



# The Town of Fenwick Island

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## **BUSINESS DEVELOPMENT COMMITTEE MEETING - MINUTES**

**Thursday, March 19, 2015**

### ***Members Present:***

**Gardner Bunting, Tim Collins, Marc McFaul, Kristi Maravalli, Bryan Reed and Pat Schuchman**

***Absent:* Reid Tingle, Gabby Mancini, Scott Mumford, Diane Tingle, Gene Langan, Merritt Burke**

***Public in Attendance:* Roy Williams, Gerry Garrett (*Lady Fenwick*), Paul Cuda (*Claddagh on the Shore*), Kathy Castrovillo (*PNC Bank*); Virginia Childers, Jackie Childers, Dale Clifton (*Sea Shell City*)**

**Flag Salute and Call to Order at 2:00 p.m.**

### ***Minutes:***

Tim Collins made a motion to approve the minutes from the February 19, 2015 meeting, seconded by Kristi Maravalli. Motion passed.

### ***Items for Discussion:***

Gardner Bunting began the meeting stating items for discussion at this meeting were the sign ordinance and parking.

Paul Cuda sent an itemized response (*which is attached to these Minutes*) to the postcard mailed as discussed at the February 19<sup>th</sup> meeting asking for input on what type of changes the business community would like to see regarding signage and parking.

1. Item number 1 of his response was discussed regarding consistent lighting along the Coastal Highway corridor which would promote brighter lighting for the safety of patrons of businesses that are open after dark. Kristi Maravalli offered to put together a list of commercial properties that are darker than others. Bryan Reed, Supervisor of Public Works, stated he would contact Delmarva Power to see if the lighting could be changed. He will also ask if they will allow seasonal banners just as they do for the Christmas holidays. Tim Collins suggested the banners could enhance the business district and bring more attention to the businesses along Coastal Highway. Bryan added he would look through his catalogs and find examples of what is available.

Virginia Childers mentioned brighter lights may cause some concern from residents adjacent to commercial properties. Pat Schuchman answered the lights would have to be shield by Delmarva Power to prevent such a glare.

2. Item Number 2 was discussed as it pertains to signage and flags in Town. The Town's sign ordinance dictates the size and location of all signs in the commercial zone. Any change in signage would require a change to the ordinance.

In the case of multi-use signs, this is at the discretion of the property owner to provide space for signage for each business. The committee did however agree they would like to see the allowance for up to three signs allowed in subdivided commercial buildings be reviewed to see if the size allowed can be enlarged to allow larger signs. Currently an individual business in a subdivided building can have up to three signs but the square footage of all three may not exceed one square foot in area for each lineal front foot of building.

Electronic signs have always been prohibited in Town except for the Town sign who's primary use is for emergency purposes. Tim Collins cautioned that the Town does not want to look anything like Ocean City when it comes to flashing and large signs. Kristi Maravalli mentioned the sign at Cottage Café in Bethany Beach and would time how long each message lasts until it is subtly changed to a next message. This may give the desired effect without the flash and be something that may be considered by Town Council.

3. Flags and A-Frame signs were also discussed. The committee would like to see an allowance for more flags instead of what is now permitted, i.e., one American Flag, one Delaware Flag and one product or open flag. A-Frame signs are prohibited when they would be most useful during the summer months. They also help with attracting foot traffic and the committee would like to see consideration of allowing their use year-round.
4. The suggestion of installing a traffic light at the intersection of Farmington Street and Coastal Highway was also discussed. It was explained that we already experience traffic jams with the lights we do have and any change in traffic lights will required DELDOT approval.

Roy Williams stated he would like to see a magazine or something that would advertise each licensed business in Town and made available throughout Town businesses which could encourage walkability. Pat mentioned this could also be a rack card similar to the once the Town hands out regarding "No Smoking" and "Parking".

Virginia Childers and Marc McFaul brought up parking in Town. It was explained that at the previous Business Development Meeting shared parking was encouraged by the committee. Marc suggested the zoning ordinance be changed to allow business owners pay for the use of other parking lots when those businesses are not open. Tim suggested some parking issues should be able to be handled by the Town Council and not force someone to go to the Board of Adjustments.

The committee was in favor of asking Bill Weistling, Chairperson of the Charter & Ordinance Committee to put on the April 7, 2015 Charter & Ordinance Agenda possible changes in the sign ordinance to include allowing A-Frame signs year-round, expand the flag allowance and review the maximum sign square footage in subdivided buildings.

The next meeting of the Business Development Committee is scheduled for Thursday, April 16, 2015, at 2:00 p.m.

Marc McFaul made a motion to adjourn the meeting, seconded by Tim Collins. Meeting adjourned at 3:40 p.m.