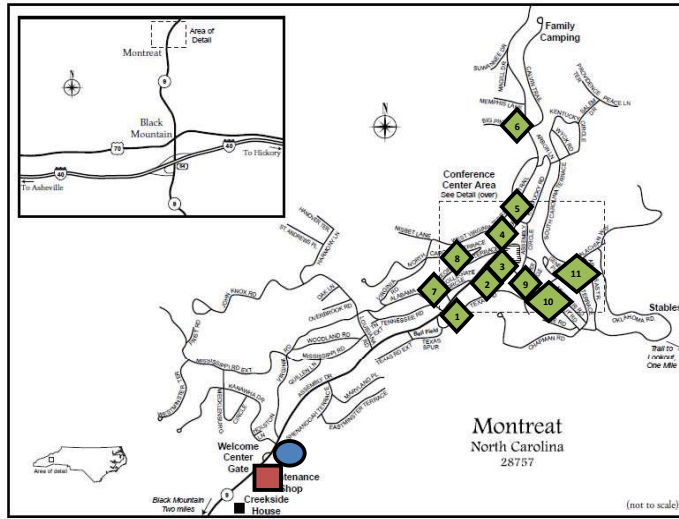


Town of Montreat - Wayfinding Signage Plan

Map 4

Directional Signs

- Welcome Sign
- Trailblazing Sign
- ◆ Proximity Signs



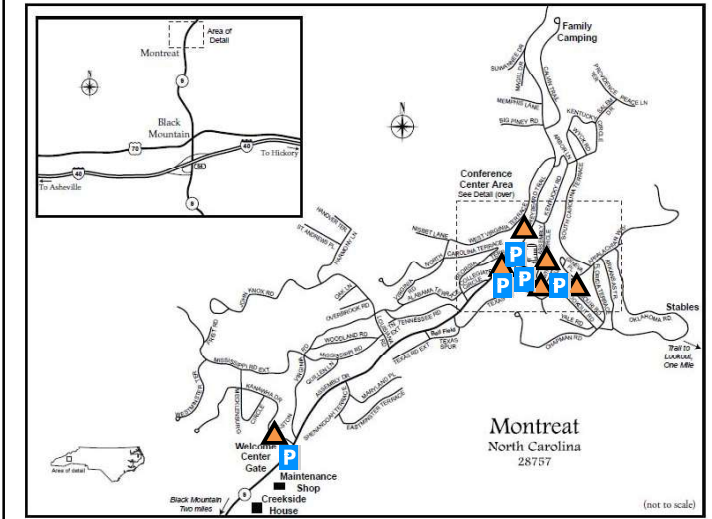
- 37 -

Town of Montreat - Wayfinding Signage Plan

Map 5

Parking Signs

- ▲ Parking Lot/Area Destinations
- Allen Building
- Anderson Auditorium
- Assembly Inn
- L. Nelson Bell Library
- Howerton Hall
- Montreat Gate
- P Recommended Parking Signs



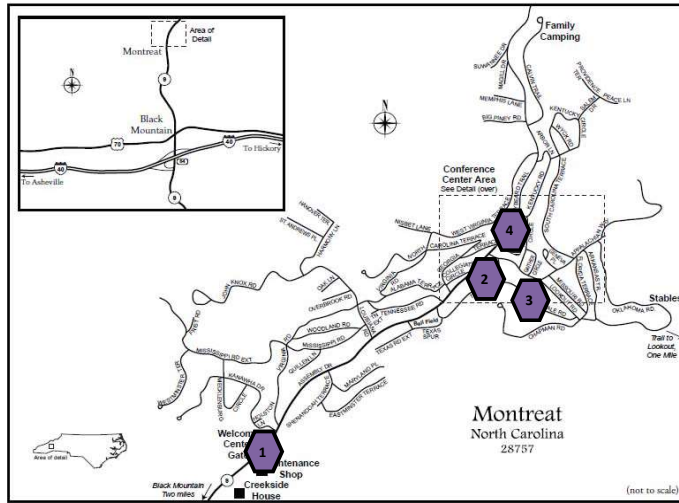
- 38 -

Town of Montreat - Wayfinding Signage Plan

Map 6

Pedestrian Kiosks

1. Montreat Gate
2. Anderson Auditorium Parking Lot
3. Allen Building Parking Area
4. Assembly Inn/Left Bank Park



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Appendix A

Existing Sign Inventory

Existing Conditions – Sign Inventory

NCDOT Signs

Montreat does not have any signs owned or maintained by the North Carolina Department of Transportation. Highway 9 stops at the Montreat Gate.

City Limit Sign

Montreat has one city limit sign located at the Montreat Gate.

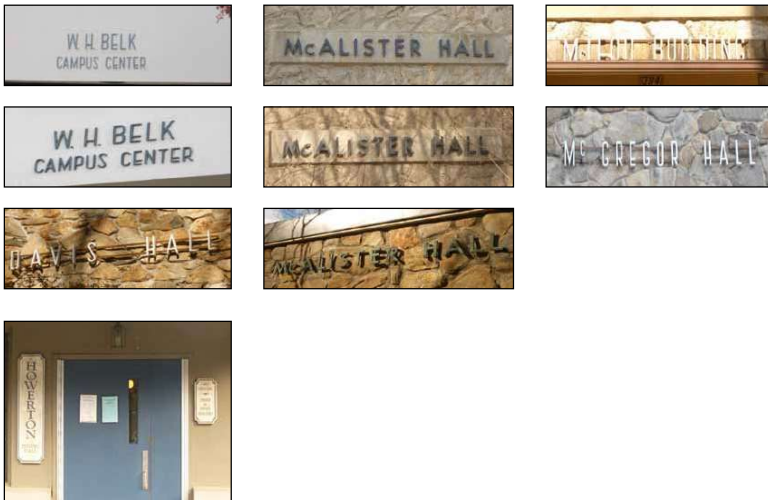
Town of Montreat Signs

Signs owned and maintained by the Town of Montreat consist primarily of regulatory, warning and guide signs. Most signs are in fair condition. Historically the back of signs, their posts and poles were painted a green or brown color to help blend the sign into the surrounding natural environment. Most signs posts are not well maintained and some will require painting or repainting.



Montreat College Signs

Building Signs



Ground Signs



Directional Signs



Honorarium Signs

Many more of these types of signs exist on the Montreat College campus and were too many to include within this report. These are but a couple of examples of honorarium signs.

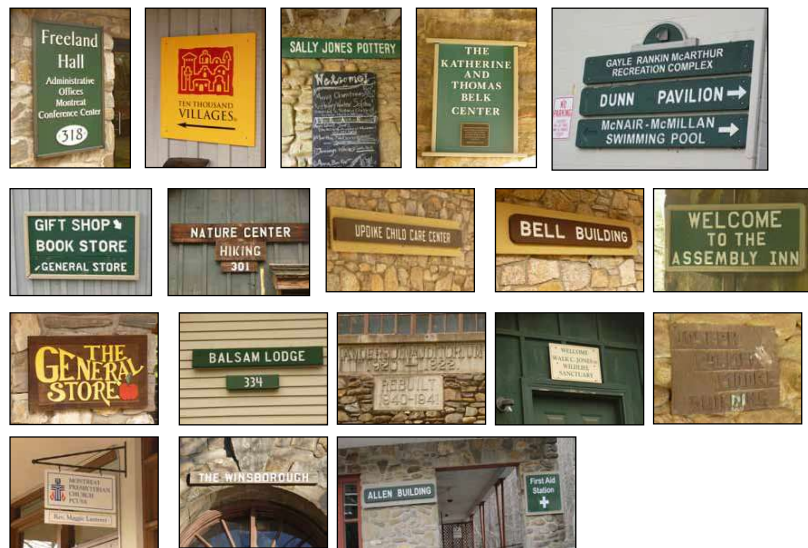


Informational Signs



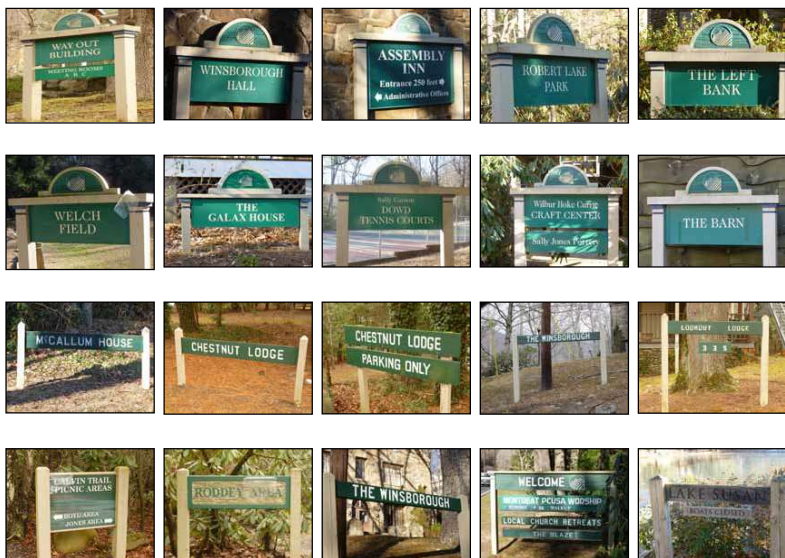
Montreat Conference Center Signs

Building Signs



Ground Signs





Directional Signs



Informational Signs



Educational Signs



Window Signs



Recreational/Educational Signs



Honorarium Signs



Churches/Lodges/Inn Signs



Residential Signs



Town of Montreat – Wayfinding Signage Plan

Appendix B Sign Installation Guide

Appendix B

The Sign Installation Guide will be developed at a later date
by the Wayfinding Advisory Committee

Montreat Zoning Ordinance
Article X - Sign Regulations
(Revised 8/14/2008)

Proposed Wayfinding Committee
Revisions From 7/16/2013 Meeting

- 1001.4 Measurement of Area; Height. Sign area shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof which will encompass the entire advertising copy or art designed to attract attention including borders and other architectural embellishments.
- Sign height shall be measured from the street grade of the closest point in the street along which the sign is located or the average grade at the base of the sign, whichever is higher, to the highest point of the sign Structure.
- 1001.5 Building Code Compliance. All signs shall fully comply with the requirements of the ~~State of North Carolina Building and Electrical Codes~~ North Carolina State Building Code and National Electrical Code (NEC). A building permit shall be required for any projecting sign attached to a building or structure which has a surface area in excess of six (6) square feet. An electrical permit is required for any internally or externally illuminated sign powered by electrical sources regulated by requirements of the NEC.
- 1001.6 Sign Setback Requirements. No projecting portion of any free-standing sign may be located closer than ~~four~~ two feet (~~4'-2"~~) to any vehicular or pedestrian traveled way. For the purposes of this Ordinance, house numbers and nameplates shall be exempt from this setback requirement.
- 1001.7 Illumination of Signs. Unless otherwise expressly prohibited, signs may be illuminated from above at a downward angle provided that lighting directed toward a sign shall be shielded in such a manner as to illuminate only the face of the sign, and shall not project light into any portion of the traveled roadway or toward neighboring buildings.
- 1001.8 Sign Permit Required. A sign permit, issued by the Town Administrator shall be required for all signs except those specified in Section 1003 and 1004. No permit shall be issued until the Zoning Official inspects plans for such signs and determines that they are in accordance with the requirements contained in this Article. The fee schedule for sign permits shall be set forth in the Town of Montreat Fee Schedule.

TOWN OF MONTREAT

ZONING ORDINANCE

ARTICLE X - SIGN REGULATIONS

(Revised 6/10/2004); (Revised 7/13/06); (Revised 8/14/2008)

- 1000 Purpose. The purposes of this Article are: (i) to permit such signs in the Town of Montreat that will not, by their reason, size, location, construction, or manner of display, confuse or mislead the public, obstruct the vision necessary for traffic safety, or otherwise endanger public health and safety; and (ii) to permit and regulate signs in such a way as to support and complement land-use objectives set forth in the Zoning Ordinance for the Town of Montreat.
- 1001 General Regulations. ~~————~~ The following regulations shall apply to all signs in all Zoning Districts:
- 1001.1 Compliance. No sign of any type shall be constructed, erected, painted, posted, placed, replaced, or hung in any District except in compliance with this Ordinance.
- 1001.2 Maintenance. All signs, together with braces, guys and supports shall at all times be kept in good repair. If at any time a sign should become unsafe or poorly maintained, the Building Inspector shall send written notice to the owner or lessee of the sign that the sign must be repaired and maintained or removed. Upon failure of the owner or lessee to correct such condition within thirty (30) days, the Building Inspector shall order the removal of such sign. The expense of the removal of the sign shall be billed to the owner or lessee of said sign in accordance with Section 1001.10.
- 1001.3 Removal of Obsolete Signs. Signs identifying establishments no longer in existence, products no longer being sold, and service no longer being rendered shall be removed from the premises within ten (10) days from the date of termination of such activities. Upon failure of the owner or lessee of these signs to remove such signs within the prescribed time period, the Building Inspector shall order their removal subject to the terms of Section 1001.10. Temporary signs and political signs shall be removed within two (2) days after termination of the event or election advertised. Upon failure of the owner or lessee of these signs to remove such signs within the prescribed time period, the Building Inspector shall order their removal and any expense of removal shall be billed to the owner or lessee of said sign(s) in accordance with Section 1001.10.

Montreat Zoning Ordinance
Article X - Sign Regulations
(Revised 8/14/2008)

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- 1001.9 Enforcement of Regulations. Any non-conforming sign constructed after the date of enactment of this Article or any sign maintained in a non-conforming manner shall be subject to the following actions.
- 1001.91 Notice. The Building Inspector shall notify in writing the following persons of the non-conforming ~~Structure; sign;~~
- 1) The owner or lessee of the sign;
 - 2) The owner of the property on which the sign is located; and
 - 3) The occupant of the property on which the sign is located.
- Notice shall be given to the above persons that the non-conforming condition shall be corrected within fifteen (15) days from the date of notification.
- 1001.92 Penalties. ~~The owner or lessee of a non-conforming sign shall be fined fifty dollars (\$50.00) for each non-conforming sign if not corrected within the fifteen (15) days following notification in case of a continuing violation, each 24-hour period during which the violation continues to exist shall constitute a separate violation. Refer to Article XIV – Legal Status Provisions.~~
- 1001.93 Appeals. Any person having an interest in a sign found to be non-conforming or the property on which it is located may appeal a determination by the Building Inspector ordering removal or compliance as provided in Article XII of this Ordinance.
- 1001.94 Removal. If the non-conforming sign has not been brought into compliance with the provisions of this Ordinance or removed within the allotted fifteen (15) days as specified above, then said sign shall be removed by the Town and the cost of removal shall be billed to the owner or lessee of the sign.
- 1001.95 Failure to Pay Removal Costs. Pursuant to N.C.G.S. § 160A-193, if the Zoning Official determines that a sign removed by the Town was dangerous or prejudicial to the public health or safety and the owner of the sign has not paid the costs of removal, then a lien shall be placed on the real property where the removed sign was located in the amount of the costs of the removal and shall be

Montreat Zoning Ordinance
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	collected as unpaid taxes.
1001.96	<u>Failure to Pay Removal Costs of Other Signs.</u> If the owner or lessee of a non-conforming sign that has been removed by the Town fails to pay for the costs of removal within thirty (30) days of the billing date, then the costs for removal shall be collected by the Town in a civil action in the nature of a debt.
1002	<u>Prohibited Signs.</u> The following signs are prohibited:
1002.1	<u>Signs Constituting Traffic Hazards.</u> Any sign located in a manner or place so as to constitute a hazard to vehicular or pedestrian traffic as determined by the Building Inspector.
1002.2	<u>Signs in Street Right-of-Way.</u> Any free-standing sign located in a street right-of-way, or projecting over into a street right-of-way. One house number and/or name plate shall be permissible.
1002.3	<u>Signs Obstructing Passages.</u> Any sign that obstructs or substantially interferes with any window, door, fire escape, stairway, ladder or opening intended to provide light, air, ingress or egress for any Building.
1002.4	<u>Off-Premises Advertising Signs.</u> Billboards and other types of off-premises advertising signs.
1002.5	<u>Flashing Devices.</u> Any flashing device or sign displaying flashing or intermittent lights or lights of changing degrees of intensity, except a sign indicating time and/or temperature, with changes alternating on at least <u>no less than</u> five (5) second interval.
1002.6	<u>Moving Devices.</u> Any commercial use of moving signs or device to attract attention, all or any part of which moves by any means, including motion by the movement of the atmosphere or by electrical or other means, including but not limited to, pennants, flags, propellers, or discs, whether or not any said device has a written message.
1002.7	<u>Posted Signs.</u> Any sign posted to utility poles, trees, fences, rocks or other signs. <u>Honorarium Signs meeting the requirements of 1005.24 are not prohibited under this section.</u>

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Montreat Zoning Ordinance
Article X - Sign Regulations
(Revised 8/14/2008)

Proposed Wayfinding Committee
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	of twelve (12) square feet of aggregate surface area. Signs shall not be illuminated and shall not exceed one (1) per parcel of land unless such land is located at an intersection of two streets; in such a case, two signs shall be allowed, one facing each street.
1004.2	<u>Signs on Window Glass.</u> <u>Signs on window glass, regardless of size.</u>
1004.3	1004.2 <u>Signs incidental to an Educational Facility.</u> One (1) free-standing sign on the property on which an Educational Facility is located is permitted except where an Educational Facility is located on a corner lot, then said Educational Facility is allowed two (2) free-standing signs, one (1) facing each street that borders the lot. Maximum size of such free-standing signs shall not exceed sixteen (16) square feet in surface area per side of sign up to a maximum of thirty-two (32) square feet of aggregate surface area. In addition, each Educational Facility shall be allowed one (1) bulletin board not to exceed twelve (12) square feet of surface area (which may be a wall sign or a free-standing sign). Free-standing signs shall not exceed eight (8) feet in height.
	Each Educational Facility located more than one hundred fifty feet (150') from a major thoroughfare or collector street shall be allowed one (1) directional sign.
	These signs may be located on private property, with the written permission of the owner, at the street intersection of the major thoroughfare or collector street to the site of the Educational Facility.
1004.3	Signs on Window Glass. <u>Signs on window glass, regardless of size.</u>
1004.4	<u>Private and Regulatory Signs.</u> Private, unofficial and regulatory signs not exceeding two (2) square feet in surface area per side of sign up to a maximum of four (4) square feet of aggregate surface area per sign, which indicate directions, entrances, and exits , and exits, available parking facilities, no smoking, control of pets and other similar requirements. Such signs shall be located entirely on the property to which they pertain and shall not contain any advertising message.
1004.54	<u>Construction Signs.</u> One (1) construction sign per construction project not exceeding sixteen (16) square feet of sign area in residential Zoning Districts or thirty two (32) square feet in the Institutional or Institutional/Residential Zoning Districts, provided that such signs shall be erected no more than five (5) days prior to the beginning of construction

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Montreat Zoning Ordinance
Article X - Sign Regulations
(Revised 8/14/2008)

Proposed Wayfinding Committee
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1002.8	<u>Copies of Official Signs.</u> Any sign which is a copy or an imitation of an official sign, or which purports to have official status but does not have an official purpose.
1002.9	<u>Portable Signs.</u> A sign that is not permanent, affixed to a Building, Structure or the ground.
1002.10	<u>Roof Signs.</u> Roof signs are prohibited in all districts.
1002.11	<u>Signs Not Permitted.</u> Any sign not expressly permitted elsewhere in this Ordinance.
1003	<u>Exempt Signs.</u> The following signs are exempt from the provisions of this Ordinance:
1003.1	<u>Governmental Agency Signs.</u> Signs erected or maintained by a governmental agency to regulate, control or direct traffic including <u>Wayfinding signs</u> , signs indicating bus stops, one-way parking areas , and similar transportation facilities, or signs employed to serve as a directory for services that may <u>may</u> be found within the Town. <u>Informational kiosks that provide maps and locational information.</u> Such signs may be illuminated, flashing, or moving as required for public safety. Furthermore, signs erected by a governmental agency which convey information regarding a public service or the location of a public facility may also be illuminated as necessary.
1003.2	<u>Signs Required by Law.</u> Signs erected pursuant to federal, state, or local laws or ordinances.
1003.3	<u>Warning Signs.</u> Signs which warn of hazards to life, limb, and property such as high voltage electrical equipment, explosives and the like.
1004	<u>Signs Permitted or Required Without a Permit.</u> The following types of signs shall be permitted in any Zoning District without the issuance of a sign permit provided they meet the stated requirements:
1004.1	<u>Temporary Real Estate Signs.</u> Temporary real estate signs advertising a specific piece of property for sale, lease, rent, or development, located on said property, provided such signs shall not exceed six (6) square feet in surface area per side of sign up to a maximum

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Montreat Zoning Ordinance
Article X - Sign Regulations
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Proposed Wayfinding Committee
Revisions From 7/16/2013 Meeting

	for which a valid Building Permit has been issued, shall be confined to the site of construction, and shall be removed five (5) days after completion of construction and prior to occupancy.
1004.45	<u>Public Notice.</u> Official notices posted by public officers or employees in the performance of their duties.
1004.46	<u>House Numbers and Nameplate Signs.</u> Street address numbers must be clearly displayed so that the location can be identified easily from the road. Every property owner of improved property shall purchase and display in a conspicuous place on said property the number assigned.
1004.61	The official address number must be displayed on the front of a Building or at the entrance to a Building which is most clearly visible from the street or road during both day and night.
1004.62	If a Building is more than seventy-five feet (75') from any road or if two or more homes use the same entrance, the address number(s) shall be displayed at the end of the driveway or easement nearest the road which provides access to the Building(s)
1004.63	Numerals indicating the address number shall be at least three (3) inches in height and shall be posted and maintained so as to be legible from the road.
1004.64	Numerals must be of contrasting color to the background. Reflective numbering or placing reflective dots at the sign to direct attention to it is encouraged.
1004.65	The Zoning Official will have the right to authorize and approve alternate methods of displaying house numbers which meet the intent of this Ordinance when strict adherence to these standards cannot reasonably be met.
1004.8-7	<u>Residential Nameplate Signs.</u> Residential Nameplate Signs are permitted and may include House Numbers. Residential Nameplate Signs shall not exceed six (6) square feet in area.

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1004.48	<u>Political Signs.</u> Political signs shall, with the permission of the property owner, be allowed on private property more than five (5) feet from the traveled portion of the roadway, sixty (60) days before and on the date of the election or referendum. Political signs are defined as signs for candidates for election or for issues on the ballot, and such signs shall not exceed eight (8) square feet in area per display side, shall not have more than two (2) display sides per sign, and shall be removed within seven (7) days after the election or referendum. Political signs may not be illuminated.
1004.9	<u>Special Event/Public Interest Signs.</u> Signs providing notice of upcoming events or gatherings of special interest to the public, meeting dates and locations, etc. may be displayed within the four (4) designated <u>changeable copy sign structures located along Assembly Drive which are maintained by the Town. Signs shall be limited to informational material only, no commercial advertisements or for-profit endorsements shall be permitted. Signs shall be of standard dimensions designed to be easily inserted within, and removed from, the sign structure.</u>
1005	<u>Signs Allowed with Permits.</u> The following types of signs shall be allowed within the Town of Montreal upon the issuance of a sign permit for each proposed sign and subject to the regulations set forth below:
1005.1	<u>Signs Allowed in Residential Zoning Districts (R-1, R-2, and R-3).</u> The following types of signs shall be allowed in all of the residential Zoning Districts subject to the accompanying restrictions and the issuance of a sign permit:
1005.11	<u>Home Occupation Signs.</u> Each home occupation shall be allowed one (1) sign for purposes of identification. Said sign shall not exceed four (4) square feet of surface area and shall be attached to the residence. Signs shall not be illuminated.
1005.12	<u>Subdivision Signs.</u> One (1) ground sign per entrance to a subdivision. Said sign(s) shall be no larger than sixteen (16) square

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1005.23	<u>Multi-Tenant Signs.</u> Buildings occupied by two or more tenants, regardless of individual or shared ownership, are permitted to have one (1) free-standing sign on the property on which the building is located. <u>Maximum size of such free-standing signs shall not exceed sixteen (16) square feet in surface area per side of sign up to a maximum of thirty-two (32) square feet of aggregate surface area. In addition, each multi-tenant building shall be allowed one (1) wall sign, per tenant, not to exceed eight (8) square feet of surface area. The sign structure(s) may be designed to allow the addition or removal of copy elements as tenants change in the case of multi-tenant buildings.</u>
1005.24	<u>Buildings Located on Corner Lots.</u> In cases where a building is located on a corner or double-frontage lot, then said building is allowed two (2) wall and two (2) free-standing signs, one (1) of each sign type facing each street that borders the lot.
1005.25	<u>Honorarium Signs.</u> Honorarium Signs shall be permitted if the size and scale are deemed proportionate to the structure and location whereon displayed. Signs may be located on existing rocks, buildings or other structures as approved by the lead entity. Signs shall be constructed of stone or bronze and securely anchored so as to prevent dislocation by weathering or impact. Signs erected above walkways or other areas of public assembly shall be subject to approval by the Building Inspector for adequate anchorage and structural support.
1005.26	<u>Pole-Mounted Banners.</u> Single- or double-sided banner support structures shall be permitted on private property if attached to new or existing lighting poles in conformity with current policies established by the regulating utility. A letter of permission must also be secured from the regulating utility prior to application for the associated sign permit from the Town. <u>Specific guidance as to the size, height above grade and pedestrian ways,</u>

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1005.13	<u>Non-Residential Uses.</u> Non-residential uses permitted as a conditional use in residential Districts shall be allowed one (1) free-standing or wall identification sign per street fronted on by the permitted use. Said sign shall be no larger than eight (8) square feet of surface area per side of sign up to a maximum of sixteen (16) square feet of aggregate surface area for said sign. Signs shall not exceed eight feet (8') in height and shall not be illuminated.
1005.2	<u>Signs Allowed in the Institutional/Residential and Institutional Zoning Districts.</u> The following types of signs shall be allowed in the above Zoning Districts for uses permitted by the conditional use permitting process or for a use-by-right for that Zoning District subject to the accompanying restrictions and the issuance of a sign permit:
1005.21	<u>Ground or Free-Standing Signs.</u> One (1) ground sign not to exceed the following surface area limitations: Sixteen (16) square feet in surface area per side of sign, up to a maximum of thirty-two (32) square feet of aggregate surface area for the entire sign.
1005.22	<u>Wall Signs.</u> Each establishment located in the Zoning Districts set forth in Section 1005.2 shall be allowed wall signs in accordance with the following provisions: One (1) wall sign located on the street frontage side of the Building not to exceed sixteen (16) square feet. <u>Existing or newly engraved permanent wall signs consisting of chiseled or hewn stone which identify the current use or occupancy of an associated structure are permitted to serve as one (1) allowable wall sign on the street frontage side of the building. Should the use or occupancy change such that the chiseled or engraved sign no longer serves to indicate the current use or occupancy of the structure, one (1) new wall sign shall be permitted.</u>

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	<u>attachment, etc. is available from the regulating utility, and a copy is available for review at the office of the Zoning Official. Pole-mounted banners shall contain no commercial advertisement copy or for-profit business logos. Pole-mounted banners are to be permitted only in the Town Center Overlay (TCO) District in locations and quantities as described herein.</u> <u>The maximum number of pole-mounted banner support structures that shall be permitted, per applicant, is fifteen (15). Banner display structures shall be properly maintained by the permittee, and removed, if unadorned by banner(s) for more than forty-eight (48) hours.</u>
1005.27	<u>Educational Signs.</u> Signs that supply information about people, facilities, natural features or other areas of educational or historical interest shall be permitted as Educational Signs. The content of educational signs is subject to review and approval on a case-by-case basis by Montreal Landcare and the lead entity responsible for location of the sign structure. <u>Maximum size of such free-standing signs shall not exceed twelve (12) square feet in surface area for pedestal-mounted structures.</u>
1005.3	<u>Temporary Signs Allowed in All Zoning Districts.</u> Temporary signs, flags, or banners advertising the initial openings of businesses, establishments, special events or special sales may be permitted provided the location of such signs is approved by the Town Administrator or the Zoning Official. Such signs may be free-standing or attached to any part of the Building wall and said sign shall not exceed thirty (30) square feet in aggregate surface area and shall meet all other requirements.
1005.4	<u>Recreational Signs.</u> Sign structures designed to identify the location of specific recreational features through maps, such as hiking trail-head and course markers, bicycle paths, and walking trails are permitted in all zoning districts. Such signs are to be limited to the location of the associated feature(s) and are subject to approval by the lead agency in responsible charge of the property whereon the sign is located. <u>Maximum size of such free-standing signs shall not exceed twenty-four (24) square feet in surface area for</u>

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Proposed Wayfinding Committee
Revisions From 7/16/2013 Meeting

- multi-base frame structures. Sign structures are to be fabricated of naturally-durable species of wood in the form of logs and rough-hewn dimensional timbers that cohere with the adjacent natural setting and location. Sign structures may be allowed with small roof or canopy features to provide weather-protective cover for viewers, subject to approval by the Building Inspector. Roof coverings shall also be constructed of naturally-durable species of wood such as cedar, redwood, black locust or black walnut.
- 1006 Non-Conforming Signs No person shall erect any sign which does not conform to the requirements of this Article.
- ~~1006.1 Requirements for Bringing Non-Conforming Signs into Compliance. All non-conforming signs shall be removed or conformed to this Article within one year of the effective date of this Article.~~
- ~~1006.2~~
- 1006.1 Maintenance of Non-Conforming Signs. All non-conforming signs shall be maintained in accordance with the requirements of this Article, provided, however, that no repainting of the sign shall alter the design of the sign in any fashion. If the design or dimensions of a non-conforming sign ~~are~~ altered, the non-conforming sign ~~must~~shall be removed or conformed to this Article at the time of the redesign.
- 1006.~~2~~3 Replacement of Non-Conforming Signs. If a non-conforming sign is destroyed by vandals or adverse weather conditions, such sign may be replaced. If it is replaced, it shall conform to the requirements in this Article. Normal weathering does not constitute destruction by adverse weather conditions which would permit replacement of a non-conforming sign. If a sign is allowed to deteriorate, it shall not be replaced under this Section.
- 1006.~~3~~4 Relocation of Non-Conforming Signs. A non-conforming sign may be relocated on the same premises on which it is located ~~and~~if the relocation brings the sign into conformity.
- 1006.~~4~~5 Removal of Non-Conforming Signs Any non-conforming sign existing on the effective date of this Article shall be removed within the following time limits ~~established~~.
1. Any existing permanent sign made non-conforming through

Proposed Wayfinding Committee
Revisions From 7/16/2013 Meeting

- adoption of this amended Section shall be allowed five (5) years to either be removed or brought into compliance.
2. Any permanent non-conforming sign existing prior to adoption of this amended Section shall be allowed three (3) years to be removed or brought into compliance.
3. Non-exempt temporary signs located on private property shall be removed within sixty (60) calendar days.
4. Exempt or non-conforming temporary signs located within public right-of-way may be removed by the Town if they are found to be in violation of Article X and the cost of removal billed to the owner or lessee of the sign.
- Any non-conforming sign erected after the effective date of this Article shall be removed immediately. Upon the failure of the owner or lessee of the non-conforming sign to remove it, the Building Inspector shall order its removal and any expense of removal shall be billed to the owner or lessee of the non-conforming sign in accordance with Section 1001.9.

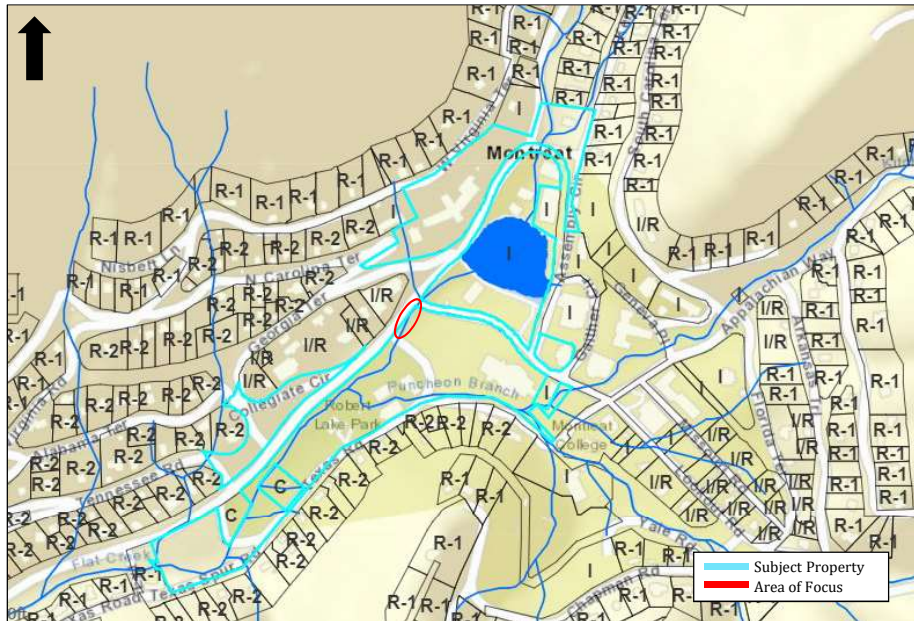
VA-2022-03

Variance Request

PIN # 071096841400000
Montreat Board of Adjustment
June 22nd, 2023



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Subject Property Location

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Subject Property Overview

PIN: 071096841400000

Address:

Subject Property: Formally addressed as 407 Kentucky Road, Montreat, NC, 28757.

Focus Area: The portion to the east of Assembly Dr between Lookout Rd and Community Center Cr

Owner:

Mountain Retreat Association
P.O. Box 969, Montreat, NC, 28757
(Applicant is Tanner Pickett)

Size:

Subject Property: 26.92 acres.

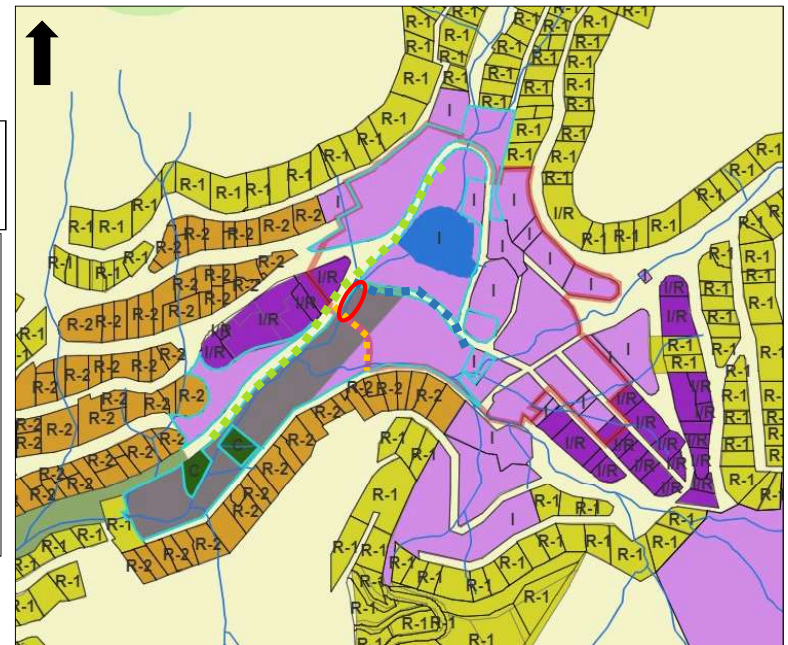
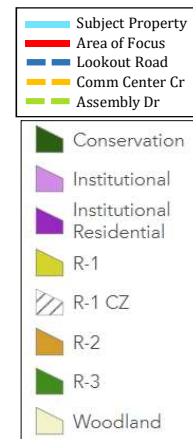
Focus Area: Less than 0.01 acres.

Current Zoning and Use:

Subject Property: I, CDO, & TCO containing recreational and institutional uses (Robert Lake Park, Lake Susan, Montreat College buildings)

Focus Area: I, CDO, & TCO that is a vacant strip of land adjacent to Assembly Dr with an existing wayfinding sign.

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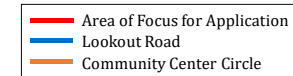
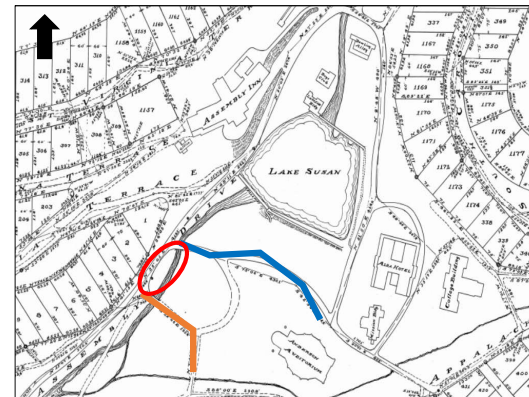


Surrounding Zoning

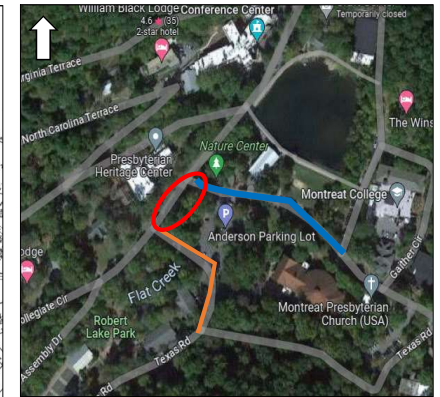
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Surrounding Uses



Area of Focus



Application Overview

Applicant: Tanner Pickett, on behalf of the Mountain Retreat Association (Property Owner)

Request Summary:

- ❖ The applicant is unable to replace the existing wayfinding sign due to the non-conforming sign provisions of the Montreat Zoning Ordinance (MZO).
- ❖ Per Section 809 of the MZO, privately owned wayfinding signs not part of a community wayfinding plan must be less than four square feet in size. The proposed wayfinding sign exceeds this size.
- ❖ The applicant requests a variance to Section 809 of the Montreat Zoning Ordinance to allow an 18.36-square foot wayfinding sign on the east side of Assembly Drive on the Subject Property approximately halfway between Lookout Road and Community Center Circle.
- ❖ Section 809 of the MZO also requires permission from the Town of Montreat to construct a wayfinding sign in the Town's right-of-way. The applicant appeared before the Board of Commissioners at their February 9th, 2023, meeting and received permission for the proposed wayfinding sign's location.

Background

- ❖ There is an existing wayfinding sign believed to pre-date the MZO within the focus area of this application that will be removed. The existing wayfinding sign is considered non-conforming.

- ❖ Per Section 810.1 of the MZO...Neither the design nor the dimensions of a non-conforming sign can be altered.

&

- ❖ Per Section 810.2 of the MZO...Non-conforming signs can only be replaced in their existing condition if destroyed by vandals, accidents, or adverse weather conditions.

- ❖ Changing the design or dimensions of a non-conforming sign and replacing a non-conforming sign not destroyed by vandals, accidents, or adverse weather conditions nullifies the sign's non-conforming status.

Nullified non-conforming signs must comply with the current regulations.



Provided by Applicant

Proposed Wayfinding Sign

- ❖ The proposed wayfinding sign will replace the existing wayfinding sign due to damage associated with normal weathering. It is the same size as the existing wayfinding sign but deviates in design.
- ❖ The proposed wayfinding sign is a double-sided sign 4.08 feet tall by 4.5 feet wide and is 18.36 square feet in area per side.
- ❖ Evidence was not provided indicating that the proposed wayfinding sign is a part of the 2014 Town Wayfinding Plan.



BACK (approach from Lookout Road)

FRONT (approach from the Gate)

Provided by Applicant

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Distance from Adjacent Roads

Distance from Roadbed

Location of Proposed Wayfinding Sign

(Provided by Applicant)



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Staff Findings

Sign Type

Section 809 of the MZO states that wayfinding signs are signs designed and intended to help to direct a person from point to point or confirming a person's progress along a route.

The proposed sign is considered a wayfinding sign.

Sign Area

Section 809 of the MZO states that privately owned wayfinding signs may be no larger than four square feet in surface area unless they are a part of a community wayfinding system adopted by the Town.

The proposed wayfinding sign exceeds the maximum size limit listed in Section 809 and no evidence could be supplied that indicated that this wayfinding sign is part of a community wayfinding system.

Sign Setbacks & Location

Section 801.6 of the MZO states that all signs must be at least two feet away from any vehicular or pedestrian travel way. Section 809 states that all non-government agency owned wayfinding signs in the Town's right-of-way must obtain permission from the Town for placement.

The proposed wayfinding sign will be 4.6 feet away from the vehicular travel way of Assembly Drive and there are no pedestrian travel ways near the proposed wayfinding sign. On 2/9/23, the applicant appeared before the Board of Commissioners and received permission to place the proposed wayfinding sign in the right-of-way of Assembly Drive.

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Board of Adjustment Decision

The Board shall grant a Variance upon showing of **all** of the following:

310.42(A) Unnecessary hardship would result from the strict application of the Ordinance. It shall not be necessary to demonstrate that, in the absence of the Variance, no reasonable use can be made of the property.

310.42(B) The hardship results from conditions that are peculiar to the property, such as location, size, or topography. Hardships resulting from personal circumstances, as well as hardships resulting from conditions that are common to the neighborhood or the general public, may not be the basis for granting a Variance

310.42(C) The hardship did not result from actions taken by the applicant or the property owner. The act of purchasing property with knowledge that circumstances exist that may justify the granting of a Variance shall not be regarded as a self-created hardship.

310.42(D) The Variance is consistent with the spirit, purpose and intent of the Ordinance such that public safety is secured and substantial justice is achieved.

310.42(E) The Variance requested is the minimum Variance that will make possible the requested Use of the land, Building or Structure.

310.42(F) The Variance is not a request to permit a Use of land, Building or Structure which is not permitted in the applicable Zoning District.

As a note... If a Variance is granted it shall be the least possible deviation from the requirements of this Ordinance. In granting any Variance, the Board of Adjustment may prescribe appropriate conditions and safeguards in conformity with this Ordinance. Setback Variances are granted for the development shown on the site plan included in the application.

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VA-2022-03

Variance Request

PIN # 071096841400000

Montreat Board of Adjustment

June 22nd, 2023

