



September 12, 2022 Planning Commission City Hall - Massie Chambers
5:00 PM

Agenda:

Call to Order

Approval of Agenda

1. Approval of September 12, 2022 Agenda

Approval of Meeting Minutes

2. Approval of August 1, 2022 Meeting Minutes

Individual Review of Regular Agenda Items

3. Public Forum on Planning Related Topics
4. Neely Family Subdivision/CESO, Inc: Request final subdivision plat approval to combine multiple parcels and create a one-acre commercial lot on 26.53 acres at 1016A and B Louisville Hwy 31W. Properties referenced as Sumner County Tax Map 141 Parcels# 58.00, 58.02, 59.00. Properties are zoned CG, Commercial General, and IC, Industrial Commercial. (#11-22)
5. Kenjoh Outdoor Advertising, LLC: Request recommendation to the City Commission to amend the Zoning Ordinance Section 14-305 (2)(a) Interchange Sign Zone to change the sign square footage calculation regulation. The amendment request is for the proposed alteration of the permitted but not constructed pole sign at 705 Rivergate Parkway **(Deferred at August 1st meeting)**
6. ATMA KRUPA INC: Request recommendation to the City Commission to amend the Zoning Ordinance Section 14-307 (2)(e) to permit a non-conforming sign to remain on the property with a new sign installation. The owner request to maintain one of the non-conforming signs at 707 Rivergate Parkway either by amending the Zoning Ordinance or subdividing the 1.8-acre property zoned CPUD, Commercial Planned Unit Development for a future site development **(Deferred at August 1st meeting)**

7. Community Development Staff: Request recommendation to the City Commission to amend the Zoning Ordinance with the addition of sections 14-305 (1)(d)(vi) City Sign Zone and 14-305 (5)(c) Commercial Planning Unit Development Districts to permit the Planning Commission the ability to review the application of the permitted commercial center and planned unit development freestanding sign square footage when multiple freestanding signs are permitted

DISCUSSION ITEM:

8. -North Cartwright/East Cedar Mixed Use Development
9. -Comprehensive Land Use Plan Review
10. -Reformatted Zoning Ordinance Review

Public Forum on Planning Related Topics

For more information regarding this agenda, please contact the city recorder by email at:

amccormick@goodlettsville.gov

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CITY OF GOODLETTSVILLE PLANNING COMMISSION

STAFF RECOMMENDATION REPORT

Monday September 12, 2022 5:00 PM

ITEM#1 Approval of Agenda

STAFF NOTES: N/A

STAFF RECOMMENDATION: Approval

ITEM#2 Approval of August 1, 2022 Meeting Minutes

STAFF NOTES: N/A

STAFF RECOMMENDATION: Approval

ITEM#3 Public Forum on Planning Related Topics

STAFF NOTES: N/A

STAFF RECOMMENDATION: N/A

ITEM#4 Neely Family Subdivision/CESO, Inc: Request final subdivision plat approval to combine multiple parcels and create a one-acre commercial lot on 26.53 acres at 1016A and B Louisville Hwy 31W. Properties referenced as Sumner County Tax Map 141 Parcels# 58.00, 58.02, 59.00. Properties are zoned CG, Commercial General, and IC, Industrial Commercial. (#11-22)

STAFF NOTES:

The subdivision plat is to combine the existing multiple properties into one property and include an out lot along the Hwy 31W frontage. The lot combination is for a proposed industrial warehouse development project. The development site plan was removed from the agenda due to a project redesign required due to a revised stream relocation design versus the initial piped stream design proposal. The revised project design will reduce the available building square footage on the property.

The applicant has requested to proceed with the subdivision plat without the one acre out lot (#2) at this time. The exact dimension and depth of the out lot is currently being reviewed for a potential commercial development. The applicant will provide a revised plat for the final out lot dimension and depth.

STAFF RECOMMEDATION: Approval

ITEM#5 Kenjoh Outdoor Advertising, LLC: Request recommendation to the City Commission to amend the Zoning Ordinance Section 14-305 (2)(a) Interchange Sign Zone to change the sign square footage calculation regulation. The amendment request is for the

proposed alteration of the permitted but not constructed pole sign at 705 Rivergate Parkway
(Deferred at August 1st meeting)

STAFF NOTES:

The applicant provided a revised Zoning Ordinance amendment proposal and documentation of the proposed signage, one-sided sign examples, and studies on the visual impact of interstate signs. Staff reviewed the existing signs along I-65 within the city limits after the last meeting. During the last meeting staff incorrectly discussed the design of the billboards along the interstate being two (2) sided signs. There are multiple one-sided signs especially between exits ninety-seven (97) and ninety-eight (98) due to the location of the signs in relation to the interstate including sign installation angles and the distance from the interstate.

Staff has approved a sign permit for a ninety (90') feet sign with 220 square feet at 705 Rivergate Parkway behind the existing church building. The Planning Commission previously reviewed and denied a proposal for a 750 square feet sign at this location.

The applicant provided a revised proposed ordinance amendment to permit in the Interstate Sign District the option for a single faced sign combining the square footage of both sides of the sign face into a single faced sign. Example the base sign square footage permitted in the Interstate Sign District is 175 square feet with allowance for increased sign square footage depending on the distance the sign is from street providing access to the property including the proposed sign. The proposed ordinance would permit based on the base sign square of a two (2) sided 175 square feet sign to a single faced sign with 350 square feet. The maximum square footage permitted in the Interstate Sign District would be 227.5 square feet so with the amendment proposal a one-sided sign could be permitted at 455 square feet.

The applicant's Zoning Ordinance proposal would permit within the Interstate Sign District a larger sign square footage then currently permitted but would still be less than a typical billboard square footage of 670 (+) square feet. The Zoning Ordinance defines the calculation of a pole sign display surface based on one side of a two (2) side sign with exception for signs faces back-to-back installed at an angle exceeding thirty (30) degrees.

Zoning Ordinance Section 14-303 (3) (d).

(3) Calculation of display surface area.

(a) The supports or uprights and any covering thereon on which one (1) or more signs are mounted shall not be included in the display surface area.

(b) On signs in which the copy together with the background is designed as an integrated unit separate from the structure on which the sign is mounted, the display surface area shall be the total area within a perimeter that encloses the entire sign copy of background.

(c) On signs that do not have a distinct background separate from the structure on which the sign is mounted, the display surface area shall be the area within a continuous single perimeter

composed of one (1) or more rectangles, circles, and/or triangles that enclose the extreme limits of the copy considered to be the sign.

(d) When two (2) sign faces of the same shape and dimensions are mounted back-to-back on the same sign structure and are either parallel or form an angle not exceeding thirty (30) degrees, only one (1) of the sign faces shall be used to compute the display surface area. If the angle of the sign faces exceeds thirty (30) degrees, then both faces shall be used to compute the display surface area

STAFF RECOMMENDATION:

The proposal would be a smaller square footage than the previously denied request. If the Planning Commission determines the proposed amendment would still permit new signs larger than desired within the Interstate Sign District, then staff would recommend denial of the Zoning Ordinance amendment request to the City Commission.

The revised proposed Zoning Ordinance amendment includes the previous staff request requiring Planning Commission review and approval of the one side sign option.

ITEM#6 ATMA KRUPA INC: Request recommendation to the City Commission to amend the Zoning Ordinance Section 14-307 (2)(e) to permit a non-conforming sign to remain on the property with a new sign installation. The owner request to maintain one of the non-conforming signs at 707 Rivergate Parkway either by amending the Zoning Ordinance or subdividing the 1.8-acre property zoned CPUD, Commercial Planned Unit Development for a future site development **(Deferred at August 1st meeting)**

STAFF NOTES:

The Zoning Ordinance amendment regarding multiple non-conforming signs to be removed to permit one large sign was adopted by the City Commission on February 2022. The City has permitted a new sign per the ordinance at 289.8 square feet/ ninety (90') feet in height with the stipulation that the two (2) pole signs be removed before completion of the sign project. The Interstate Sign District section of the Zoning Ordinance is for a high-rise pole signage associated with a project development. The owner's requested alternative for a subdivision plat to create a separate lot for future development to include the area of the existing pole sign on the west side of the property as shown on the map attachments below. If the Planning Commission determines a subdivision plat would be an option to maintain an existing sign, then the property owner will need to obtain a surveyor to prepare a subdivision plat for submittal and review by staff. The Planning Commission review at this time would be approval of denial recommendation to the City Commission for the ordinance amendment proposal or approval or denial or deferral of owner's request to proceed with a subdivision plat to create a separate lot to include the area of an existing sign.

STAFF RECOMMENDATION:

Denial of Zoning Ordinance amendment recommendation since the purpose of the amendment was for an updated larger single pole type sign to replace multiple non-conforming signs to reduce the appearance of sign clutter on a property. Deferral of alternate property subdivision

proposal. Staff requests additional time to review if the subdivision plat to create a separate lot to maintain an existing sign would impact the Zoning Ordinance section that only permits a high-rise sign in the Interstate State Sign District when associated with a project development. Staff has discussed with the property owner that with the removal of the two (2) existing signs then an additional high rise pole sign would be permitted with future subdivision plat and additional development site plan review by the Planning Commission.

Referenced Zoning Ordinance Section:

14-305 (2) (a)

(a) Signs installed under this section, the maximum height for a pole sign shall be sixty feet (60') and the minimum height shall be forty feet (40') and the pole sign is to be located between the back of the primary building and the rear property line unless the property contain site limitations that prevent the sign installation and if the sign location would create limited sign visibility as determined during site plan review. The Planning Commission in review of a project site plan for a property within the Interstate Sign Zone designated areas may permit an increased sign height for a high-rise sign based on the distance the high rise sign is located from the roadway providing direct access to the property per the following sign area increases and the visibility of the sign height from the interstate and interstate ramps. High rise signs that are permitted to be reviewed for increased height shall include a majority portion of the sign area within fifty (50') feet of the interstate right-of-way. The Planning Commission shall review all requests for increased sign height subject to protecting the streetscape appearance of the roadway providing direct access to the property with the sign and the visibility of the increased signage height from adjacent residential areas. A high rise sign located between 200 feet and 300 feet from the roadway providing direct access may be permitted a maximum height of seventy (70') feet sign height, 300 feet -400 feet from roadway providing direct access may be permitted a maximum sign height of eight (80') feet, 400 feet-600 feet from the roadway providing direct access may be permitted a maximum ninety (90') feet height, over 600 feet may be permitted a maximum sign height of one hundred (100') feet.

14-307 (2)(e) *(Amendment in bold italics)*

(e) **Multiple** A nonconforming sign **or signs** on a property may be removed and a new sign installed on the same property the **sign or** signs were removed from and shall not exceed the maximum sign height and minimum sign setback requirements of the provisions of the sign ordinance. The square footage of the **combined** single sign **~~shall be less than the existing sign square footages but~~** shall not exceed the maximum sign square footage permitted by the provisions of the sign ordinance by more than thirty (30%) percent. Signage proposals per this section that are within the Interstate Sign District are to be reviewed by the Planning Commission.



ITEM#7 Community Development Staff: Request recommendation to the City Commission to amend the Zoning Ordinance with the addition of sections 14-305 (1)(d)(vi) City Sign Zone and 14-305 (5)(c) Commercial Planning Unit Development Districts to permit the Planning Commission the ability to review the application of the permitted commercial center and planned unit development freestanding sign square footage when multiple freestanding signs are permitted

STAFF NOTES:

The proposed amendments would permit the Planning Commission flexibility in reviewing commercial center designs to allow a larger main entrance sign for developments permitted multiple signs due to property size and the number and dimension of roadway frontage. Staff requests Planning Commission discussion if the flexibility included in the amendment should also be applied to single site developments that due to property size and road frontage dimensions and multiple street frontages are permitted multiple signs.

STAFF RECOMMENDATION: Approval

Proposed Amendment:

The Planning Commission in the review of development project site plans/master plans may permit the total pole and ground sign square footage permitted for a development project per the provisions of this ordinance to be alternatively applied to permit a shared development project sign to include increased sign area and height for ground signs and pole signs. The alternatively

applied sign area and height is only permitted by equally eliminating or reducing the other pole and ground signs permitted by the provisions of this ordinance within a development project. The maximum sign area increase permitted to be applied to a single sign is sixty-six (66%) percent. The maximum sign height increase permitted to be applied to a single sign is thirty-three (33%) percent, but no pole sign shall exceed thirty (30') feet in height. The project site plan shall define the alternately applied sign square footage and a written agreement shall be recorded against the impacted properties.

Amendment included in Zoning Ordinance Sections:

14-305 (1)(d)(vi) City Sign Zone

(d) The following provisions and standards shall apply to commercial complexes.

(i) A commercial complex may be permitted one (1) pole or ground sign for each street frontage identifying the name of the complex or business. In the event a street frontage is in excess of two hundred fifty feet (250') in length, one (1) additional such sign shall be permitted with a minimum separation of two hundred feet (200') between the signs. The maximum size of each such sign shall be a ratio of one-half to one ($1/2$ to 1) of square footage of sign area to the length of the street frontage or the front facade of the building, whichever is greater, with a maximum display surface area of one hundred (100) square feet. In the event the above ratio results in a sign less than fifty (50) square feet in size, then a minimum size sign of fifty (50) square feet shall be permitted.

A sign setback of ten feet (10') from the street right-of-way line shall be observed. Between a distance of ten feet (10') and twenty feet (20') from the street right-of-way line, all signs shall be ground signs. The maximum height of a ground sign shall be four feet (4'). Ground signs which are integrated into an attractive brick, stone, or wood architectural feature or an earth berm, all of

which shall be permanently landscaped, may exceed four feet (4') in height to a maximum of seven feet (7'). Pole signs are permitted subject to a minimum setback from the street right-of-way line of twenty feet (20'). The maximum height of pole sign shall be thirty feet (30').

(ii) Additional signage may be permitted on the building(s) within the complex and shall be either wall signs, projecting signs or signage painted on glass windows or a combination thereof. Such signage shall be in scale with the size of the wall of the building upon which it is located and be architecturally compatible. The display surface area of such signage shall not exceed ten percent (10%) of the square footage of such wall and may be apportioned for multiple occupants with each occupant being entitled to an equal share of the display surface area. Signs attached to the inside of windows and intended to be viewed from the exterior of the building shall cover no more than twenty-five percent (25%) of such window. Wall or projecting signs shall be subject to the requirements of § 14-305(1)(a) and (b) above.

(iii) In lieu of a pole or ground sign identifying the name of the complex, such commercial complex may utilize a directory sign identifying individual occupancies subject to the same size requirements as in paragraph (i) above with each occupant being entitled to one (1) directory panel.

(iv) A directory sign listing the names of individual businesses or occupancies may be permitted at the entrance to the parking lot or at the entrance of each building. The maximum display surface area shall not exceed ten (10) square feet and the

maximum height shall be six feet (6').

(v) A commercial complex may also be permitted entrance identification signage. Two (2) signs may be permitted, one (1) on either side of the entrance, and both shall be on private property in a joint user access easement or private platted sign easement. All such signs shall be integrally designed as a part of a permanently constructed and maintained brick, stone, or wood architectural feature or earth berm, all of which shall be permanently and attractively landscaped and privately maintained. No such sign shall exceed twenty-five (25) square feet in size nor seven feet (7') in height.

(Proposed New Section)

(vi) The Planning Commission in the review of development project site plans may permit the total pole and ground sign square footage permitted for a development project per the provisions of this ordinance to be alternatively applied to permit a shared development project sign to include increased sign area and height for a ground sign or pole sign. The alternatively applied sign area and height is only permitted by the equal or greater elimination or reduction of the sign area and sign height of the other pole and ground signs permitted by the provisions of this ordinance within a development project. The maximum sign area increase permitted to be applied to a single sign is sixty-six (66%) percent. The maximum sign height increase permitted to be applied to a single sign is thirty-three (33%) percent, but no pole sign shall exceed thirty (30') feet in height. The project site plan shall define the alternately applied sign square footage and a written agreement shall be recorded against the impacted properties.

(5) Commercial planned unit development districts. (a) Within the GOPUD and ROPUD districts, the following standards for accessory signs shall apply. Accessory business and civic signs are permitted as follows:

(i) A lot or site may be permitted one (1) pole or ground sign for each street frontage identifying the building, establishment or office complex. In the event a street frontage is in excess of two hundred fifty feet (250') in length, one (1) additional such sign may be permitted. The maximum size of each

such sign shall be fifty (50) square feet. The maximum height of any pole sign shall be twenty feet (20'). The maximum height of a ground sign shall be four feet (4'). Ground signs which are integrated into an attractive brick, stone, or wood architectural feature or an earth berm, all of which shall be permanently landscaped, may exceed four feet (4') in height to a maximum of seven feet (7').

(ii) An office complex may, in lieu of the above, be permitted entrance identification signage. Two (2) signs may be permitted, one (1) on either side of the entrance, and both shall be on private property. All such signs shall be integrally designed as a part of a permanently constructed and maintained brick, stone, or wood architectural feature or earth berm, all of which shall be permanently and attractively landscaped. No sign shall exceed twenty-five (25) square feet in size nor seven feet (7') in height.

(iii) Where more than one (1) building is located on a lot or within an office complex, each building may be permitted an identification sign. Such signage may be located flat against the wall of the building and shall not exceed ten (10) square feet in size, or may be a ground sign and shall not exceed eight (8) square feet in size or three feet (3') in height.

Each business within an office building may be permitted an identification sign which may be attached to the wall of the building or be painted onto glass entrances and shall not exceed five (5) square feet.

Any wall or projecting signs shall be subject to the requirements of § 14-305(1)(a) and (b) above.

A directory sign identifying individual businesses may be permitted at the entrance to the parking lot of an office building or at another suitable location. The letters within such sign shall not exceed three inches (3") in height. The maximum height shall be four feet (4').

All signs shall be designed to be compatible with the architecture of the building(s) and with the character of the development as determined by review of the planning commission.

(iv) The illumination standards contained in § 14-305(1)(e) shall apply.

(b) Within the commercial CPUD and CPUDL districts, the sign standards in § 14-305(1) shall apply; provided however, that the planning commission may impose, as a part of the approval of the master plan, additional design requirements and/or more restrictive standards to assure compatibility with the style of the building and the character of the area.

(Proposed New Section)

(c) The Planning Commission in the review of development project master plans may permit the total pole and ground sign square footage permitted for a development project per the provisions of this ordinance to be alternatively applied to permit a shared development project sign to include increased sign area and height for a ground sign or pole sign. The alternatively applied sign area and height is only permitted by the equal or greater elimination or reduction of the sign area and sign height of the other pole and ground signs permitted by the provisions of this ordinance within a development project. The maximum sign area increase permitted to be applied to a single sign is sixty-six (66%) percent. The maximum sign height increase permitted to be applied to a single sign is thirty-three (33%) percent, but no pole sign shall exceed thirty (30') feet in height. The project master plan shall define the alternately applied sign square footage and a written agreement shall be recorded against the impacted properties.

DISCUSSION ITEMS

-North Cartwright/East Cedar Mixed Use Development

STAFF NOTES:

The owner of the property at the corner of Cartwright Street and Cedar Street (adjacent to Starbucks) requested to discuss a mixed-use project on the property including retail, small boutique hotel, and residential rental units. Staff discussed with property owner that new hotels are required to include a minimum of ninety (90) rooms and that parking for the proposed project would need to include designated parking for hotel visitors and residents of the rental units. The property is within the Commercial Core Overlay district so the proposed uses would be permitted with the exception of the section of the proposed project with a boutique hotel with less than ninety (90) rooms. The discussion is to determine if the project is feasible and any Zoning Ordinance amendments that would be required with the project.

-Comprehensive Land Use Plan Review

STAFF NOTES:

The current land use plan was adopted in 2006. The plan needs to be reviewed and updated. Staff will start including a discussion agenda item for reviewing sections of the plan. Staff will present the map for review at the October meeting. The intention is to use the discussion from the meeting to develop an updated map and associated document for formal plan review and adoption in 2023.

-Reformatted Zoning Ordinance Review

STAFF NOTES:

The Zoning Ordinance is being reformatted to be more user friendly and incorporate charts into sections of the Zoning Ordinance. The flood zone ordinance is being relocated to an appendix since the ordinance section is prepared by the State Flood Plain Management office and will be easier to incorporate updated amendments. Staff will provide a draft of the reformatted Zoning Ordinance with the October meeting packet.

OFFICIAL MINUTES OF THE MEETING

GOODLETTSVILLE PLANNING AND ZONING COMMISSION

August 1, 2022

Goodlettsville City Hall

5:00 p.m.

Massie Chambers-Auditorium

Present: Chairman Tony Espinosa, Grady McNeal, Jeff Parnell, Mayor Rusty Tinnin, Scott Trew, and Judy Wheeler

Absent: Jeff Duncan

Also Present: Addam McCormick (Staff), Tim Ellis- City Manager, Russell Freeman-City Attorney, Sharon Reed (Staff) and Alex West (Staff)

Tony Espinosa called the meeting to order, and Trew offered prayer .

Item #1 Approval of Agenda: Tinnin made a motion to approve the agenda, Parnell seconded the motion. The motion passed unanimously.

Item #2 Approval of July 11, 2022 Meeting Minutes: Trew made a motion to approve the minutes of the July 11, 2022 meeting, Parnell seconded the motion. Motion passed unanimously.

Espinosa opened the Public Forum on Planning Related Topics.

No one requested to speak at the meeting. McNeal made a motion to close the public forum, seconded by Wheeler. The motion passed unanimously. The Public Forum was closed.

AGENDA

Item #3 Old Hickory Credit Union/Suiter Surveying & Land Planning, Inc: Requests site plan approval for a 2,675 sq. ft. facility on 1.64 acres on Windsor Green Ct. Property is referenced as Davidson County Tax Map/Parcel# 026060B02600CO and is zoned GOPUD, General Office Planned Unit Development. (# 9-22)

Item Representative: Matt Suiter, Suiter Surveying

Staff Discussion:

- The property is part of the Northcreek Commons commercial subdivision.
- The Northcreek Commons development includes a shared storm water detention pond for water quantity design. The site plan includes an individual storm water quality facility.
- The City's engineer consultants are reviewing the revised plans and any additional comments will be presented at the meeting and will be staff approval stipulations.

Planning Commission Discussion:

- Parnell discussed the number of parking spaces
- Suiter responded no specific reason for the number of parking spaces the space was open and no better use for the area
- Parnell discussed concerns with the south side of the property traffic and the drive thru lanes
- Suiter responded they did not anticipate a lot of traffic on the backside of the property
- Trew discussed concerns of traffic flow going thru the drive thru lanes

- Espinosa asked Suiter if the design is a standard prototype
- Suiter responded no design standard and the design is in response to city review comments and the design is between the owners and architect
- Tinnin suggested more landscape and less parking
- Parnell discussed adding a drive thru lane next to the building eliminating some parking on the west side
- Ellis discussed concerns of the design and layout but can be addressed once it is constructed
- Espinosa discussed the number of parking spaces and a traffic study flow for the location
- Parnell recommended a separation from the ATM drive out and the two way drive out
- Suiter responded and discussed a cut out with landscaping

Motion: Motion by Parnell to approve the request with stipulation for a design alteration of the traffic flow with the ATM drive lane, seconded by Trew. The motion passed unanimously.

Item #4 CMI Equipment Sales/Klober Engineering Services: Request site plan approval for an equipment parking and storage lot on 3.05 acres at 415 Church Street. Properties are referenced as Davidson County Tax Map/Parcels# 01913004300 and 01913004400 and are zoned IR, Industrial Restrictive. Property Owner: Ray Family Revocable Trust (#10-22).

Item Representative: Josh Lyon, Klober Engineering

Staff Discussion:

- The proposal is for an equipment sales and storage parking area for an existing business including a similar facility at the corner of Church and Depot Streets.
- The gravel equipment and vehicle storage are only permitted since the property is in an industrial zoning district and is similar to other area adjacent approved uses.
- The City's engineer consultants are reviewing the revised submittal and any additional comments will be presented at the meeting and will be staff approval stipulations.
- The storm water detention pond designed outlet to a non-defined drainage ditch or pipe onto the adjacent offsite property was questioned by the City's consultant engineer.
- Staff will request the design engineer to discuss the storm water detention pond design and off-site drainage connection at the meeting.
- Staff would recommend approval with stipulations.
- Stipulation - City Engineer consultant review of revised storm water design including the off-site drainage outlet design to determine if a revised outlet design is needed or acquisition of an easement on an adjacent property to pipe the drainage outlet to the Jackson Street roadside drainage system or other defined drainage system.
- Stipulation - Site plan design including three (3) canopy type trees to offset the existing landscaping proposed to be removed.

Planning Commission Discussion:

- Lyon discussed the stipulation on Church Street, low spot, gravel lot, paved lot, and a proposed weir wall structure to spread out the flow
- Espinosa asked if the City Engineer ruled out the weir wall
- Lyon responded concerns with a point discharge and proposed the weir wall to allow more dissipation
- McCormick responded City consultant concerned with flow spreader and ideally would be piped down to the road right-away

- Parnell discussed contour lines and two properties on the south side of the site
- Lyon responded the reason for the suggested weir wall to spread before it gets to the flow spreader
- Parnell discussed wanting to protect the residential property

Motion: Motion by Tinnin to approve the request with stipulations referenced in meeting, seconded by Wheeler. The motion passed unanimously.

Item #5 Kenjoh Outdoor Advertising, LLC: Request recommendation to the City Commission to amend the Zoning Ordinance Section 14-305 (2)(a) Interchange Sign Zone to change the sign square footage calculation regulation. The amendment request is for the proposed alteration of the permitted but not constructed pole sign at 705 Rivergate Parkway.

Item Representative: Jim Murphy, Bradley Law Firm and John Kirirah, Kenjoh Outdoor Advertising

Staff Discussion:

- Staff has approved a sign permit for a ninety (90') feet sign with 220 square feet at 705 Rivergate Parkway behind the existing church building.
- The Planning Commission previously reviewed and denied a proposal for a 750 square feet sign.
- The applicant provided a proposed ordinance amendment to permit in the Interstate Sign District the option for a single faced sign combining the square footage of both sides of the sign face into a single faced sign.
- Example the base sign square footage permitted in the Interstate Sign District is 175 square feet with allowance for increased sign square footage depending on the distance the sign is from street providing access to the property including the proposed sign.
- The proposed ordinance would permit based on the base sign square of a two (2) sided 175 square feet sign to a single faced sign with 350 square feet.
- The maximum square footage permitted in the Interstate Sign District would be 227.5 square feet so with the amendment proposal a one-sided sign could be permitted at 455 square feet.
- The applicant's Zoning Ordinance proposal would permit within the Interstate Sign District a larger sign square footage then currently permitted but would still be less than a typical billboard square footage of 750 (+) square feet.
- The Zoning Ordinance defines the calculation of a pole sign display surface based on one side of a two (2) side sign with exception for signs faces back-to-back installed at an angle exceeding thirty (30) degrees.
- Staff read through the Zoning Ordinance section 14-303 (3) (d) When two (2) sign faces of the same shape and dimensions are mounted back-to-back on the same sign structure and are either parallel or form an angle not exceeding thirty (30) degrees, only one (1) of the sign faces shall be used to compute the display surface area. If the angle of the sign faces exceeds thirty (30) degrees, then both faces shall be used to compute the display surface area
- The proposal would be a smaller square footage then the previously denied request. If the Planning Commission determines the proposed amendment would still permit new signs larger then desired within the Interstate Sign District, then staff would recommend denial of the Zoning Ordinance amendment request to the City Commission based on the Planning Commission's previous discussion and review of a much larger square footage then currently permitted within the Interstate Sign District for new signs.
- If the Planning Commission recommends approval of the request to the City Commission, staff would recommend a revision to only permit the one-sided option when approved by the Planning Commission.

Planning Commission Discussion:

- Murphy mentioned another sign request currently in the City's Board of Zoning and Sign Appeal process that they will forgo if they get this sign to be able to meet the 450 square feet.
- Murphy discussed providing a larger sign than 227 square feet to attract an advertiser. The idea was to consolidate the two sides into a single side display.
- McCormick discussed the number of billboards along I-65, recommendation of the Zoning Ordinance Amendment revision to only permit the one-sided option when approved by the Planning Commission.
- Trew asked who sees the backside of the sign now?
- Murphy responded neither face residential and explained the Northside of sign would be vacant
- McCormick responded to the question what it looks like from behind
- Kirirah discussed issues with advertising on a 220 square foot sign on the interstate and the advantages of advertising on one side
- Kirirah explained the proposed request to change the sign square footage
- McCormick discussed if TDOT would issue a permit for a one-sided billboard
- Murphy responded no issue and they have a permit from TDOT allowing up to 750 square feet
- Freeman discussed and explained a contingent decision on an amended ordinance
- Murphy responded they understood and if they get this sign at 450 square feet, they do not need the other sign
- McCormick responded the proposed amendment is only within the Interstate Sign Zone district
- Espinosa questioned the back-side view of the billboard
- Kirirah responded how the backside of a billboard is manufactured sign structure
- Trew discussed the number of non-conforming billboards on the interstate
- McCormick responded most of the signs are older and explained the non-conforming signs
- Trew discussed the size of the proposed sign
- Tinnin questioned the square footage of the two (2) signs they are asking to covert to one (1) sign
- Murphy responded no sign has been constructed
- Parnell asked Freeman for an opinion
- Freeman interpreted the Zoning Ordinance and Amendment to Section 14-305(b)
- Murphy discussed the "Drafted" Amendment to Section 14-305(b)
- Kirirah discussed the difference between billboards, sign size and the new proposed sign size.
- Espinosa questioned are there areas in the City now that use only one side and what is that effect?
- McCormick responded not aware of one-sided sign in the Interstate Sign District.
- Freeman discussed the language maximum display surface area 175 square feet for one side.
- Murphy responded 175 square feet plus the additional height
- Parnell discussed doubling the size of the sign
- Freeman responded there is still a maximum based on the 175 square feet, thirty (30%) over 175 would be 227 and thirty (30%) over 227 x 2 gets into bigger signs
- Espinosa clarified the proposed amendment language
- McCormick responded the proposal is square footage be allowed on one side verses two sided signs
- Freeman responded it could be double the 227 square feet
- Espinosa thanked all for their patience and discussion on the amendment in an area with an overpass highway, and residential.
- Freeman discussed the "Primary Building" contingency language in the Zoning Ordinance.
- Murphy responded happy to work with the City on adding the Planning Commission approval provision
- Kirirah discussed one side sign on I-65 south of AWG on South Cartwright due to hill behind sign

Motion: Motion by Tinnin to defer the request, seconded by Parnell. The motion passed unanimously.

Item #6 Caldwell Square Publix/ Tri Star Transport/Premier Sign Company: Requests pole sign alteration design approval at 460 Long Hollow Pike. Property is zoned CPUDL, Commercial Planned Unit Development Limited. Property Owner: PSM Tennessee Holdings LLC

Item Representative: Betsy Shackelford, Premier Sign Company

Staff Discussion:

- The request is for an additional fifty-eight (58) square feet of sign on the pole sign area for the tenants of the Caldwell Square centers.
- The Planning Commission at the September 11, 2006 meeting approved a signage plan for the Caldwell Square project including the Long Hollow pole sign exceeding one hundred (100 sq. ft.) square feet in area and three (3) additional ground signs for out lot developments.
- The current pole sign exceeds (100 sq. ft.) one hundred square feet when including the Caldwell Square lettering at the top of the pole sign.
- The total permitted square footage for the entire development with pole and three (3) ground signs is 250 square feet per the 2006 approval.
- The Caldwell Square project includes three (3) public street roadway frontages.
- The 2006 Planning Commission approval was based on the adjacent residential areas.
- The applicant has asked about the Kroger Center with three (3) pole signs with the project.
- The number of out lots at the Caldwell Square project has been reduced to two (2) out lots including the approved Bojangles site development and Advance Care Medical site development.
- The original signage approval for the third (3rd) ground sign at fifty (50 sq. ft.) square feet is not planned to be used with the current two (2) out lots.
- Staff would recommend deferral for staff to prepare a Zoning Ordinance amendment proposal to permit the Planning Commission flexibility in applying the total permitted commercial center project sign square footage that would permit in this case the remaining fifty (50 sq. ft.) square feet with the third (3rd) ground sign to be added to the pole sign.

Planning Commission Discussion:

- Shackelford discussed thirteen (13) tenant spaces and current signage for three (3) businesses, which means ten (10) to eleven (11) of those do not have signage from the road. People looking for the businesses have no idea where they are going and would be safer if they had road signage.
- Espinosa asked McCormick if the recommendation is to allow staff to prepare a Zoning Ordinance amendment
- McCormick responded to allow the Planning Commission flexibility in the Ordinance to apply the total permitted commercial center project sign square footage.
- Trew responded no problem with an Ordinance change
- Parnell discussed concerns with being able to see around the sign with the traffic coming in and out of the new entrance and wants the businesses to have signage available
- Shackelford responded the proposed sign will be double sided, thirty (30') feet high and seven feet (7') above the ground
- Trew asked McCormick if we can approve this request and have an Ordinance change next agenda?
- McCormick responded they could do that.
- Parnell asked if this was specific to the PUD?

- McCormick responded this proposal is specific to the 2006 approved signage plan.
- Parnell discussed the square footage for the additional signs Bojangles, Advanced Care, and the language for the Ordinance
- McCormick responded with the total square footage for ground signs and explained how it would be referenced in the Ordinance.

Motion: Motion by Trew to approve the request, seconded by Parnell. The motion passed unanimously.

Item #7 Kidde Academy/ Goodwyn Mills Cawood (GMC): Request reduced parking requirements for a proposed day care facility on 1.14 acres at 325 Northcreek Boulevard. Property referenced as Davidson County Tax Map/Parcel# 02600016500 and is zoned CPUD, Commercial Planned Unit Development. Property Owner: Preston Run Management LLC

Item Representative: Mike Weisz, GMC Project Manager and Neal Patel, Kiddie Academy

Staff Discussion:

- The request is to reduce the parking requirements based on development proposal needs and other local government examples of parking requirements.
- The property is zoned CPUD, Commercial Planned Unit Development.
- The Planning Commission reviews zoning ordinance design variance requests in the planned unit development zoning districts since the planned unit development zoning is a master plan-based zoning.
- The proposal is to provide parking per the anticipated parking needs of the day care instead of the Zoning Ordinance minimum parking requirement which is based on the number of employees and children.
- Based on the information provided by the applicant's proposal for the project development, the City's Zoning Ordinance requires one parking space per 178 sq. ft. of building (1:178).
- The proposal for thirty-five (35) parking spaces which would be one parking space per 302 square feet (1:302). -In the case of possible future reuse of the property the following minimum parking ratio (space to minimum sq. ft.) would be required: General business (1:400), Medical offices (1:200), General retail (1:250)
- Staff will request applicant to discuss the possibility of any special events at the day care like a graduation or other special events to ensure the proposal would provide adequate off-street parking.
- The Planning Commission will review a project site development (final master plan) for the project that will include the parking and site development design.

Planning Commission Discussion:

- Weisz discussed a parking study conducted by Mr. Patel at the facility located in Hendersonville
- Patel explained special events after hours and how they mitigate the risk of exceeding the proposed parking spaces for special events
- Espinosa asked if they have after hour events anticipating overflow parking
- Patel explained at an event at the Hendersonville location they have never exceed over half of the parking area
- Parnell discussed the chart provided by the applicant and asked about the 2 passenger loading stalls
- Patel responded no they do not provide transportation such as a bus and do not plan to allow bus use at the Goodlettsville location.
- Parnell discussed the site plan access easement from Preston Run.
- Patel responded they have not finalized an agreement.

- Weisz responded this is a preliminary to find out if this is viable option and will be finalized in the design process.
- Parnell discussed the detention requirements and additional parking on the southside of the building
- Weisz responded the detention pond area is essentially a place holder
- Wheeler discussed the entrance on Preston Run and exit on Northcreek
- Weisz responded entry and exit on Preston Run and exit only on Northcreek.
- Wheeler commented left turns are a problem on Northcreek.

Motion: Motion by Wheeler to approve the request, seconded by Parnell. The motion passed unanimously.

Item #8 KRUPA INC: Request recommendation to the City Commission to amend the Zoning Ordinance Section 14-307 (2)(e) to permit a non-conforming sign to remain on the property with a new sign installation. The owner request to maintain one of the non-conforming signs at 707 Rivergate Parkway either by amending Zoning Ordinance or subdividing the 1.8-acre property zoned CPUD, Commercial Planned Unit Development for a future site development and use of an existing pole sign.

Item Representative: No one present to represent

Discussion:

- Espinosa asked to defer

Motion: Motion by Trew to defer the request, seconded by Wheeler. The motion passed unanimously.

DISCUSSION ITEM

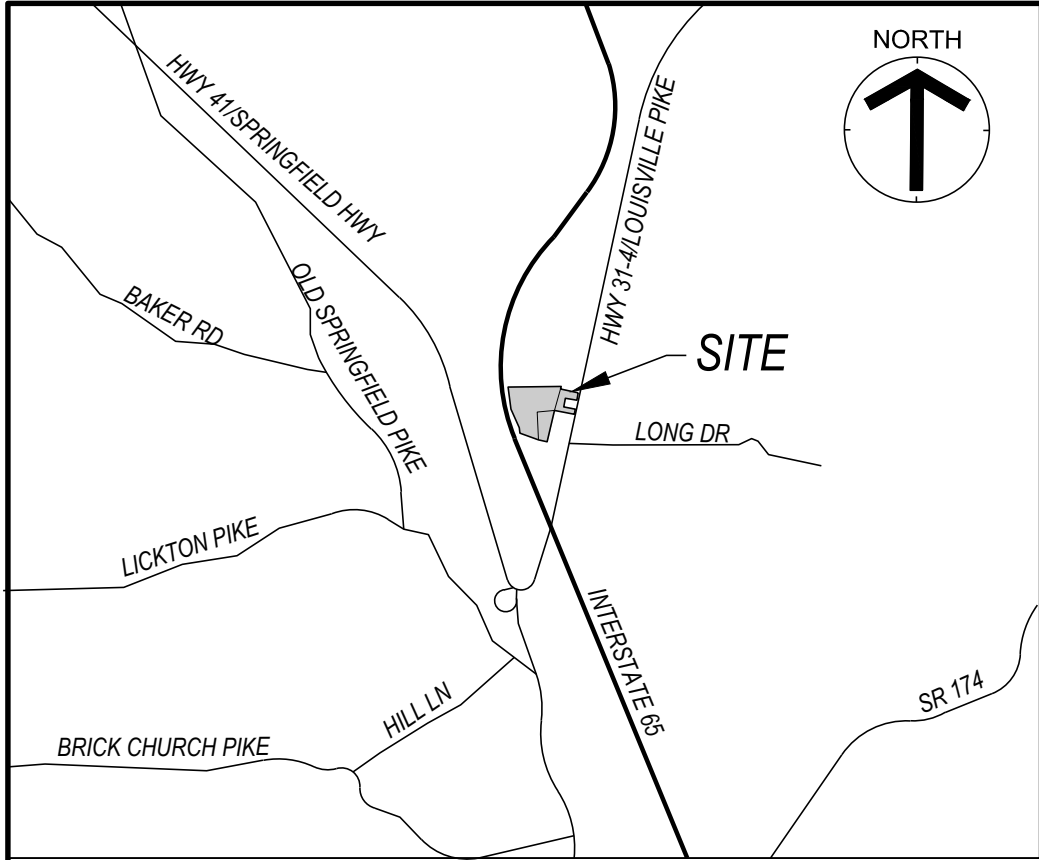
Copper Creek 2-1 Maintenance Bond

The maintenance bond expires September 20, 2022. The developer is working to finalize the storm water detention pond along Allen Road and repair a section of bank stabilization. Per staff's discussion with the developer, the intention is to have the work completed prior to the maintenance bond expiration date.

With no further business, the meeting adjourned at 7:01 pm.

Tony Espinosa, Chairman

Sharon Reed, Planning Assistant



VICINITY MAP - NOT TO SCALE

Certificate of Ownership

I (We) hereby certify that I am (we are) the owner(s) of the property shown hereon as evidenced in Deed Book _____, Page _____, R.O.S.C., Tennessee, and that I (we) hereby adopt this plan of subdivision with my (our) free consent, establish the minimum building restriction lines and that offers of irrevocable dedication for all public street, utilities, and other facilities have been filed.

OWNER REPRESENTATIVE SIGNATURE _____ DATE _____
PRINT NAME _____

Certificate of Approval of Sewer System

I hereby certify that:
(1) The sewer system designated on Final Plat Neely Family Subdivision has been installed in accordance with current local and state government requirements, or
(2) A letter of credit or other approved surety has been filed which will guarantee said installation.

NAME, TITLE AND AGENCY _____ DATE _____
OR AUTHORIZED APPROVING AGENT

Certificate of Approval of Water System

I hereby certify that:
(1) The water system(s) outlined of indicated on Neely Family Subdivision, Final Plat have been installed in accordance with current local and state government requirements, or
(2) A letter of credit or other approved surety has been filed to guarantee said installation.

NAME, TITLE AND AGENCY _____ DATE _____
OR AUTHORIZED APPROVING AGENT

Certificate of Approval for Recording

I hereby certify that the subdivision plat shown hereon has been found to comply with the Goodlettsville Subdivision Regulations, with the exception of such variances, if any, as are noted in the minutes of the planning commission, and that it has been approved for recording in the Office of the County Register.

REPRESENTATIVE _____ DATE _____

LEGEND			
	BENCHMARK		POWERLIGHT POLE
	IRON PIN - FOUND (AS DESCRIBED)		POWER POLE
	IRON PIN - SET (AS DESCRIBED)		GLY WIRE
	MONUMENT - FOUND		MAILBOX
	SEWER MANHOLE		WATER METER
	CLEANOUT		FIBER LINE MARKER
	PROPERTY LINE		ADJACENT PROPERTY LINE
	EASEMENT LINE		FENCE LINE
	OVERHEAD ELECTRIC LINE		WATER LINE
	SANITARY SEWER LINE		SETBACK LINE

UTILITY DISCLAIMER

The utilities shown hereon have been located from field survey information and/or existing drawings. The surveyor makes no guarantee that the utilities located hereon comprise all such utilities in the area, either in service or abandoned. The surveyor further does not warrant that the utilities located are in the exact location indicated although he does certify that they are located as accurately as possible from information available.



In Tennessee, it is a requirement, per "The Underground Utility Damage Prevention Act", that anyone who engages in excavation must notify all known underground utility owners, no less than three (3) or more than (10) working days prior to the date of their intent to excavate and also to avoid any possible hazard or conflict. Tennessee One Call 811.

BENCHMARKS

BM -1:	IRON PIN WITH CAP N: 736433.494 E: 1757622.285 EL: 502.99 SPC: (NAD 83) TN GRID NORTH, ELEV:(NAVD 88)
BM -18:	IRON PIN WITH CAP N: 736226.461 E: 1758149.565 EL: 476.65 SPC: (NAD 83) TN GRID NORTH, ELEV:(NAVD 88)
BM -19:	IRON PIN WITH CAP N: 736732.477 E: 1758297.656 EL: 477.29 SPC: (NAD 83) TN GRID NORTH, ELEV:(NAVD 88)

CURVE TABLE				
CURVE #	RADIUS	CHORD BEARING	CHORD LENGTH	ARC LENGTH
C1	3621.07'	N12°26'12"W	642.54'	643.43'

LINE TABLE		
LINE #	BEARING	LENGTH
L1	N82°20'20"W	25.35'
L2	S11°30'12"W	20.06'
L3	S16°32'12"W	103.13'
L4	S16°32'12"W	50.34'

Site Data / Property Information

Parcel ID: 141 058.02	Parcel ID: 141 058.00 & 141 059.00
Address: 1016B Hwy 31-W	Address: 1016A Hwy 31-W
Owner: Felix & Nancy Neely 100 Placid Grove Lane #302 Goodlettsville, TN 37072	Owner: Sarah G. Neely 80 McMurry Road Goodlettsville, TN 37072
Recorded Documents for Property: DB: 59 PG: 195	Recorded Documents for Property: DB: 3032 PG: 199 (Parcel 58.00) DB: 3032 PG: 205 (Parcel 59.00)
Zoning: IC - Industrial Commercial	Zoning: IC - Industrial Commercial (Parcel 58.00) CG - Commercial General (Parcel 59.00)

Area: Lot 1: 1,112.007 SF (+/-) 25.528 AC (+/-) Zoned: IC
Lot 2: 43,560 SF (+/-) 1,000 AC (+/-) Zoned: CG
Total Area: 1,155,567 SF (+/-) 26.528 AC (+/-)

FEMA Map No: 47165C037TH Dated: February 26, 2021 Zone: "X"

Surveyor Notes

- The purpose of this subdivision plat is to consolidate three parcels (Parcels 141 058.00, 141 058.02 & 141 059.00), and then subdivide said consolidated parcel into two lots.
- All distances, measurements, elevations and coordinate values shown hereon are represented in U.S. Survey Feet.
- North and bearing system based upon NAD 83, Tennessee State Plane - U.S. Survey Feet, Vertical Datum based on NAVD 88.
- The location of the property boundaries depicted hereon, are based on the appropriate boundary law principles governed by the facts and evidence gathered during the course of this survey. Per accuracy and precision required by the State of Tennessee, in the opinion of this surveyor, the monuments shown represents corners of the property. Corners have been found or set as indicated hereon. This survey represents a professional opinion, and carries no guarantees or warranties, expressed or implied.
- Any improvements depicted may be demolished. The depiction of any improvement on this plat does not create any easement, setback, building pad, or other matter and is for informational purposes only as of the date and time of the recording of this plat.
- Survey not final without Seal and Signature of Surveyor.
- All set property corners are marked with a 1/2" diameter rebar with a CESO cap unless otherwise noted.
- This survey may not be reproduced, altered, or copied without written permission of CESO, Inc.
- Subject property has direct access to Hwy 31-W (Louisville Pike), a dedicated public right-of-way. Approvals and permits required for driveway access points for Lots 1 and 2 from City of Goodlettsville and Tennessee Department of Transportation (TDOT).
- As shown on survey, there are no gaps or gores between tracts.

Certificate of Accuracy

I hereby certify that this is a true and accurate survey of the property shown hereon to the accuracy required by the Goodlettsville Planning Commission and that the monuments have been placed as required by those regulations, and that this plat and the survey on which it is based were made in accordance with the requirements of a General Property Survey and conforms to the accuracy of a Category "1" survey as currently defined and adopted by the Tennessee State Board of Examiners for Land Surveyors, and the ratio of precision of the unadjusted survey is at least 1:10,000.

The field work was completed on May 09, 2022.

Date of Plat or Map: August 08, 2022 (Revised 8/16/2022).

Surveyor of Record

William J. Huffman, TN RLS 1754
Sr. Survey Manager, CESO, INC.
215 Cantonment Drive, Suite 150
Brentwood, Tennessee, 37027
Office: 615-238-0591
Email: huffman@cesoinc.com



REVISIONS		
NO.	DATE	DESCRIPTION
1	8/16/2022	REVISED PER ADAM MCCORMICK, CITY OF GOODLETTSVILLE PLANNING, EMAIL DATED (8/16/2022)

FINAL PLAT NEELY FAMILY SUBDIVISION			
1016A HWY 31-W 1016B HWY 31-W HWY 31-W GOODLETTSVILLE, SUMNER COUNTY, TENNESSEE		PARCEL ID: 141 058.00 PARCEL ID: 141 058.02 PARCEL ID: 141 059.00 16TH CIVIL DISTRICT	
SCALE: 1" = 100'		DATE: AUG. 08, 2022 (REV 8/16/2022)	
DESIGN: N/A	CESO WWW.CESOINC.COM	JOB NO.: 760071-01	
DRAWN: SCC		SHEET NO.: 1 OF 1	
CHECKED: WJH			

ORDINANCE 22-[]

**AN ORDINANCE TO AMEND THE SIGN REGULATIONS OF THE ZONING
ORDINANCE TO ALLOW FOR CONSOLIDATION OF MAXIMUM PERMITTED
SIGNAGE AREA TO ONE SIDED SIGN**

WHEREAS, the Sign Regulations Section of the City's Zoning Ordinance, intent and purpose includes protecting the value of property and improvements thereon and the quality of life by enhancing the appearance of streetscapes of the city; and,

WHEREAS, the Sign Regulations Section of the City's Zoning Ordinance, intent and purpose includes ensuring that signs are appropriate to their surroundings, aesthetically pleasing, appropriately scaled and integrated with the surrounding landscape; and,

WHEREAS, the Zoning Ordinance amendment includes a provision whereby the maximum permitted signage area for a two-sided high rise sign may be consolidated for a one-sided sign, provided that the total signage area of the one-sided sign shall not be greater than the sum of the maximum permitted signage area for the two-sided sign; and,

WHEREAS, the Goodlettsville Planning Commission at the regularly scheduled meeting on [], 2022 voted to [recommend] the amendment for passage to the Board of Commissioners and discussed that this amendment is to allow for high rise signs in the Interchange Sign Zone to consolidate the maximum permitted signage area onto a one-sided sign.

NOW, THEREFORE, BE IT ORDAINED AND IT IS HEREBY ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, TENNESSEE, AS FOLLOWS:

SECTION 1. That Ordinance No. 06-674 adopted on second and final reading on June 22, 2006, being the municipal zoning ordinance of Goodlettsville, Tennessee, be and the same is hereby amended by including this amendment as a new sentence at the end of Section 14-305(2)(b), as shown in **Exhibit A**.

SECTION 2. That the Commissioners of the City of Goodlettsville, Tennessee, hereby certify that this Ordinance has been submitted to the Planning Commission of the City of Goodlettsville for a recommendation, and a notice of hearing thereon has been ordered after at least fifteen (15) days' notice of the time and place of said meeting has been published in a newspaper circulated in the City of Goodlettsville, Tennessee. This Ordinance shall take effect fifteen (15) days from the date of its final passage, the public welfare requiring it.

SECTION 3. If any section, clause, provision, or portion of this Ordinance is for any reason declared invalid or unconstitutional by any court of competent jurisdiction, such holding shall not affect any other section, clause, provision, or portion of this Ordinance which is not itself invalid or unconstitutional.

SECTION 4. In case of conflict between this Ordinance or any part thereof and the whole or part of any existing or future Ordinance of the City of Goodlettsville, the most restrictive shall in all cases apply.

MAYOR RUSTY TINNIN

PASSED FIRST READING: _____

CITY RECORDER

PASSED SECOND READING: _____

APPROVED AS TO LEGALITY AND FORM:

CITY ATTORNEY

EXHIBIT A

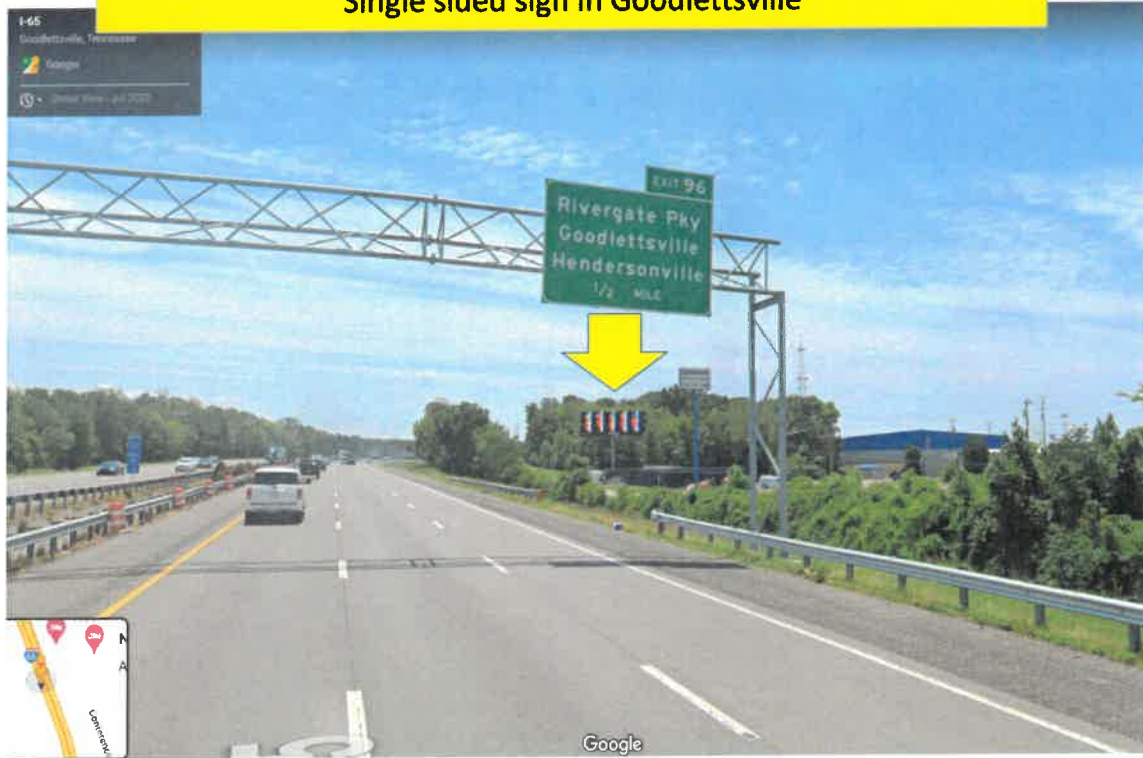
AMENDMENT TO SECTION 14-305(b)

Amended language shown in underlined bold italics

(b) The maximum display surface area for a pole sign shall be one hundred seventy-five (175) square feet **unless the Planning Commission approves a request to consolidate signage pursuant to this section.** The Planning Commission in review of a project site plan for a property within the Interstate Sign Zone designated areas may permit an increased sign area for a high rise sign based on the distance the high rise sign is located from the roadway providing direct access to the property per the following sign area increases. The Planning Commission shall review all requests for increased sign area subject to protecting the streetscape appearance of the roadway providing direct access to the property with the sign and the visibility of the increased signage area from adjacent residential areas. A high rise sign located between 200 feet and 300 feet from the roadway providing direct access may be permitted a ten (10%) percent sign area increase in sign area, 300 feet to 400 feet from roadway providing direct access may be permitted a twenty (20%) percent increase in sign area, and a sign exceeding 400 feet from the roadway providing direct access may be permitted a maximum thirty (30%) increase in sign area. **If the Planning Commission approves a high rise sign pursuant to this section and the high rise sign is permitted to have two faces pursuant to Section 14-303(3)(d), the maximum approved display surface of the two permitted sign faces may be consolidated into a single sign face, provided that the single face of the high rise sign will be oriented so as to be viewable from an interstate highway and such consolidation is approved by the Planning Commission. The display surface area for purposes of Section 14-303(3) for the single face of the consolidated sign shall be calculated based on the total of the maximum approved display surface of each face of the high rise sign approved pursuant to this section.**



Single sided sign in Goodlettsville



Kenjoh Single sided sign in Ohio



Size = H11'xW36'
396sqft

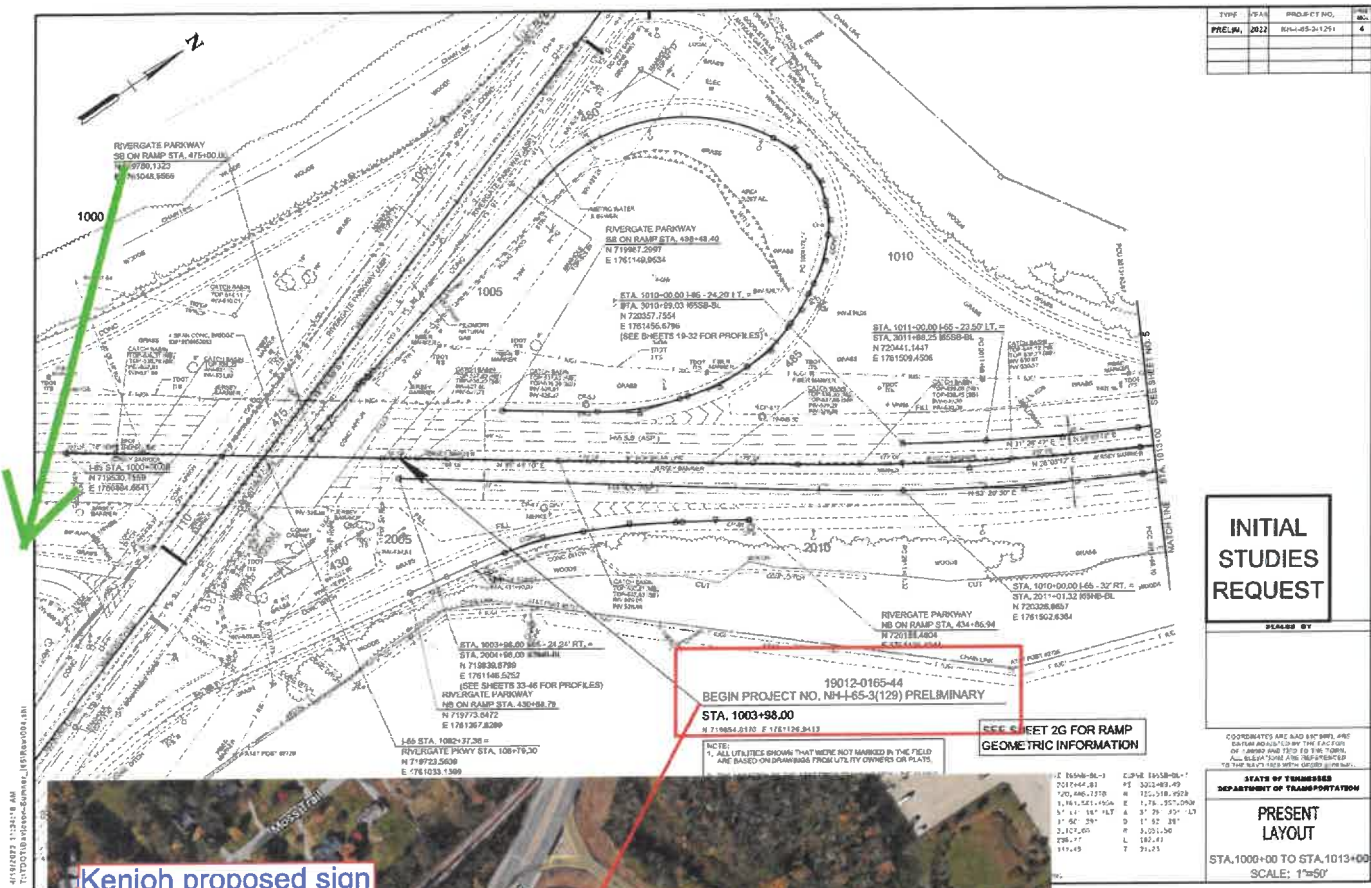


Backside of Single sided sign



Clean polished
Aluminum





TYPE	DATE	PROJECT NO.	SHEET NO.
PRELIM.	2012	BN-65-3(129)	4

INITIAL STUDIES REQUEST

DESIGNED BY

CHECKED BY

APPROVED BY

DATE

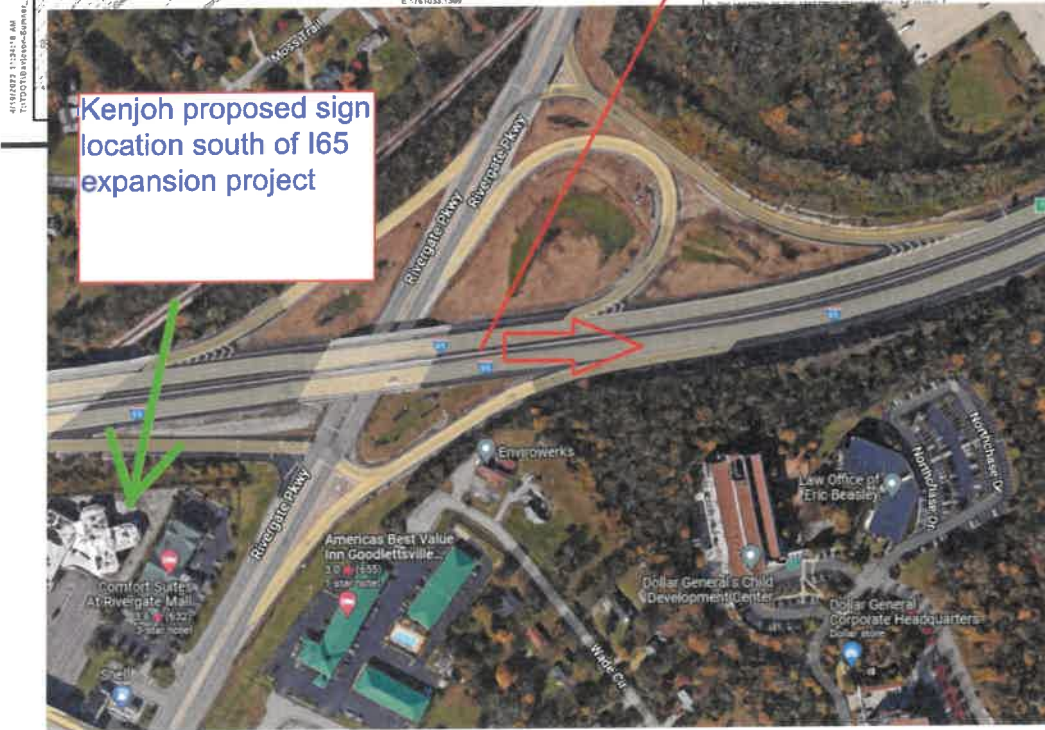
STATE OF NEW HAMPSHIRE

DEPARTMENT OF TRANSPORTATION

PRESENT LAYOUT

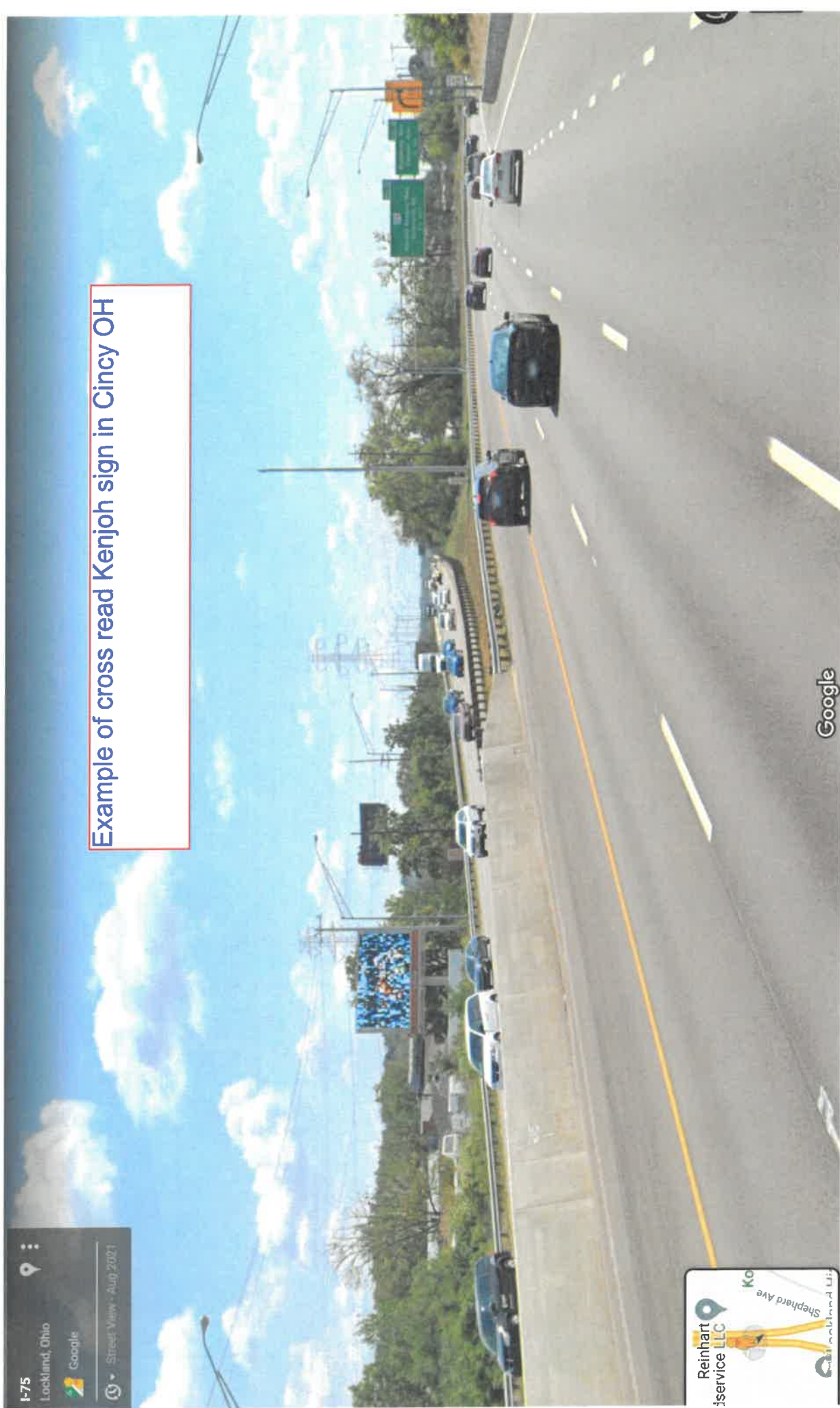
STA.1000+00 TO STA.1013+00

SCALE: 1"=50'

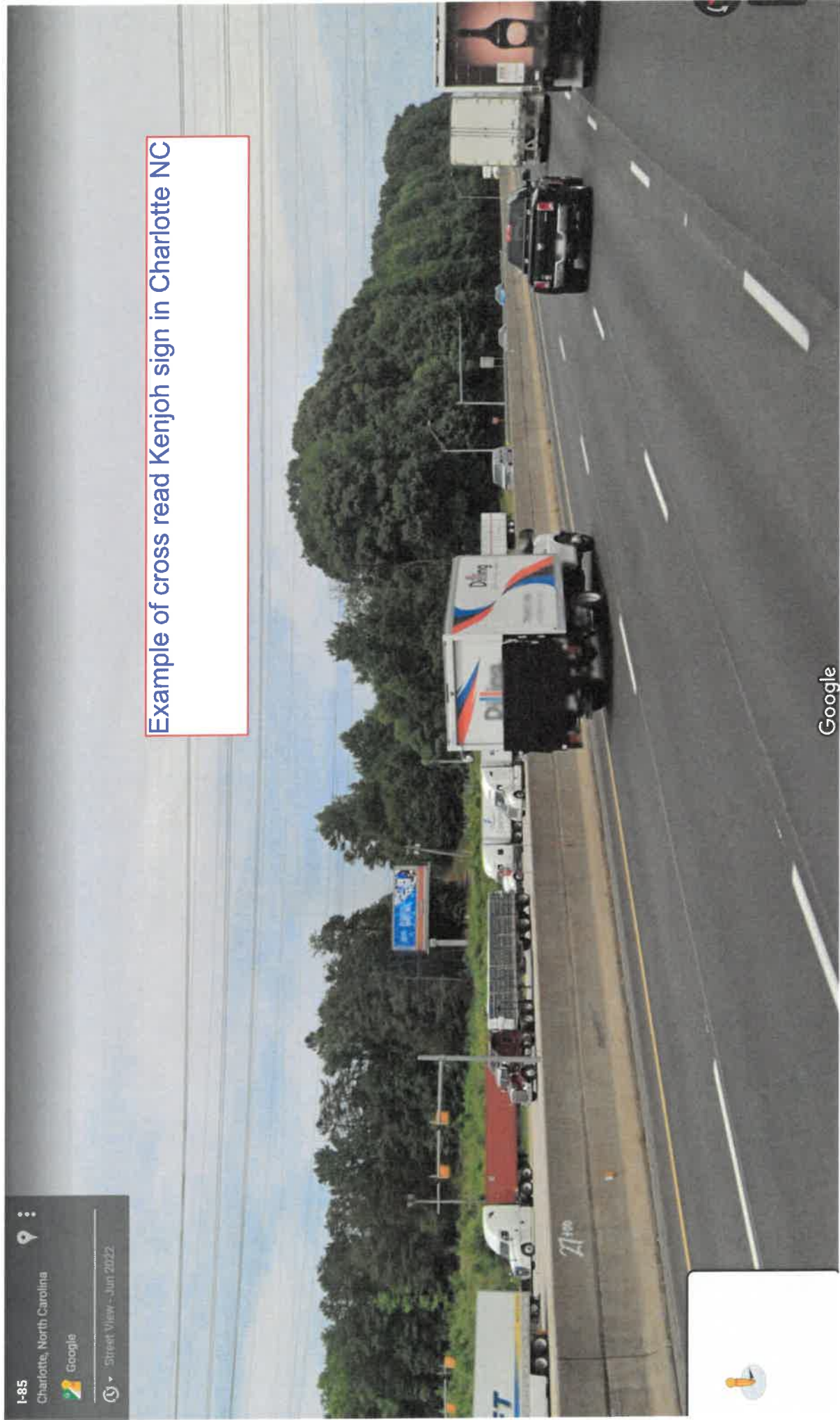


Kenjoh proposed sign location south of I65 expansion project

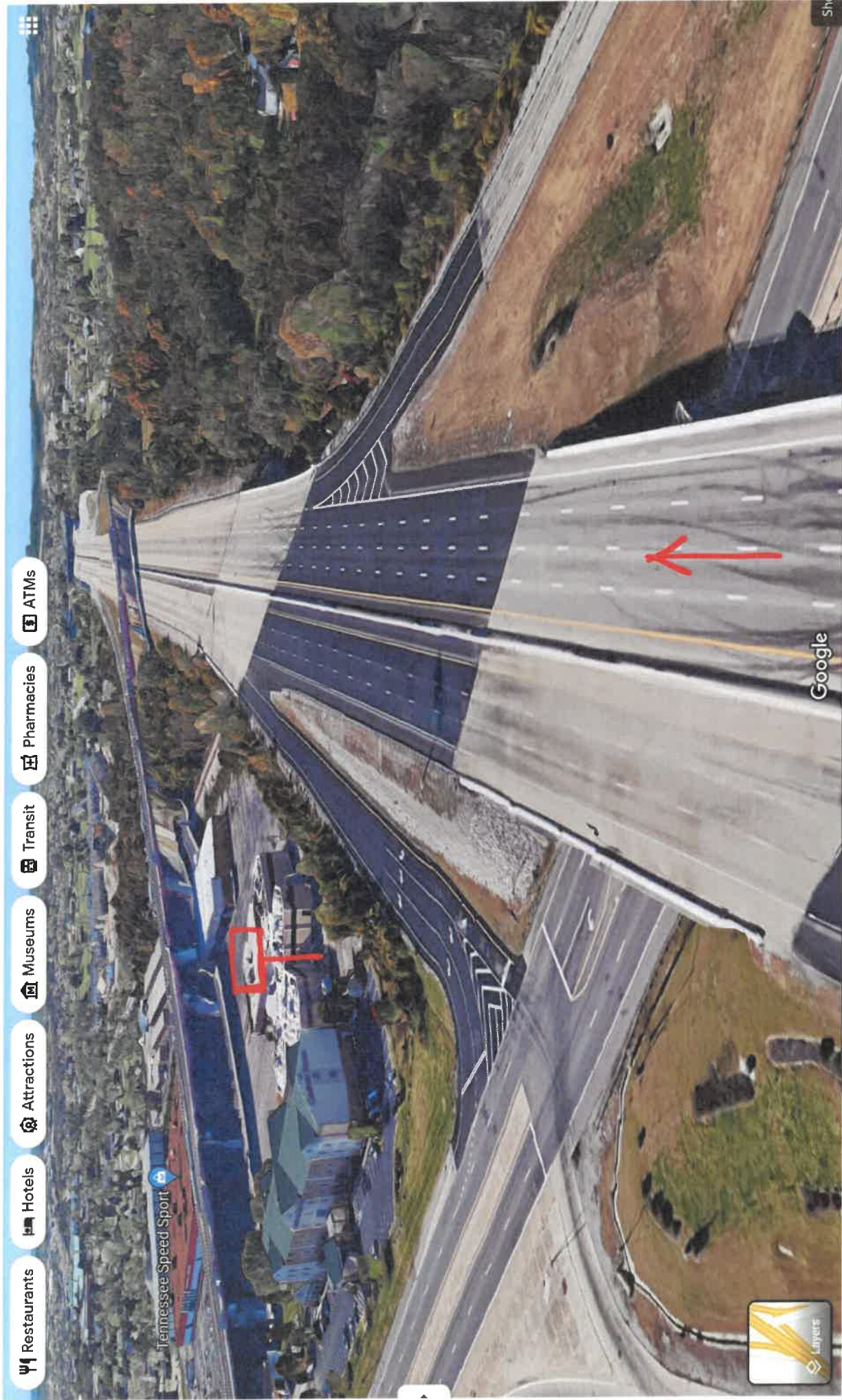
Example of cross read Kenjoh sign in Cincy OH



Example of cross read Kenjoh sign in Charlotte NC







Restaurants

Hotels

Attractions

Museums

Transit

Pharmacies

ATMs

Tennessee Speed Sport

Google







Arbitron Digital Billboard Report: Cleveland Case Study

Presented by:

Diane Williams
Senior Analyst
Custom Research
Arbitron Inc.
142 West 57th Street
New York, NY 10019
(212) 887-1461
diane.williams@arbitron.com



Introduction

Welcome to Arbitron's evaluation of digital highway billboards. This survey is designed to measure travelers' awareness and attitudes towards digital billboards on major highways and to gauge their level of engagement with billboard advertising messages.

Some significant findings of the research include:

- * More than half of all Cleveland travelers notice digital billboards and the more a person commutes, the more likely they are to be aware of the displays.
- * Public reaction to digital signage is positive. The billboard's ability to display timely news, traffic, weather advisories and AMBER Alert notices makes the vast majority of commuters (over 80%) feel the digital signs provide an important community service.
- * Digital billboards are an effective advertising platform. Over eight out of 10 travelers could successfully recall at least one of the ads running during the survey period and the majority of commuters agree digital billboards are a "cool way to advertise."

Description of Methodology

This case study focuses on seven digital billboards operating in Cleveland, OH. The digital displays are located on four interstate highways in the Cleveland, OH, area: I-77, I-90, I-271 and I-480.

Arbitron Inc. conducted random digit dial (RDD) interviews between November 27 and December 3, 2007, with 402 persons 18 years of age and older in the Cleveland, OH, Arbitron-defined Metro. To qualify for the survey, respondents had to have traveled in a vehicle (car, truck, bus or taxi) on I-77, I-90, I-271 or I-480 in the 30 days preceding the survey period.

The study was designed and conducted by Arbitron Inc. on behalf of the Outdoor Advertising Association of America. Data were weighed to reflect census figures and factored in the likelihood of each demographic group qualifying for the survey based on the above mentioned "roads traveled" screening criteria.

Digital Billboard Locations

1. **I-271:** west side, 125 feet south of Solon Road (facing north)
2. **I-480:** south side, 2 miles east of I-71 (facing east)
3. **I-90 (Innerbelt Freeway):** south side, 100 feet east of West 3rd Street (facing south)
4. **I-77:** west side, 0.3 miles south of Pershing Avenue (facing north)
5. **I-90:** south side, 70 feet east of West 55th Street (facing west)
6. **I-90:** south side, 0.5 miles west of Eddy Road (facing east)
7. **I-480:** north side, 0.5 miles east of Broadway (facing east)

Key Findings

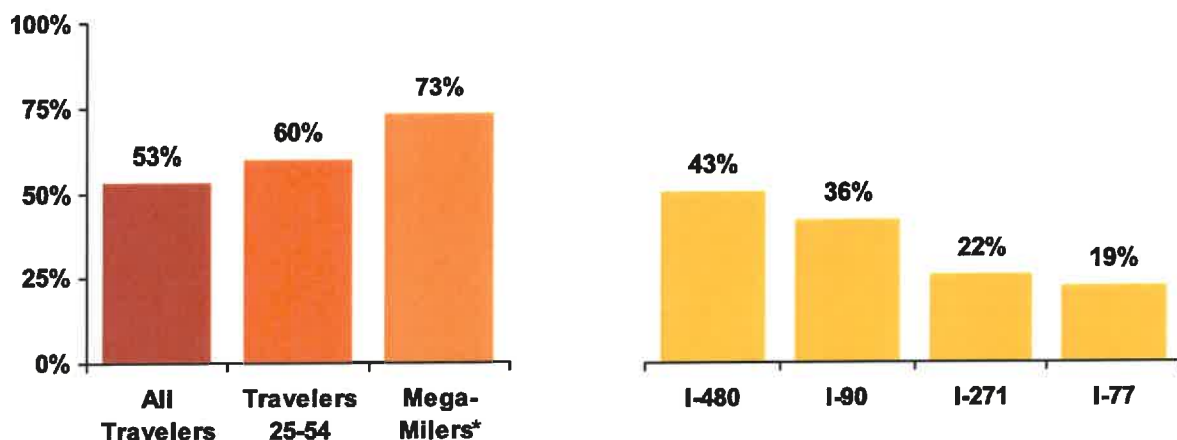
I. Digital Billboard Viewership and Engagement

More Than Half of Cleveland Highway Travelers Noticed Digital Billboards in the Past Month

"One specific type of billboard is called digital billboards. These digital roadside billboards repeatedly change advertising messages electronically every eight seconds."

"Have you noticed any digital billboards in the Cleveland area in the past 30 days?"

"Do you recall ever seeing digital billboards on any of the following highways?"



Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.

** Mega-milers are those heavy commuters who travel 200 miles or more per week; they represent 30% of all Cleveland travelers.*

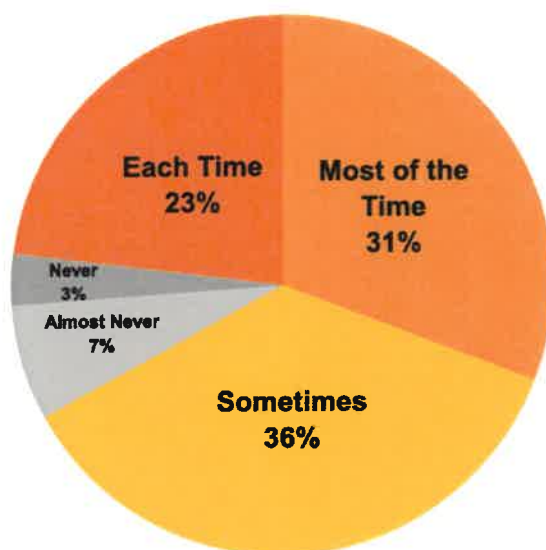
More than half of Cleveland highway travelers noticed digital billboards in the past month.

Fifty-three percent of Cleveland Metro residents who traveled in a car, truck, bus or taxi on Interstate 77, 271, 480 or 90 in the past month noticed digital billboards on those roads. The core adult traveler demographic of 25- to 54-year-olds showed an increased awareness of digital billboards, with six in 10 (60%) noticing one in the past month.

Awareness of digital billboards increased with frequency of travel. Seventy-three percent of the heaviest commuters, known as mega-milers, recalled seeing at least one of these electronic displays during the past month.

Nine Out of 10 Digital Billboard Viewers Notice the Advertising Some, Most or Each Time They Pass a Board

"How often do you notice the advertising messages on digital billboards?"



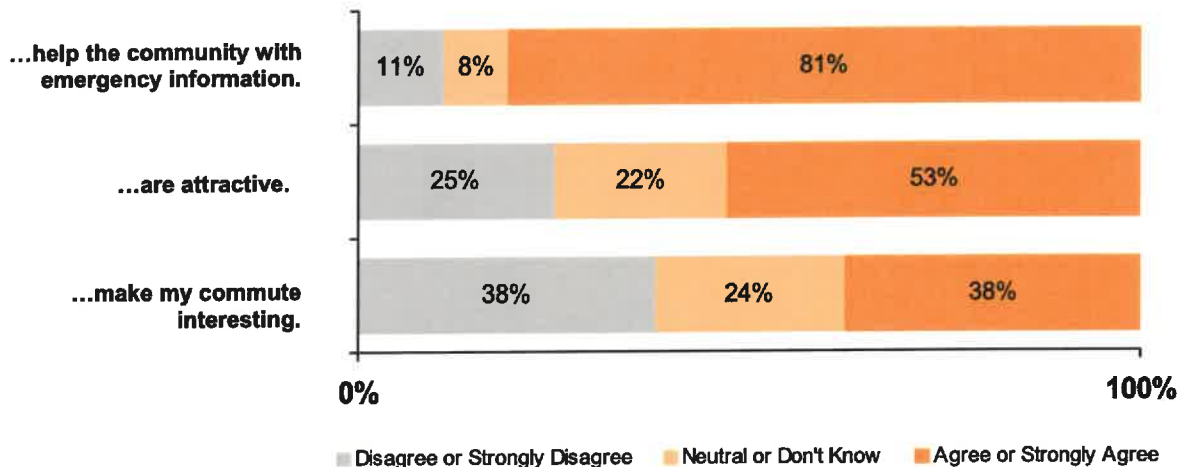
Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.

Nearly all travelers who notice digital billboards look at the advertising messages at least some of the time. Ninety percent of respondents who notice digital billboards said they also note the advertising messages on them either sometimes, most of the time or each time. Nearly one-quarter of viewers say they notice the advertising message *each time* they see a digital billboard.

The Majority of Digital Billboard Viewers Find the Signs to Be Attractive and Helpful to the Community

"Now using a 5-point scale where a '1' means you 'strongly disagree' and '5' means you 'strongly agree,' how much do you disagree or agree with the following statements? You can also use a 2, 3, or 4 if you feel somewhere in between."

Digital billboards...



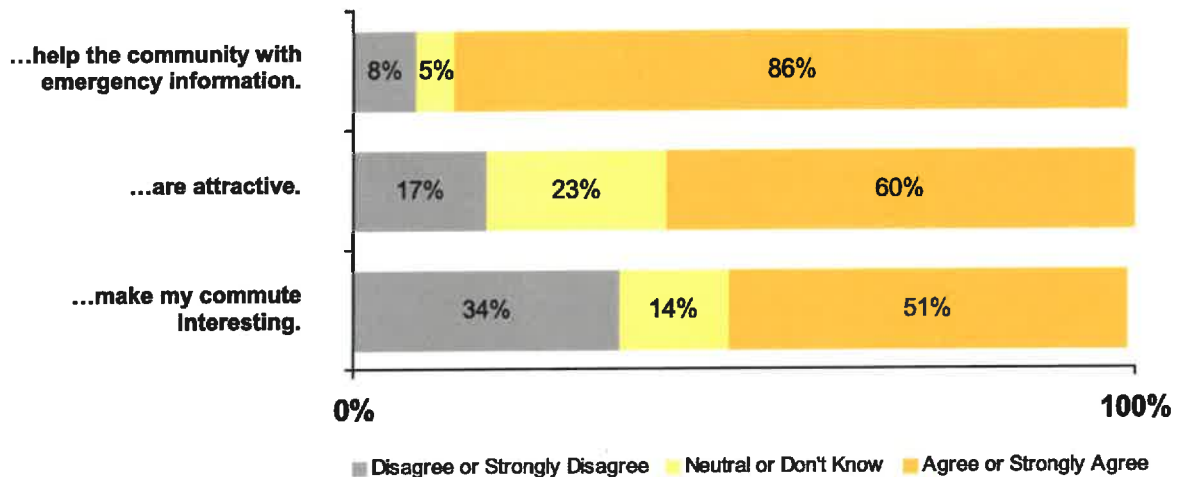
Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.

Viewers strongly find digital billboards helpful in providing information about community emergencies. More than four out of five travelers (81%) who notice digital billboards think the signs help their community by providing important and timely emergency information, such as AMBER Alerts. More than half of viewers (53%) think the digital billboards are attractive, and 38% think the signs make their commute more interesting.

Young Adult Breakout: 18-to 34-Year-Old Travelers Have an Especially Positive Attitude Towards Digital Billboards

"Now using a 5-point scale where a '1' means you 'strongly disagree' and '5' means you 'strongly agree,' how much do you disagree or agree with the following statements? You can also use a 2, 3, or 4 if you feel somewhere in between."

Digital billboards...



Base: Persons 18 to 34 years old living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.

Note: Totals subject to rounding.

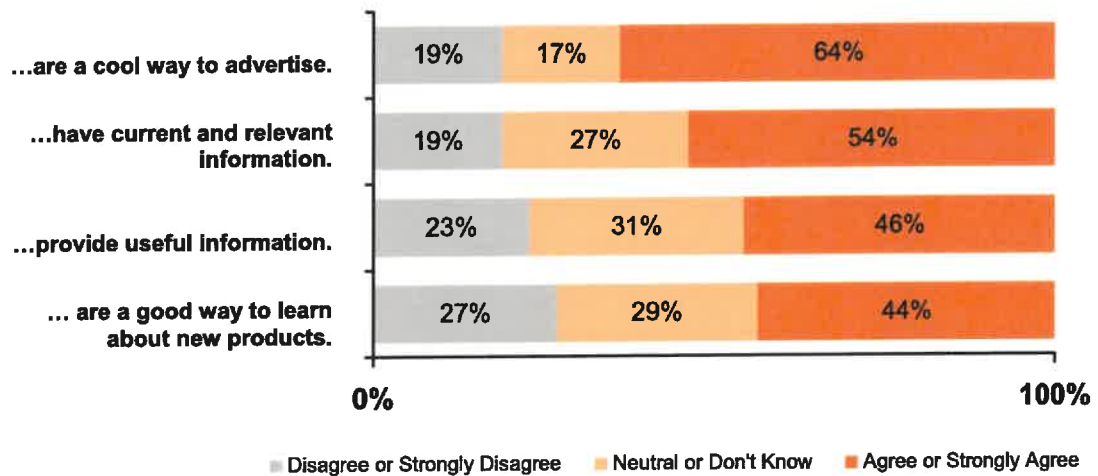
Young adults 18-34 have especially positive feelings about digital billboards. Eighty-six percent of young adults think digital billboards help their community with timely emergency information and six in 10 (60%) think digital billboards are attractive. Digital billboards make commuting more interesting for over half (51%) of young adults.

II. Digital Billboard Advertising Acceptance and Recall

Most Digital Billboard Viewers Have Positive Attitudes Toward the Advertising Messages

"Now using a 5-point scale where a '1' means you 'strongly disagree' and '5' means you 'strongly agree,' how much do you disagree or agree with the following statements? You can also use a 2, 3, or 4 if you feel somewhere in between."

Digital billboards...



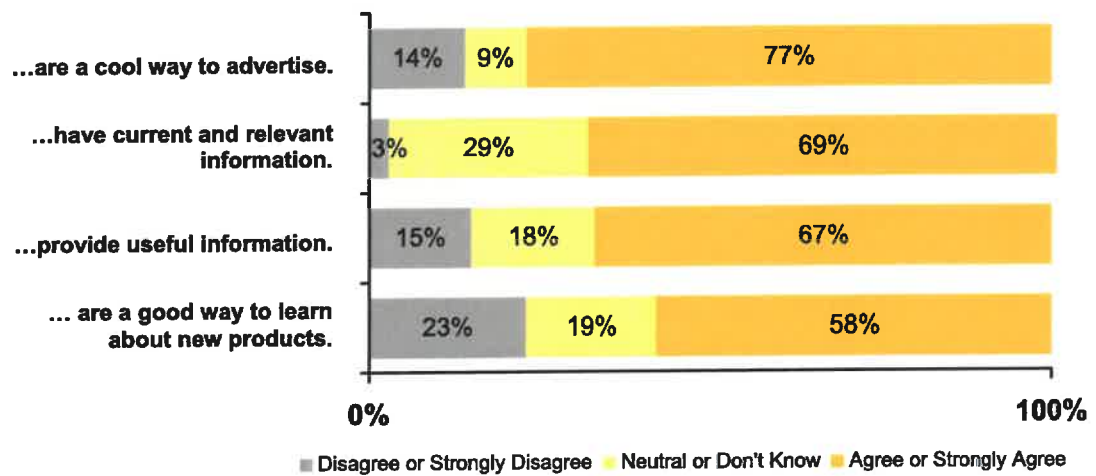
Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.

Nearly two out of three viewers think digital billboards are a “cool way to advertise.” Sixty-four percent of those who notice the digital billboards think the signs are a “cool way to advertise.” More than half (54%) of viewers think the signs display “current and relevant information,” and 46% think they “provide useful information.” Forty-four percent of travelers feel digital billboards are a “good way to learn about new products.”

Young Adult Breakout: 18-to 34-Year-Old Travelers Have Especially Positive Attitudes Toward Advertising Messages on Digital Billboards

"Now using a 5-point scale where a '1' means you 'strongly disagree' and '5' means you 'strongly agree,' how much do you disagree or agree with the following statements? You can also use a 2, 3, or 4 if you feel somewhere in between."

Digital billboards...



Base: Persons 18 to 34 years old living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.

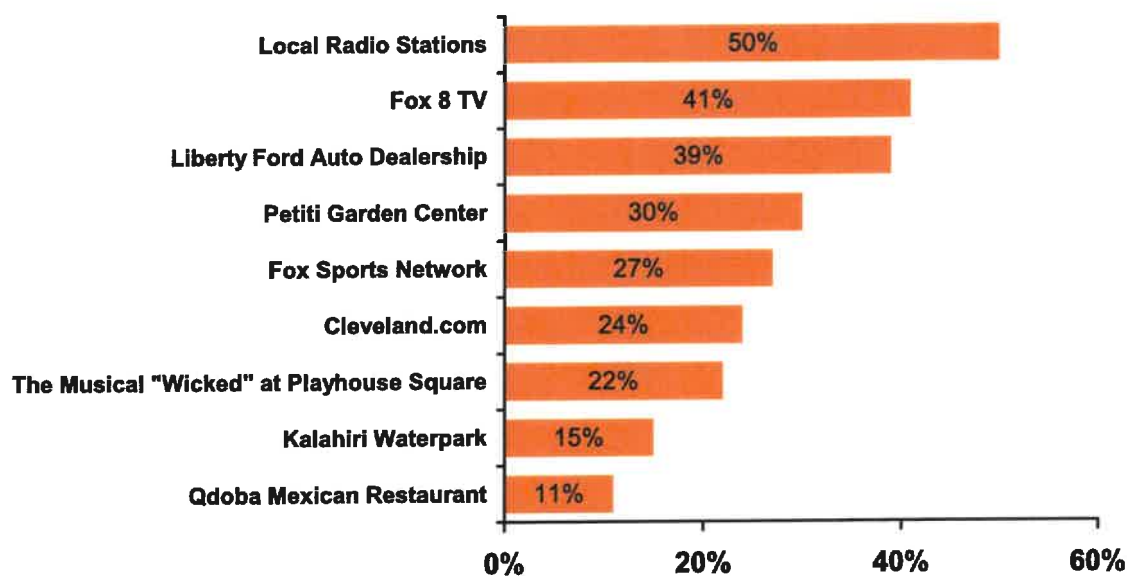
Note: Totals subject to rounding.

More than three-quarters of young adults think digital billboards are “a cool way to advertise.”

Seventy-seven percent of young adults 18-34 who notice the digital billboards feel the signs “are a cool way to advertise.” Sixty-nine percent of young adults think the signs display “current and relevant information,” and 67% think they “provide useful information.” Fifty-eight percent of young adults feel digital billboards are a “good way to learn about new products.”

The Local Radio Stations, a Local TV Channel and an Auto Dealership Generated the Highest Brand-Aided Advertising Recall

"Do you remember seeing messages for any of the following on digital billboards?"

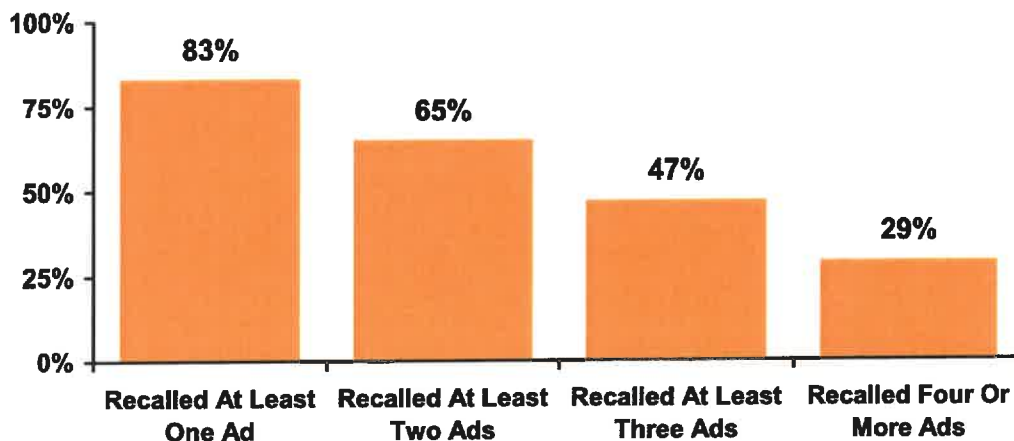


Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.

Recall of specific brands of advertising on the digital billboards ranged from 50% to 11%. One out of two (50%) travelers who noticed digital billboards recalled seeing the specific ads for local radio stations that were running in the market during the survey period, and 41% remembered seeing the ad for the local Fox TV affiliate. The recall across all nine advertisers averaged 29%.

The Majority of Digital Billboard Viewers Recalled, on a Brand-Aided Basis, at Least One Advertisement

"Do you remember seeing messages for any of the following on digital billboards?"



Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.

More than eight out of 10 viewers recalled at least one of the advertisements currently running on the digital billboards in Cleveland. Eighty-three percent of those who noticed the digital billboards recalled, on a brand-aided basis, at least one of the nine advertisements currently running, and 65% of viewers recalled at least two.

Something to Talk About

Nearly One in Five Viewers Discussed an Ad Seen on a Digital Billboard with Other People

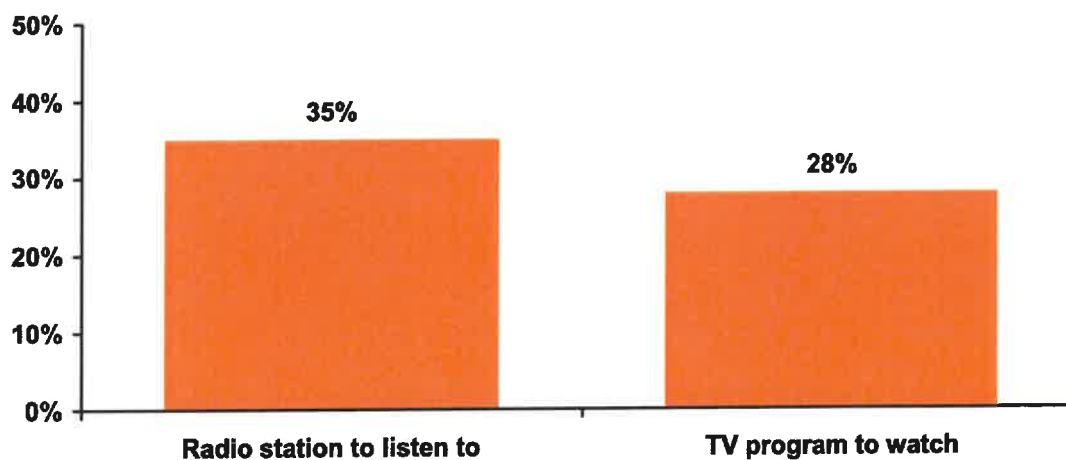
"Now I would like to ask you about some things you learned from seeing digital billboards. Have you ever seen something funny that you talked about with others that day?"

Nineteen percent of travelers who recalled a specific ad on the digital billboards said they talked about the advertising message with their family, friends or coworkers that day.

Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days and recalled at least one ad.

More Than One-Third of Digital Billboard Viewers Learned About a TV Show or Radio Station from the Signs

"Now I would like to ask you about some things you learned from seeing digital billboards. Have you ever noted a...?"

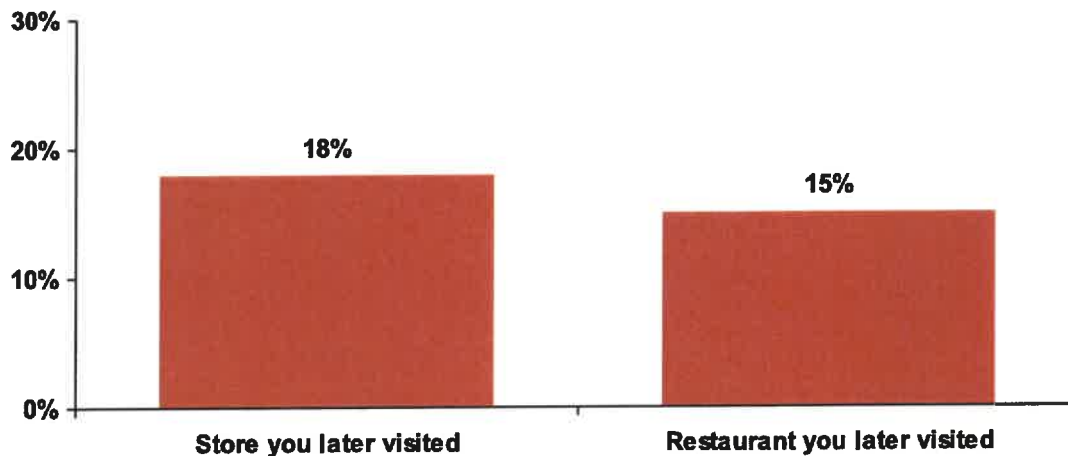


Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days and noticed the digital billboards.

Digital billboards can drive traffic to other media. Thirty-five percent of travelers who noticed digital billboards noted a radio station message they saw on a digital billboard, and 28% of viewers noted a television program to watch.

Digital Billboards Drive Traffic to Local Businesses

"Now I would like to ask you about some things you learned from seeing digital billboards. Have you ever learned about a...?"



Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days and noticed the digital billboards.

Nearly one in five viewers were motivated to visit a store after seeing an advertisement for the store on a digital billboard. Eighteen percent of travelers who noticed the digital billboards learned about a store they later visited, and 15% of viewers learned about a restaurant they later visited.

Getting the Word Out on Special Events

Nearly Two of Five Viewers Learned About an Event They Were Interested in Attending From a Digital Billboard

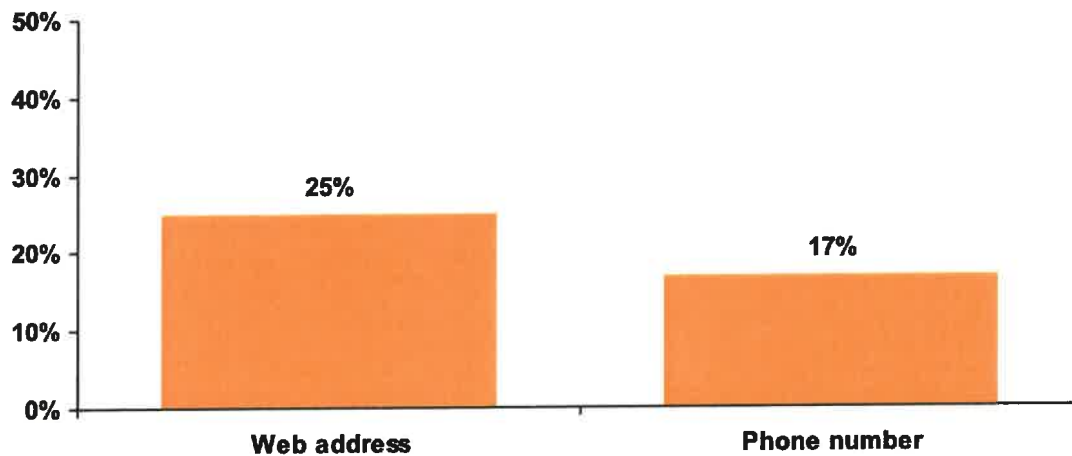
"Now I would like to ask you about some things you learn from seeing digital billboards. Have you ever learned about an event you were interested in?"

Thirty-nine percent of travelers who noticed the digital billboards learned about an event that they were interested in attending.

Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days and noticed the digital billboards.

Digital Billboards Prompt Viewers to Learn More About a Brand Through Phone Numbers and Web Addresses

"Now I would like to ask you about some things you learned from seeing digital billboards. Have you ever noted a...?"



Base: Persons 18 years or older living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days and noticed the digital billboards.

One-quarter of viewers noted an advertiser's Web address displayed on a digital billboard. Twenty-five percent of travelers who noticed digital billboards noted the Web site address of an advertiser, and 17% noted an advertiser's phone number.

Appendix A

Travel Habits of Cleveland Metro Residents

Cleveland highway travelers in the past week

- 87% drove themselves.
- 58% traveled in a car or truck as a passenger.
- 17% carpooled to or from work either as a driver or as a passenger.
- 10% took a bus.
- Average total miles traveled: 200 (median 105).

Cleveland work commuters

- Commuters traveled an average of 16 miles one way.
- Almost half (45%) traveled for 10 to 30 minutes one way, and 36% traveled over a half hour each way.

Appendix B

Demographic Profile of Cleveland Travelers

	Cleveland Residents ¹	Cleveland Highway Travelers	Travelers Who Noticed Digital Billboards
Gender			
Men	48%	49% ²	50% ²
Women	52%	51%	50%
Age			
18–24	12%	13%	7%
25–34	16%	16%	18%
35–44	18%	19%	23%
45–54	20%	22%	24%
55–64	15%	14%	19%
65+	19%	16%	9%
Employment Status			
Employed full-time	47%	55%	65%
Employed part-time	18%	13%	11%
Retired	18%	19%	13%
Homemaker	8%	5%	4%
Unemployed	4%	5%	5%
Student	3%	3%	1%
Income			
\$50K+	49%	58%	54%
\$75K+	28%	33%	32%
Ethnicity			
White	86%	74%	76%
African-American	12%	18%	15%
Hispanic/Latino	3%	3%	3%

¹Data in this column are from Scarborough 12-Month Survey (March '06–February '07).

²How to read: Forty-nine percent (49%) of the Cleveland residents who traveled on Cleveland highways in the past 30 days are male, and 50% of those travelers who noticed digital billboards are male.

Note: Totals subject to rounding. All sections do not add up to 100% because some respondents declined to answer certain demographic questions.

Appendix C

Demographic Profile of Cleveland Travelers by Miles Traveled in the Past Seven Days

	Cleveland Highway Travelers	Light Travelers (Fewer than 75 Miles) 33% of sample	Medium Travelers (75-200 Miles) 34% of sample	Mega-Milers (200+ Miles) 30% of sample
Gender				
Men	49% ¹	43% ¹	47%	59%
Women	51%	57%	53%	41%
Age				
18–24	13%	16%	11%	13%
25–34	16%	13%	17%	20%
35–44	19%	14%	18%	25%
45–54	22%	17%	26%	22%
55–64	14%	15%	15%	13%
65+	16%	25%	14%	8%
Employment Status				
Employed full-time	55%	34%	60%	77%
Employed part-time	13%	17%	13%	8%
Retired	19%	28%	18%	7%
Homemaker	5%	8%	4%	3%
Unemployed	5%	9%	3%	1%
Student	3%	3%	2%	4%
Income				
\$50K+ HHI	58%	46%	60%	70%
\$75K+ HHI	33%	20%	33%	48%
Ethnicity				
White	74%	69%	81%	77%
African-American	18%	23%	13%	16%
Hispanic/Latino	3%	4%	2%	2%

¹How to read: Forty-nine percent (49%) of the Cleveland residents who traveled on Cleveland highways in the past 30 days are male, and 43% of light travelers are male.

Note: Totals subject to rounding. All sections do not add up to 100% because some respondents declined to answer certain demographic questions.

About Outdoor Advertising Association of America (OAAA)

The Outdoor Advertising Association of America is the lead trade association representing the outdoor advertising industry. Founded in 1891, OAAA is dedicated to uniting, promoting, protecting and advancing outdoor advertising interests in the U.S. With nearly 1,100 member companies, OAAA represents more than 90% of industry revenues.

**Information supplied by OAAA.*

About Arbitron Inc.

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving the media—radio, television, cable, online radio and out-of-home—as well as advertisers and advertising agencies in the United States and Europe. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The Company has developed the Portable People Meter™, a new technology for media and marketing research, which has been selected as one of *Time* magazine's "Best Inventions of 2007."

Arbitron's marketing and business units are supported by a world-renowned research and technology organization located in Columbia, Maryland. Arbitron has approximately 1,900 employees; its executive offices are located in New York City.

Through its Scarborough Research joint venture with The Nielsen Company, Arbitron provides additional media and marketing research services to the broadcast television, newspaper and online industries.

Arbitron's Out-of-Home division provides training, consumer shopping data and audience profiles for out-of-home media. Currently, more than 100 out-of-home plants/place-based media and thousands of media industry clients—agencies, advertisers, stations, marketers and networks—utilize Arbitron and Scarborough consumer behavior information and software.

Credible third-party measurement helps advertisers justify their investment in the medium. The Company's 50+ years of audience measurement experience help sellers focus on selling the value of their advertising rather than justifying the credibility of their measurement. Arbitron research studies about cinema advertising, the outdoor industry and traditional and nontraditional media can be found on the Company's Web site at www.arbitron.com and can be downloaded free of charge.

Portable People Meter™ is a mark of Arbitron Inc.



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Federal Highway Administration Report Summary

Kenjoh Outdoor Advertising LLC

11/8/2020

DRIVER VISUAL BEHAVIOR IN THE PRESENCE OF COMMERCIAL ELECTRONIC VARIABLE MESSAGE SIGNS (CEVMS)

SEPTEMBER 2012

USDOT FHA -- The top Authority on Billboard Regulations



FHWA-HEP-

Study Conducted in Reading, PA and Richmond, VA

GENERAL DISCUSSION

This study was conducted to investigate the effect of CEVMS on driver visual behavior in a roadway driving environment. An instrumented vehicle with an eye tracking system was used. Roads containing CEVMS, standard billboards, and control areas with no off-premise advertising were selected. The CEVMS and standard billboards were measured with respect to luminance, location, size, and other relevant variables to characterize these visual stimuli. Unlike previous studies on digital billboards, the present study examined CEVMS as deployed in two United States cities and did not contain dynamic video or other dynamic elements. The CEVMS changed content approximately every 8 to 10 seconds, consistent within the limits provided by FHWA guidance.⁽²⁾ In addition, the eye tracking system used had nearly a 2-degree level of resolution that provided significantly more accuracy in determining what objects the drivers were gazing or fixating on as compared to some previous field studies examining CEVMS.

As the analyses of gazes to the road ahead showed, drivers distributed their gazes away from the road ahead even when there were no off-premise billboards present. Also, drivers gazed and fixated on off-premise signs even though they were generally irrelevant to the driving task. However, the results did not provide evidence indicating that CEVMS were associated with long glances away from the road that may reflect an increase in risk. When long dwell times occurred to CEVMS or standard billboards, the road ahead was still in the driver's field of view.

SUMMARY

The results of these studies are consistent with a wealth of research that has been conducted on vision in natural environments.^(26,22,21) In the driving environment, gaze allocation is principally controlled by the requirements of the task. Consistent results were shown for the proportion of gazes to the road ahead for off-premise advertising conditions across the two cities. Average fixations were similar to CEVMS and standard billboards with no long single fixations evident for either condition. Across the two cities, four long dwell times were observed: one to a CEVMS on a freeway in the day, two to the same standard billboard on a freeway (once at night and once in the daytime), and one to a standard billboard on an arterial at night. Examination of the scene video and eye tracking data indicated that these long dwell times occurred when the billboards were close to the forward field of view where peripheral vision could still be used to gather visual information on the forward roadway.

The present data suggest that the drivers in this study directed the majority of their visual attention to areas of the roadway that were relevant to the task at hand (i.e., the driving task). Furthermore, it is possible, and likely, that in the time that the drivers looked away from the forward roadway, they may have elected to glance at other objects in the surrounding environment (in the absence of billboards) that were not relevant to the driving task. When billboards were present, the drivers in this study sometimes looked at them, but not such that overall attention to the forward roadway decreased.

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