

**Minutes of the
New Market Town Council
Special Meeting-Joint Public Hearing
Monday, July 7th, 2025
6:30 p.m.**

The New Market Town Council met in the Council Chambers of Arthur L. Hildreth, Jr., Municipal Building on Monday, July 7th, 2025, with the following members present: Mayor Peter Hughes, Vice Mayor Harkness, Bob King, Jon Henry, Janice Hannah, and Daryl Watkins. Council member Scott Wymer was absent.

Mayor Hughes established a quorum of five members present. Mayor Hughes called the Special Meeting to order and opened the Joint Public Hearing at 6:33 p.m.


Mr. Hale invited Ms. Barden to present the text amendment information for the joint public hearing. Ms. Barden gave a presentation on the proposed sign text amendment. Ms. Barden explained that a sign permit was submitted and had to be denied as it did not adhere to the current sign ordinance. Staff's goals for 2025 were to update the sign ordinance and refresh some of the areas, so this permit came at a good time. Ms. Barden explained that staff are proposing a text amendment to Article XIV. Supplementary District Regulations, Section 70-152 (j) (7) to allow for attached canopy banner signage to be included with in the B-2 Interstate Corridor District and to regulate attached canopy banner signage. She explained that the sign area total would be 1 square foot for each foot of distance between the sign and the front property line. That the sign area for an individual sign would be 60 square feet per sign, and the minimum setback of 150 feet from the property line. The text amendment states that the attached canopy banner signage will be temporary signs, that the permit should be obtained annually, and may be displayed for no more than 180 consecutive days per calendar year. The signs must be affixed to columns, posts or poles. She explained that these signs shall be included in the total allowable sign area for the premises but shall not count against the number or square footage of any other sign type listed in this section. Ms. Barden had images in her PowerPoint to give a perspective of what the banners would look like throughout the town. Ms. Barden concluded her presentation and asked for any questions from the Planning Commission or Council.


Mr. Daugharty inquired about the wording in the Other category on the graph that states, 'these signs shall be included in the total allowable Sign Area for the premises but shall not count against the number or square footage of any other sign type listed in this Section' and asked her to give an example. Ms. Barden explained that the total signage that is allowable for signs such as a freestanding, wall, projecting, roof or portable sign is a 250-foot square foot maximum. Since the canopy banners are temporary in nature, they will not be included in the maximum allowable square footage for signage as it gives more flexibility. Mr. Daugharty, for clarification, inquired if a business has a permanent sign that is already the maximum square footage, the business could also have the temporary canopy banners. Ms. Barden stated that that was correct. Mr. Linski asked how much the sign permits cost, and he was informed that it was \$25. Mr. Linski also inquired about the longevity of the temporary signage and whether the business was amicable with the 180-day consecutive day limit and if it would have a negative impact

on tourism. Ms. Barden stated that this time frame is during their opening season, and the business has not commented on longevity. Mr. Wine asked if they are applying for one sign permit or four separate permits, as the photo shows four canopy banners. Ms. Barden stated at this time there is only one permit, and she would leave that up to Mr. Garrison's discretion. A copy of Ms. Barden's presentation will be filed with the minutes.

Mr. Hale asked if there were any other questions from the Planning Commission or from the Council. With no further discussion and no citizen comments, Mr. Hale closed the Joint Public Hearing.

Mayor Hughes closed the Joint Public Hearing and asked for a motion to close the meeting. Mrs. Hannah moved to close the meeting, with a second from Mr. Watkins. With no further discussion, the meeting was adjourned on a 5-0 voice vote. Meeting adjourned at 6:41 p.m.



N. Garrison, Town Clerk

Mayor Peter Hughes