

CITY OF CHERRYVILLE
CITY COUNCIL WORK SESSION
SEPTEMBER 29, 2014 @ 3:00 PM
CHERRYVILLE FIRE DEPARTMENT
TRAINING ROOM

The Honorable Mayor Beam called the meeting to order at 3:00 pm. Present was Councilmember Jill Puett, Councilmember Malcolm Parker, and Councilmember David Kiser. Councilmember Brian Dalton was not present. Also present was City Manager Ben Blackburn, City Clerk Paige Green, City Attorney Palmer Huffstetler Jr., Police Chief Chad Hawkins, Fire Chief Jeff Cash, Planning & Zoning Administrator Richard Elam, EDC Director Richard Randall, and Public Works Director Brandon Abernathy. Michael Powell was present for media coverage.

ITEMS FOR DISCUSSION OR ACTION:

CONSIDERATION OF CONTRIBUTIONS TO DEPOT COMMITTEE, BOB FANTER:

Mr. Bob Fanter of the Cherryville Depot gave a presentation asking the City Council to help with contributions for installations of HVAC systems for the warehouse side of the Depot. Mr. Fanter explained that in the summer the heat is extreme and in the winter the cold is extreme on that side of the building. Over the years the Depot Committee has made some updates to the Depot with the help of grants. Gastonia Sheet metal has generously donated 2 units. Wise Electric will donated the cost of upgrading the power supply for the units. The Depot committee will cover the cost of wiring the units. The total amount needed from the City would be \$6,533.00. This will be put on the agenda for the October 15, City Council Meeting.

PRESENTATION BY THE CHERRYVILLE ABC BOARD, TERRY FISHER:

Mr. Terry Fisher of the Cherryville ABC Board presented the City of Cherryville with a check for \$4,000. He thanked the City of Cherryville for their support. The Cherryville ABC Store has given a total of \$731,951.00 to the City of Cherryville.

CONSIDERATION OF AMENDING CITY CODE OF ORDINANCE CHAPTER 2, ARTICLE IV – BOARD, COMMISSIONERS AND COMMITTEES TO ADD A NEW DIVISION, DIVISION 4 – DOWNTOWN ARCHITECTURAL REVIEW BOARD, RICHARD ELAM:

Mr. Richard Elam, Planning & Zoning Director, addressed the Mayor and City Council asking them to consider amending the City Code of Ordinances so that a new division could be added. Division 4 Downtown Architectural Review Board would include the following:

THIS IS A NEW SECTION THAT WOULD HAVE TO BE ADDED TO THE CODE
OF ORDINANCES OF THE CITY OF CHERRYVILLE

Division 4. Downtown Architectural Review Board

Sec. 2-169	Definitions
Sec. 2-170	Purpose
Sec. 2-171	Establishment
Sec. 2-172	Composition; procedures; authority
Sec. 2-173	Establishment of redevelopment district boundaries
Sec. 2-174	Reserved
Sec. 2-175	Certificate of appropriateness application
Sec. 2-176	Action on application
Sec. 2-177	Prerequisite to other permits; standards for consideration
Sec. 2-178	Architectural guidelines
Sec. 2-179	Appeal
Sec. 2-180	Reserved
Sec. 2-181	Violations

Sec. 2-169. Definitions

For the purposes of this article, the following words and phrases shall have the meanings respectively ascribed to them by this section:

Board shall mean the architectural review board established under this article.

Building shall mean any structure erected for the support, shelter or enclosure of persons, chattels or property of any kind.

Facade shall mean the front or chief face of a building.

Material change in the exterior appearance shall mean a substantial or significant change in the nature of the design or outward appearance of the applicable building component, which is readily discernible to the eye of the average person.

Economic Development Director shall mean the officer or his designee charged with the administration and interpretation of this article.

Redevelopment district shall mean the Cherryville Downtown Central Business District as adopted by city council and on file with the Planning and Zoning department.

Show window shall include the building face and the entrance area leading to the door; the door and sidelights and transoms and all display platforms and devices, including lighting and signing designed to be viewed from the public rights-of-way; and/or the areas visible to the public prior to entering the interior portion of the structure.

Storefront shall mean the street-level portion of a commercial building front that includes display windows and entrances. The detailing and proportions distinguish the design of a storefront from the appearance of the upper portions of the building.

Structure shall mean that which is built or constructed, an edifice or building of any kind, or any piece of work, artificially built up or composed of parts joined together in some definite manner. The term "structure" shall be construed as if followed by the words "or part thereof."

Upper facade shall mean those portions of a commercial building front above the storefront, which includes windows, roofline, fascia and a lintel separating it from the "storefront" below.

Sec. 2-170. Purpose

- (a) The revitalization of today's Downtown Business District has the following main objectives:
 - (1) To improve both contemporary retailing, business and community activities by creating a more attractive and more functional environment;
 - (2) To give the Downtown Business District a stronger personality by creating a more pleasing visual whole from the present collection of often unrelated building facades and land uses;
 - (3) To improve economic conditions by promoting an increase in persons drawn to redevelopment districts;
 - (4) To recognize, protect, enhance and use the Downtown Business District resources and thereby benefit the health, safety, morals and economic, educational, cultural and general welfare of the public, since these efforts result in the enhancement of property values; the stabilization of neighborhoods and areas of the city; the increase of economic benefits to the city and its inhabitants; the promotion of local interest; the enrichment of human life in its educational and cultural dimensions in order to serve spiritual as well as material needs; and the fostering of civic pride in the beauty and noble accomplishments of the past;
 - (5) To encourage beautification and general improvement of and cleanliness within the city;
 - (6) To encourage redevelopment of the original Downtown Business District.
- (b) Recognizing the need for redevelopment, the city has adopted guidelines and standards for storefront improvements, architectural renovation, sign quality and new development. These guidelines and standards will enable tenants and building owners to coordinate future renovations. The guidelines provide standards for cost-efficient, private reinvestment within the redevelopment district. The ultimate goal is to upgrade the architectural quality of our Downtown Central Business District.

Sec. 2-171. Establishment

There is hereby established an architectural review board, hereinafter referred to as "board." The board's purview shall be limited to the redevelopment of the Downtown Central Business District.

Sec. 2-172. Composition; procedures; authority

(a) *Membership.* The board shall consist of five (5) members and two (2) alternate members who shall be appointed by the council. Alternate members may act in the temporary absence, disability or disqualification of any regular member. Members shall be chosen on the basis of experience or interest in the fields of architecture, city planning and conservation of architectural, historical or cultural resources.

Any person may be appointed to serve as a member; provided, that said person is a resident of the city or is engaged in business within the redevelopment area. Engaged in business shall mean owning a business, practicing a profession, or performing a service for compensation, or serving as an officer or director of a corporation or other business entity so engaged. The board shall also include one (1) resident member who is an architect and one (1) resident member who is a general or construction contractor.

(b) *Terms of office.* All appointments shall be made for a term of three (3) years. Terms shall be staggered and subject to ongoing reappointment.

(c) *Officers rules of procedure; employees and salaries.* The board shall elect from its membership a chairperson and vice-chairperson. The chairperson shall preside over the board and shall have the right to debate and vote. In the absence or disability of the chairperson, the vice-chairperson shall perform the duties of the chairperson. The city manager shall provide from city staff such clerical, technical and other resources as the committee may reasonably require for the effective and efficient execution of its duties. An individual from city staff shall serve as recording secretary to the committee and that individual shall be charged with maintaining committee records.

The board may adopt rules for transaction of its business and shall keep a record of its resolutions, transactions, finding and determinations, which record shall be a public record. Meetings of the board shall be held at the call of the chairperson, the vice-chairperson, the economic development director or his designee, or at such times as the board may determine. No business shall be conducted by the board without the presence of a quorum of four (4) voting members. No application for a certificate of appropriateness shall be denied except by the affirmative vote of a majority of those members present, except that at least three (3) members must vote in order for any action to be official.

Sec. 2-173. Establishment of redevelopment district boundaries

The Downtown Central business District as adopted by city council and on file with the Planning and Zoning department, shall be under the purview of the board.

Sec. 2-174. Reserved

Sec. 2-175. Certificate of appropriateness—Application

Application for a certificate of appropriateness shall be made in the economic development department on forms provided therefor. Detailed drawings, plans or specifications shall not be required, but each application shall be accompanied by such sketches, drawings, photographs, descriptions or other information showing the proposed exterior alterations, additions, changes, renovations, rehabilitations or new construction as are reasonably required for the board and the economic development director to make a decision. The sketches, drawings, photographs, descriptions or other information shall be of sufficient detail to show, as far as they relate to exterior appearance, the architectural design of the building (both before and after the proposed work is done) including proposed materials, textures and colors, and the site plan layout, including all site improvements or features such as walls, walks, terraces, planting, accessory buildings, signs, lights and other appurtenances.

Sec. 2-176. Action on application

The economic development director shall transmit the application for a certificate of appropriateness, together with the supporting information and material, to the board for approval. The board shall act upon the application as soon as practical but in no case more than forty-five (45) days after the filing thereof; otherwise the application shall be deemed to be approved and a certificate of appropriateness shall be issued. Nothing herein shall prohibit an extension of time where mutual agreement has been made, and the board may advise the applicant and make recommendations in regard to the appropriateness. If the board approves the application, a certificate of appropriateness shall be issued. If the certificate of appropriateness is issued, the application shall be processed in the same manner as application for building permits. If the board denies the application, the certificate of appropriateness shall not be issued. The board shall state its reasons, in writing, together with a copy of any recommendations for changes necessary to be made before the board will reconsider the application. In a case where the board has denied the application, the economic development director shall furnish the applicant with a copy of the board's written order, together with a copy of any recommendations for changes necessary to be made before the board will reconsider the application. Such recommendations may be general in scope, and compliance with them shall qualify the plans of the applicant for reconsideration by the board. If the application is denied, no permit shall be issued and no work shall commence.

Sec. 2-177. Prerequisite to other permits; standards for consideration

(a) A certificate of appropriateness issued by the economic development director after approval by the board shall be required before a permit issued for or work commences on any of the following in the redevelopment district:

(1) All material changes in the exterior appearance of existing buildings, by additions, reconstruction, alteration, renovation, rehabilitation or maintenance involving exterior color change and for all material changes in existing signage.

(2) All proposed new building construction and/or new signage.

(b) The board shall be concerned with all aspects of the designs affecting exterior appearance and, in particular, with the following:

(1) Design of show windows and entrance areas including choice of materials and types of security devices;

(2) Design of signs, methods of illumination, colors, materials, methods of suspension;

(3) Design of awnings and canopies;

(4) Refuse collection details;

(5) All other exterior materials and colors;

(6) Landscape materials and design.

(c) The board shall not consider interior design or plan. The board shall not exercise any control over land use, such as is governed by the zoning ordinance or over construction such as is governed by the building code.

Sec. 2-178. Architectural guidelines

Architectural guidelines for the Downtown Central Business District shall be adopted by resolution of the city council. The guidelines shall be known as the "Downtown District Architectural Guidelines." Those guidelines may be revised from time to time by resolution of the city council.

The Downtown District Architectural Guidelines shall be considered by the board in making its decision on an application for a certificate of appropriateness in the Downtown Central Business District.

Sec. 2-179. Appeal

Any person aggrieved by a ruling of the board in its decision on an application in the Downtown Central Business District shall have the option to appeal the decision of the board at its next scheduled meeting. During the interim period between the issuance of the board's order and the hearing of the appeal, no work or other use may be made of the property inconsistent with the order of the board. The board may hear evidence and reports in testimony with regard to

the ruling of the board and may, by majority vote, repeal or modify the previous order(s) of the board.

Sec. 2-180. Reserved

Sec. 2-181. Violations

All structural and decorative elements of any building or signage in the Downtown Central Business District shall be kept in a neat and maintained condition. All exteriors shall be clean and in good repair. All peeling, faded, or flaking paint shall be repaired as well as broken or missing window panes. When there are no exterior changes in building design, facade or color, a certificate of appropriateness shall not be required. Violations of this article may be referred to the code enforcement board for disposition.

Further, if an applicant violates the terms and conditions of a certificate of appropriateness, the property may be subject to code enforcement board action.

This will be put on the October agenda for consideration.

CONSIDERATION FOR APPROVAL OF CITY OF CHERRYVILLE DOWNTOWN CENTRAL BUSINESS DISTRICT ARCHITECTURAL GUIDELINES, RICHARD ELAM:

Mr. Richard Elam addressed the Mayor and Council asking them to consider a Downtown Central Business District Architectural Guideline. These guidelines are needed in order for the Small Town Main Street (STMS) to move forward in the next year. Property and business owners have asked the STMS committee what they would like to see and these guidelines will be a tool for them to use. The guidelines are as follows:

**CITY OF CHERRYVILLE
DOWNTOWN CENTRAL BUSINESS DISTRICT
ARCHITECTURAL GUIDELINES**

STOREFRONTS LINE
THE "PEDESTRIAN
STREET"



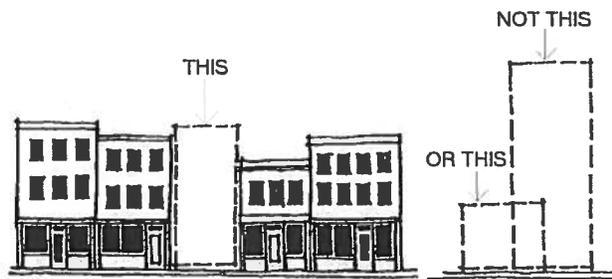
INTRODUCTION:

What makes a downtown successful? There is no single formula. Product, price, display, service, location and market all play a part. So does the outward appearance of the business. Many store and shop owners regard appearance as secondary to the more immediate concerns of price, product and service. Too often, the building itself is neglected or mishandled. Yet experience shows, time and again, that appearance is

important to a healthy downtown district. As merchants work together to create an attractive image, the downtown as a whole can benefit.

Most architecture in Downtown Cherryville consists of sound structures. These buildings are stylistically “utilitarian” with few architectural appointments. The downtowns have some older structures dating back as far as the pre 1900’s. Many of these older buildings are two or three stories and fortunately, have kept much of their original architectural character and detailing.

Three renovation strategies are needed for downtown buildings. The older, taller buildings serve as local landmarks and give the downtown areas a greater sense of history and stability. These older buildings should keep or regain as much of their original architectural features and details as possible. Secondly, some structures have less personality. But this can be an asset, for it provides the opportunity to consider more innovative renovation that can give each building a stronger individual identity yet help unify the overall downtown image. And thirdly, the construction of new buildings on vacant lots should be encouraged, as it fills a void in the building environment. This is called in-fill construction. A good in-fill design will vary according to its setting. New buildings should look modern in design, yet be sensitive to the character of its surroundings.



Before focusing on detailed renovation plans, make an assessment of the whole community. Look at the street and the city block you are part of. The block façade is an important element of the business image. You and your neighbors must strive for visual compatibility. Look at successful efforts and bad examples to understand how to best renovate your building.

Inappropriate materials and gaudy colors may mask the original design details and materials. Signs placed haphazardly throughout the block-face and tasteless advertising destroys any visual unity within the block-face. The repair of walls and the renovation of windows, fascia and trim strengthens architectural image. Visual excitement and diversity should be created within the storefront area. Signs act as a boundary between storefront and upper floor architecture. Signs and awnings should be coordinated to draw attention to the storefront areas.



NEW STRUCTURES

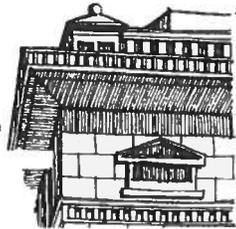
Design Elements. The following guidelines shall apply to commercial buildings.

- (1) General. An overall unified architectural character and image should be created by the use of common elements such as consistent forms, colors, materials, and details. Similar architectural treatment between structures within a multi-unit project may be permitted to allow diversity within the project.

The building orientation shall be towards a public right-of-way. Similar architectural composition and treatment shall be provided on all sides of the building that are visible from a public right-of-way, thus referred to as “visible elevations”. For corner lots, this may require all four sides to meet the requirements.

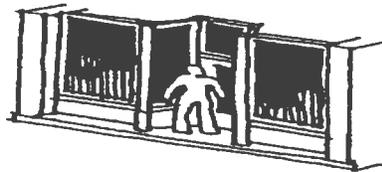
- (2) Roofline. A strong roofline adds a more finished touch to the structure. Roofline and cornices are especially important for buildings lacking window openings or upper façade detailing.

The roofline along each elevation should incorporate a minimum of one (1) design feature from below.



- Decorative roof details, such as dormers, cupolas, rafter tails, balconies, terraces, or small beams;
- Cornices with decorative detail; or
- Pediment, porticos, architectural features at entryways, or decorative towers.

- (3) Façade. Exterior building materials contribute significantly to the visual impact of the building. The “visible elevations” of every building should incorporate recesses and projections, and architectural elements such as columns, arches, etc.

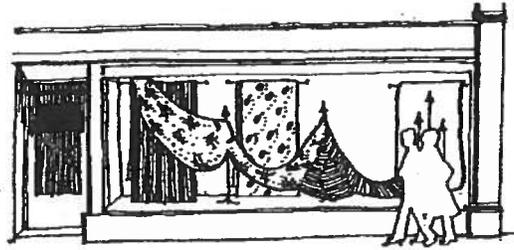


Exterior finishes shall be used on all building materials to provide an aesthetic look. Unfinished concrete block shall have a stucco or other decorative finish on all “visible elevations”.

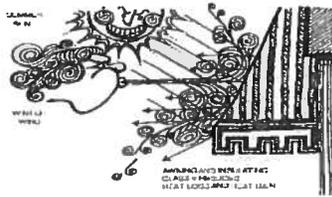
Corrugated metal panels, used as a finish material, shall be prohibited on “visible elevations”. Exceptions for architectural metal panels that change the visual appearance of a building may be considered.

- (4) Exterior Building Lighting. Exterior building lighting shall be required for new buildings. Ornamental or decorative lights mounted with brackets and emblem sign lights shall be used.
- (5) Storefronts. Individual ground-level retail uses with exterior public access that are part of a larger freestanding building shall have display windows along a minimum of 50% of the façade length. Windows shall be defined with details such as frames, sills, shutters, planters, relief trims, or lintels.

Storefront design, relief features and decorative treatments shall complement contiguous storefronts.



- (6) Exterior Details. Architectural features or details such as windows, awnings, covered arcades, sills, shutters, reliefs, trims, columns, pilasters, quoins, reveals, cornices, horizontal banding arches, decorative vents, and/or accent tile, shall be integrated into the façade to avoid the appearance of a blank wall.



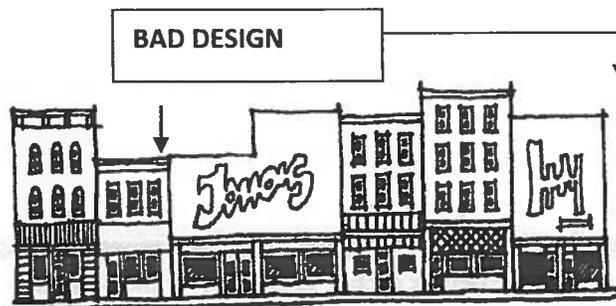
RENOVATIONS

The typical multi-story commercial building has two distinct architectural areas:

- a) The upper and ground floors;
- b) The storefront entry, window and display areas.

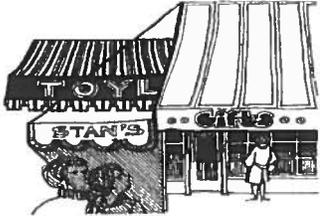


The upper façade gives the building its basic mass and displays the structure's essential style. The storefront area is one of visual and physical access and establishes the image of the business or service offered within. The two principal areas of a commercial building can be analyzed separately, but the visual impact they have on each other must be taken into account. The upper story and ground floor frame the storefront and buffer it from the storefronts of adjacent buildings. If storefront details or signs encroach on the upper story façade, the architectural integrity of the building suffers.



Signs and awnings can usually be treated as part of the storefront, but signs and awnings can have a great impact on the image of the building as a whole. Careful design, location and color coordination are needed to make certain that signs and awnings complement other architectural renovations.

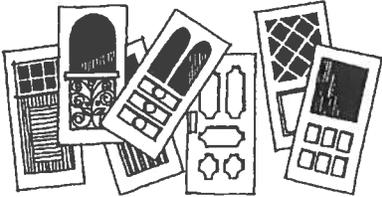
The architectural quality of the traditional commercial building stems largely from the treatment and condition of the upper façade. On traditional buildings, the upper façade is a solid mass relieved by window openings and ornamentation. The façade often terminates in a significant roofline cornice and frieze that accentuate the finished architectural quality of the building.



Often, the original aesthetic integrity of the upper façade suffers from neglect or abuse. Poor maintenance, dirt, decay and poorly executed repairs are perhaps the most common source of visual blight. Boarded up windows and poorly placed or badly designed signs are other frequent detractors.

Newer downtown buildings generally lack significant architectural ornamentation. An inherent weakness is the inadequate appearance of the area surrounding the storefront. A storefront without an architectural frame lacks substance and looks temporary.

Where the original design intent, architectural style of building materials are inadequate or uninteresting, more innovative treatment will give the building a stronger architectural character and are encouraged during renovations.



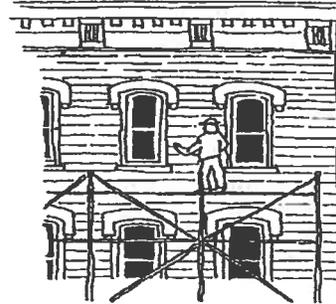
Residential buildings in a downtown are often converted to retail or office uses. The renovation guidelines for such converted buildings follow principles similar to those for commercial architecture.

Avoid design and material combinations that give an “off the shelf—one solution fits all” appearance. “Antiquing” of non-vintage structures is another common but inappropriate renovation tactic.



Walls

Walls shall have the surfaces cleaned and repaired. In addition, restoring unique original detail and removal of exposed mechanical equipment, electrical apparatus, sign supports, and inappropriate architectural additions shall be done where appropriate.



Renovation of the design and materials for walls of older landmark buildings is important to promote the image of performance and community stability.

The Storefront



Storefronts shall be individualistic and strive to attract attention to themselves. This visual diversity of individual businesses is necessary to create desirability. The storefront should be an architectural contrast to the mass and solidity of the upper façade. The most important functions of the storefront are identification and visual and physical access to the goods and services inside.

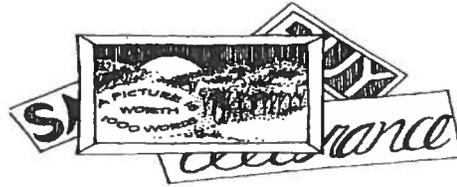
No filling in or covering up storefront windows because it negates the inviting, pedestrian-oriented quality a storefront needs.

Offices can have a permanent window design of curtains, plants and elegant window lettering. Such space can also be “lent” for public service displays, artwork, etc.

Storefront themes or designs can be of infinite variety, but should always strongly indicate the personality of the business it represents.

In all cases, the design should be of professional quality. Whether contemporary or traditional, storefronts must be absolutely free of a hastily applied “off the shelf” or contrived look. Because the storefront is highly visible to shoppers and pedestrians, attention must be paid to the quality of materials used and the construction detailing.

Signs



Signs should be a combination of identification information, and image making. They must be eye-catching without being exotic or offensive. Graphic simplicity and compatibility with building architecture are the main objectives of a well-designed commercial sign.

There are several ways to treat wall signs. First, they can be part of the storefront design. A second more traditional approach is to have the sign frieze act as a transition element between storefront and upper façade. The third alternative is to apply individual letters directly to windows. Finally, signs may be part of an awning.

Location: In most cases, a sign shall locate and identify a storefront and not be placed on the upper façade of the building. Signs shall not cover any important architectural feature. Signs for traditional commercial buildings shall be located between the storefront and upper stories.

Materials: Sign materials shall be compatible with the building's overall design. Consider all the possibilities for using different materials. Each has unique qualities, which can be exploited for the type of sign most appropriate to your needs.



Lettering/Symbols: Simplicity is the key to legibility and elegance. Use of recognized symbols such as the druggist's mortar and pestle can reduce the total message needed. A bold and simple style will make the sign easier to read at a distance, yet avoid oversized units or contrived gimmicks to attract attention.

Signs shall be a complementary architectural element and impart an important, horizontal element to the block face. Quality of workmanship is important. Do not scrimp on design and materials. Such stinginess will become part of the business's general public image.

Size: The sign shall not exceed 10% of the storefront area nor cover more than 10% of a window. All signs should be defined by use of borders around the sign area. Only one sign is permitted per wall.

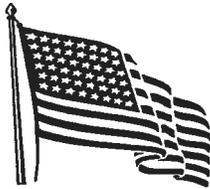
Color: The color principles used in storefront designs shall carry over to signs.

Illumination: Indirectly lit signs reduce glare and impart warm, even tones to the sign while not drawing attention away from the store window displays.

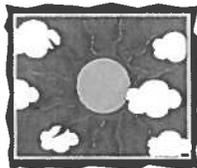
Side Street Directional Signs: These are city owned signs located at major street/side street intersections and intended as pedestrian oriented directional signage. A business may advertise in one double-sided space on the sign. Lettering and color of the sign should reflect the theme of the building.



Grand Openings: When your business is ready, a “Grand Opening” may be held for a period not to exceed seven (7) days. This is the only time that banners, banner signs, pennants, searchlights, twirling signs, outdoor advertising displays, tethered balloons, and gas filled figures will be permitted with the issuance of a Special Activity Permit by the Economic Development Director. Sandwich Board Sign Permits are issued by the Zoning Department.



Flags: On a single building site, up to two (2) flags may be displayed without a permit. A flag is defined as a piece of cloth or other material of individual size, color, and design, used as a symbol, signal, or emblem, or to convey a message. Flags are secured on one side, usually on a flagpole, and usually at two points leaving the remainder of the cloth hanging limply or drooping. A flag that is displayed so that it does not droop shall be considered a banner and shall not be permitted.

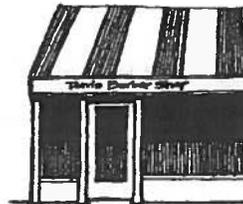
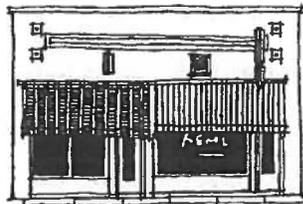


Murals: One mural shall be allowed in addition to permitted signs in the downtown areas. The mural shall be limited to 10% of the wall area. This mural may be in addition to an existing sign on a wall as long as the existing sign meets city code.

The permitted wall sign and a mural may be combined on the same wall as long as it does not exceed 20% of the wall area and the wording on the mural does not exceed 25%.

Larger murals of a public nature shall require approval from the City Council.

Awnings



Awnings are a simple yet highly effective means to improve the retail façade. Awnings add interest to the downtown street. Awnings serve as an architectural detail and as an element of color. They help draw

attention to storefront display areas and also improve the comfort of shoppers. Awnings also protect the merchandise in the show window and reduce show window glare.

Design: Rigid or retractable architectural canopies or flexible, fabric awnings shall be used. Awnings shall be attached directly to the building. Professional design advice is the best way to guarantee that an awning or canopy will complement and not distract from the architectural character of a building. Simple, traditional designs that fit in well with the building's overall image will look good years later.

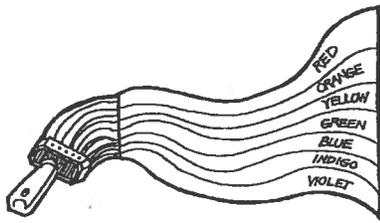
Color: Choose colors that complement storefront, signage, and building colors. Bright colors add a casual, festive air to the streetscape while subdued colors present a more formal appearance. A variety of patterns are also available -- delicate stripes, bold stripes or solid colors.

Outdoor Displays

Outdoor displays are permitted in B-1 zoning with the following conditions:

- (a) Merchandise or seating areas shall not be displayed within the public right-of-way without the approval of a City of Cherryville use permit. A minimum five (5) foot wide sidewalk must remain accessible within the right-of-way.
- (b) Merchandise and seating areas are not permitted to be located in any parking or landscape areas on private or public property.
- (c) Merchandise and seating areas shall not be located in a manner that will obstruct pedestrians or the vision of motor vehicle operators.
- (d) Outdoor display and seating areas are only permitted as accessory uses to a licensed business on the same site and the merchandise displayed must be vended by said business.
- (e) A maximum of 25% of the lineal footage abutting a right-of-way of a storefront may be used for an outdoor display area.
- (f) A maximum of 50% of the lineal frontage abutting a right-of-way of a restaurant may be used for an outdoor seating area.
- (g) No stacking of merchandise within an outdoor display area will be permitted.
- (h) Price advertisement of any merchandise displayed must be no larger than three (3) inches by five (5) inches.
- (i) Caricature/logo displays are permitted to be displayed in an outdoor display area and shall be limited to one (1) per store/restaurant.
- (j) A caricature/logo display is defined as an individual display that is a characteristic of the business/restaurant which presents some type of information about the products or services of the business/restaurant. The display shall be no larger than eight (8) square feet with no more than four (4) feet of copy area. Mirror images of any copy area on two sides of a display will only count once in the calculation of copy area.

In addition, all other applicable design guidelines shall be followed when determining an appropriate outdoor seating or display.



BUILDING COLOR

The use of color on architectural exteriors is subjective. The range of colors is almost infinite; their application is largely a matter of taste and fashion. All multi-story buildings shall have two accent trim colors and single story buildings shall have up to two accent trim colors. The following are some guidelines for the use of color for downtown architecture.

A retail building may be divided into two areas of color:

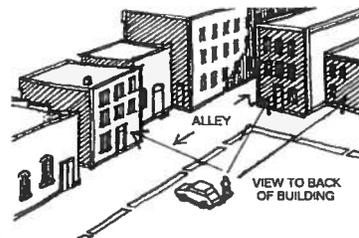
- a) The upper story which should be of a natural subdued color; and
- b) The storefront which can be a stronger focal point.

The upper story architecture should give continuity to the streetscape. The storefront should attract the shopper and provide interest to the stores. The storefront color scheme should also reflect the merchandise and or services offered.

Whites, pastels and earth tones shall be used as the main building color. Bright colors could be used in limited amounts for the display area, trim details, and architectural design elements to focus attention.

Bright colors could be used in limited amounts to the display area and trim devices to focus attention.

Brick surfaces should be exposed and restored. When the hues are warm reds and oranges, the original natural color should be preserved.

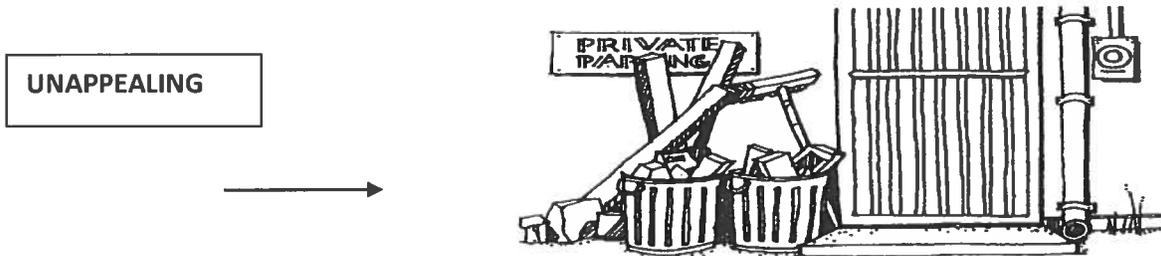


Side/rear elevations may be divided into two categories,

- a) Corner lot buildings whose elevation face onto a perpendicular street; and/or
- b) Buildings with walls facing onto alleys, parking areas, and vacant lots.

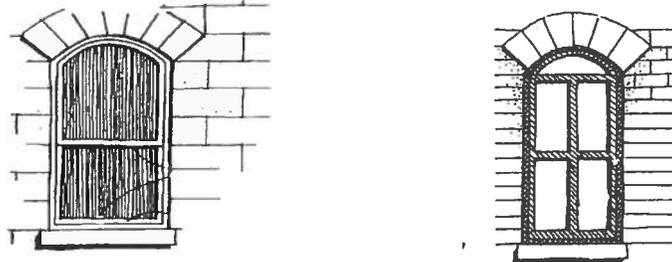
Treatment for the elevations of street corner units shall follow the front façade guidelines. Because corner buildings can set the tone for an entire downtown block, it is important that the design treatment started on the front façade “turn the corner” to maintain the continuity of the streetscape.

Elevations located next to alleys, vacant lots, parking areas, or above shorter buildings are also highly visible from the main street and can have a strong impact. Elevations shall be upgraded to complement the quality of the front facades. Where possible, introduce windows and extend the front façade detail.



Windows

Repairing, replacing or reopening all original windows shall be done. Besides providing light and ventilation, these windows lend a human scale to the building’s appearance. Proper reintroduction of windows imbues the entire building with a sense of activity and liveliness. Boarded up windows shall only be permitted during repair.



Fences

Fence design shall take into consideration the unique qualities and character of the building. Color should be harmonious with the building’s color(s). Fences should not interfere with the general public’s visual access to architecturally/historically significant structures or to properties with scenic views.

Chain link fence is not permitted past the front building line along a front or side corner yard, and is discouraged in the rear and side yard. Additionally, similar fence composition shall be provided on all sides of the building that are visible from a public right-of-way.

This will be placed on the October agenda.

CONSIDERATION OF A MINIMUM HOUSING DEMOLITION ORDER FOR THE PROPERTY (SINGLE WIDE MOBILE HOME) LOCATED AT 512 ½ S. MOUNTAIN STREET, PID# 130930, RICHARD ELAM:

Mr. Richard Elam addressed the Mayor and City Council asking them to consider a minimum housing demolition order for the property located at 512 ½ S. Mountain Street. The single wide mobile home is currently owned by a bank that has been notified many times of meetings concerning this home. Mr. Elam has received no response from the owner. If the City Council gives order for this home to be demolished, the owner will be notified. This will be placed on the October agenda.

DISCUSSION OF ATHLETIC FIELDS MAINTENANCE, BEN BLACKBURN:

City Manager Ben Blackburn shared with the Mayor and City Council that the City has received three bids for maintenance on the athletic fields. They are as follows Grassmasters \$1,390.00 per month, Coach Mauldin Lawn Service \$1,655.00 per month and Huffstetler Landscapes \$2,550.00 per month. After some discussion by the Mayor and Council, Councilmember Kiser suggested that the City should fall back on this and re-access it at a later time. All Councilmembers agreed.

CONSIDERATION OF DATE CHANGE FOR THE OCTOBER CITY COUNCIL MEETING, BEN BLACKBURN:

City Manager Blackburn shared that the next City Council meeting is scheduled for Monday October 13 at 7:00 pm. Mr. Blackburn will be attending the North Carolina League's annual conference in Greensboro on that date also. Mr. Blackburn asked Mayor Beam and the Councilmember's to consider rescheduling the City Council meeting to Wednesday October 15 at 7:00. Councilmember Parker made a motion to move the meeting and it was seconded by Councilmember Kiser. The vote was unanimous. The City Council meeting for October will be held Wednesday October 15, @ 7:00 pm in the Council Chambers at the Cherryville Community Building.

OTHER BUSINESS:

Mayor Beam thanked Public Works Director Brandon Abernathy for the new picnic tables that have been placed at Edward's Park.

Councilmember Parker shared that when there is an issue within the city that is the City's responsibility, the City should step up and take ownership of it. He recently was told by the city that he had a leak at his house. Councilmember Parker called a plumber that dug up lines and cut into sheet rock looking for a leak. It turned out that the leak was not on his side. The water meter was defective. Now Councilmember Parker is stuck with dug up lines, holes in his sheet rock and a big plumbing bill that he should not have to pay. The City Manager is looking into this and Councilmember Parker will meet with him more about this issue.

Councilmember Puett asked if we had made any changes to clear up dirty water complaints in the Delview area. Mr. Blackburn shared that the City has received pricing on a water line extension and the cost was \$45,000. The City is still flushing hydrants and the problem has improved according to the neighbors.

Councilmember Parker asked about road paving and wanted to know if a list has been put together. Mr. Blackburn shared that \$150,000 has been set aside for paving and the main focus right now is on Sigmon Street and the expansion of Modern Polymers. The City has had contractors look at the Sigmon Street project and we are currently waiting on a price. Once this project is completed other streets will be considered. Mr. Blackburn hopes to have a quote for Sigmon Street at the October meeting.

Councilmember Puett asked about the patch work that is needed at Cherrywood Apartments. That will be addressed soon.

Brandon Abernathy shared that the pot holes on Cherry Street have be completed.

Councilmember Parker shared that a lady in our community is very interested in help with the Cherry Blossom Festival. She has played a major role in the Apple Festival in Lincolnnton.

Chief Jeff Cash shared with the Mayor and Council if there is going to be an Independence Day Celebration for 2015, now id the time to book a band. This will be put on the October agenda for Council's consideration. Chief Cash will have pricing for this and he would need to know if he needs to renew his certification to shoot fireworks.

Councilmember Kiser asked the Mayor and Councilmember's to consider citizens that may be interested in participating on the Chamber Board, Four nominations are needed.

ADJOURNMENT:

Councilmember Parker made a motion to adjourn the Work Session. Councilmember Kiser seconded the motion and the vote was unanimous. The meeting adjourned at 4:08 pm.

Adopted the 15th day of October, 2014.

H.L. Beam

Mayor, H.L. Beam

Paige H. Green
City Clerk, Paige H. Green



(SEAL)