

**TOWN OF ELKTON
BOARD OF ZONING APPEALS
OCTOBER 18, 2018
MINUTES**

Present: Heather Mahaffey; Dawn Schwartz; Shirley Hicks; Richard Czernik; Lisa Hamilton Blackson, Esq., Legal Counsel, Chip Bromwell, Building Official

Absent: Robert Olewine

The meeting was called to order by Ms. Mahaffey (Vice Chair).

ACTION: Motion was made by Ms. Schwartz to approve the minutes from the September 20, 2018 meeting as written. The motion was seconded by Ms. Hicks and unanimously approved.

CASE # 1534 – REQUEST OF TRACEY DIEHL REPRESENTING THE PROPERTY OWNER, ARIAN JAKOB, FOR THE FOLLOWING VARIANCES FOR SIGNAGE: 1) ONE ADDITIONAL WALL SIGN FOR SIGN B; AND 2) TO EXCEED THE ALLOWABLE SQUARE FOOTAGE FOR A WALL SIGN BY 13.85 SQUARE FEET FOR SIGN A. THIS ACTION CONCERNS PROPERTY LOCATED AT 722 EAST PULASKI HIGHWAY, ELKTON, MARYLAND, TAX MAP 316, PARCEL 728 AND ZONED C-2 (HIGHWAY COMMERCIAL)

Ms. Tracey Diehl of Expedite the Diehl was in attendance and sworn in to address this request. She noted that the signage they are requesting is for Mattress Firm which will be located at the opposite end of the building from Aspen Dental. They are proposing one wall sign parallel to Pulaski Highway on the front of the building and a wall sign on the side of the building. She pointed out that the Town allowance of forty (40) square feet for wall signs would not be easily legible from Pulaski Highway and could cause a safety issue for clients searching for their location. She said Mattress Firm is a business which would be necessary for residents outside of Town, who may be unfamiliar with the area, and therefore they are requesting to increase the wall sign parallel to Pulaski Highway 53.85 square feet. They are also requesting an additional wall sign for the east side of the building to assist clients traveling west on Pulaski Highway. This will help them better locate Mattress Firm in time for them to navigate into the left turn lane to enter the shopping center. It will also assist those who are shopping at Rite Aid to see what other businesses are available.

Ms. Diehl mentioned that both signs are internally illuminated during store hours. Mr. Czernik stated he noticed the shopping center does come up quickly when traveling on Pulaski Highway.

Ms. Diehl stated she had recently purchased a mattress from this company, which her children picked up for her, and the signage made it much easier for them to locate the store in a town which was unfamiliar to them.

Ms. Schwartz questioned whether the signage is similar to other company locations. Ms. Diehl confirmed that it is similar.

Ms. Mahaffey entertained any additional questions from the Board. There were none. She entertained questions from the audience. There were none.

MOTION: Motion was made by Ms. Schwartz to approve the variance for one (1) additional wall sign for Sign B. The motion was seconded by Mr. Czernik and unanimously approved.

MOTION: Motion was made by Ms. Hicks to approve the variance to exceed the allowable square footage for a wall sign by 13.85 square feet for Sign A. The motion was seconded by Ms. Schwartz and unanimously approved.

OLD BUSINESS: None

NEW BUSINESS:

The next meeting of the Board of Zoning Appeals will be Thursday, November 15, 2018. There have been four cases submitted for that meeting.

There being no further questions Ms. Mahaffey called for a motion to adjourn the meeting at 7:18 p.m.

Respectfully submitted,

Brenda Humphreys