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Clayton County
Community Development Department
121 S. McDonough St. Annex 2
Jonesboro, Ga. 30236



PATRICK EJIKE
DIRECTOR

Board of Zoning Appeals
Meeting Minutes of April 21, 2016

The regular meeting of the Clayton County Board of Zoning Appeals was held this date of April 21, 2016 in the Commissioner' Board Room, Administration Building, 112 Smith Street, Jonesboro, Georgia.

Members present were: Chairman Don McMillian, Jr., Vice Chairman William Hill, Board Member Raymond Baggarly, and Board Member Keith Parker. Present from Community Development Department were Patrick Ejike, Director, LaShawn Gardiner, and Linda Willis.

Members absent were: Board Member DeMont Davis, and Board Member Frances Solomon. No representation from Legal was present.

The Pledge of Allegiance was said in unison.

The motion to approve the agenda was made by Vice Chairman William Hill and seconded by Board Member Keith Parker. The vote was unanimous.

The motion to approve the minutes of March 24, 2016 with corrections was made by Vice Chairman William Hill and seconded by Board Member Keith Parker. The vote was unanimous.

Chairman Don McMillian, Jr. stated that there were no persons having business with the Board of Zoning Appeals; no report of Officers and Committees and no old business with the Board of Zoning Appeals.

Chairman Don McMillian, Jr. welcomed Mr. Raymond Baggarly the newest member to the Board of Zoning Appeals.

The Procedures for the Clayton County Board of Zoning Appeals' Public Hearings was given by Ms. Linda Willis.

Chairman Don McMillian, Jr. called for New Business.

1. Case Number: BZA-16/03-85

The Applicant, *Danny Lankford*, on behalf of Henry Incorporated is requesting a variance from Article 8, Section 8.11 Sign Permitted within the OI, NB, CB and GB Zoning Districts for Individual Use, as approved from the Clayton County Zoning Ordinance adopted May 22, 2008, to increase the square footage of a sign from 32 square feet to 50 square feet per sign face. The subject property is located at 10291 Tara Boulevard, Jonesboro, Georgia and otherwise known as parcel number 06-

095A-A123. The subject property is approximately 2.31 +/- acres of land and has a General Business (GB) zoning classification.

Commissioner District #3– Shana M. Rooks

The Staff Report for case BZA-16/03-85 was given by LaShawn Gardiner of Planning and Zoning.

Chairman Don McMillian, Jr. called for the petitioner to present their case.

The Applicant was represented by Danny Lankford, located 2285 Park Central Blvd., Decatur, GA., on behalf of Dollar General.

Danny Lankford: Basically, with the Dollar Generals there ground signs start with a 15 square foot, 5 x 10 foot pole sign 20 feet tall. On this location if you go up and down Tara Blvd and Tara Road there is a CVS on the corner. There are a significant amount of trees out in front of the property. The CVS sign is significantly larger, about 20 foot tall and just barely above the trees where you can see it coming up and down the road. Dollar General wanted to use something that would have more visibility to combat the trees from the road visibility. I suggested that they apply either for a larger or a taller sign, but maintain their standard sign design. It is safe to say I would go for a slightly larger sign which would give a little more visibility through the trees and maintain the code height standard.

Chairman Don McMillian, Jr. called for any public concerns/comments. There were none.

Chairman Don McMillian, Jr. asked the Board Members if they had any questions/concerns.

Chairman Don McMillian, Jr.: That 10 foot landscape strip that runs in front behind the sidewalk, what type of landscaping are they planning on putting along that strip? **Danny Lankford:** I really don't know.

Chairman Don McMillian, Jr.: How far is the sign from the property line on each side? **Danny Lankford:** From the south property line closest to the CVS about a 100 feet and from the north property line about 150 feet.

Vice Chairman William Hill: How long has the Dollar General been there at that particular location? **Danny Lankford:** It's a new construction.

Chairman Don McMillian, Jr.: You've done Dollar General signs in other locales? **Danny Lankford:** Yes.

Chairman Don McMillian, Jr.: Have you done any with strict Overlays? **Danny Lankford:** Yes.

Chairman Don McMillian, Jr.: I guess you realize that this is an Overlay District that was put into place to combat signage on 19/41? **Danny Lankford:** Yes.

Vice Chairman William Hill: Will any changes be made, because you listed in the package of information that we have been presented with that the Dollar General and CVS uses the same access and exit points? **Danny Lankford:** They will share parking.

Board Member Keith Parker: One of the main purposes I believe I heard you say in your statement was that the signage needed to be larger or taller, which was the decision? **Danny Lankford:** Larger. Their standard sign is 20 foot tall about as tall as CVS and that just barely get their sign above the trees. They decided it would be better to go with a larger oppose to a taller sign, it would be just more aesthetic.

Board Member Keith Parker: There is a traffic light right before the entrance, is that correct? **Danny Lankford:** Yes.

Board Member Keith Parker: Visibility wise, any traffic that's going in that area more than likely will be at least temporarily stopped in that area, which will be great visibility. **Danny Lankford:** That is true if you are going south bound, but if you are headed north bound the light is at the intersection where the CVS is and the Dollar General is beyond that point. Most of the trees are actually in front of the CVS, which blocks the Dollar General.

Chairman Don McMillian, Jr.: I will point out that there is an Overlay on Highway 138 with a Family Dollar which is not a Dollar General, but they were able to comply with the Overlay rules.

Vice Chairman William Hill: How was the decision process finalized that you all put in a request for more square footage verses the height? **Danny Lankford:** I am not part of that decision making process, I just present to them the standards and my opinion.

The motion to **deny** BZA-16/03-85 was made by Vice Chairman William Hill and seconded by Board Member Keith Parker. The vote was unanimous.

2. **Case Number: BZA-16/03-86**

The Applicants, *Charlotte Dupre' and Jessica Waters*, on behalf of Prime Healthcare Foundation-Southern Regional, LLC is requesting a variance from Article 8, Section 8.13 Sign Permitted within MMX, NMX and RMX Zoning Districts, to increase the maximum total square footage of internal signs from 32 square feet to at least 980 square feet. The subject property is located at 11 Upper Riverdale Road SW, Riverdale, Georgia and otherwise known as parcel number 13-140B-C042. The subject property is approximately 57.4 +/- acres of land and has a Medical Mixed Use (MMX) zoning classification.

Commissioner District #2– Gail Hambrick

The Staff Report for case BZA-16/03-86 was given by LaShawn Gardiner of Planning and Zoning.

LaShawn Gardiner: Planning & Zoning Staff recommends **denial** of the variance to increase the square footage of internal signs from 36 square feet to 980 square feet.

Chairman Don McMillian, Jr. called for the petitioner to present their case.

The Applicant was represented by Todd Griffin and Deanne Williams, located 11 Upper Riverdale Road, SW, Riverdale, GA on behalf of Prime Healthcare Foundation-Southern Regional, LLC.

Todd Griffin: These banners will be exchanged out periodically depending on the different positions that comes onboard as they leave. We have more positions than light poles. There is a total of 14 banners, the ones on Upper Riverdale Road are approximately 51 feet off the sidewalk to the first pole, and off Tuxedo (cannot remember the Road) 31 feet.

Chairman Don McMillian, Jr. called for any public concerns/comments. There were none.

Chairman Don McMillian, Jr. asked the Board Members if they had any questions/concerns.

Chairman Don McMillian, Jr.: Can you give us the brackets dimensions, and are those adjustable brackets? **Todd Griffin:** They are adjustable, it is a round fiber glass pole that screws into the brackets.

Chairman Don McMillian, Jr.: These banners will be the entire face or one on each side? **Todd Griffin:** There will be one on each side of the pole.

Chairman Don McMillian, Jr.: But the banner itself, will it go all the way across or will it be on each side? **Todd Griffin:** On each side.

Chairman Don McMillian, Jr.: Will there be different physician on each side with both faces with the same physician? **Todd Griffin:** Yes.

Chairman Don McMillian, Jr.: If you are driving through the parking lot, these are probably more aimed at people driving within the parking lot, would you say? **Todd Griffin:** Yes.

Chairman Don McMillian, Jr.: You don't necessarily think that this is going to be an Upper Riverdale Road other than maybe seeing some sign of festivity or something active over there versus being able to read or perceived those specifically from that distance? **Todd Griffin:** I believe the trees on Upper Riverdale will block the view.

Chairman Don McMillian, Jr.: Will you tell us the past history of these brackets? **Todd Griffin:** Probably ten (10) or fifteen (15) years ago we did have banners for all four (4) seasons. I don't remember exactly how many poles they were on. At that time we had round light poles, since then we have bigger light poles. These particular brackets on these poles were about two or three years ago one of our marketing representative had some type of banner on these poles, I don't know exactly what they said. So, the brackets are pre-existing. Our current CEO at her former hospital done this as a tool.

Chairman Don McMillian, Jr.: Is that fairly standard around the area that you noted before at hospitals? **Todd Griffin:** I am not sure. She acted like it was where she's from, there are a lot of hospitals in Louisiana where she is from. That is where she came up with the idea, that it would be a great way of recognizing the doctors. I do know there are some that is very excited about it.

Vice Chairman William Hill: Todd, do you know the size of the previous banners when you all had the old light poles? **Todd Griffin:** The size of the existing poles where. (Did not complete his statement)

Chairman Don McMillian, Jr.: It appears you applied for two (2) sizes. How did that work Mrs. Gardiner? **LaShawn Gardiner:** We made the analysis based on the larger size that was requested, because at the time the application was presented to us, the Applicant wasn't sure what size was actually going to be used.

Todd Griffin: The 28x60 is what's out there now.

Board Members and the Applicant discussed the two sizes that was requested on the application and whether or not the current brackets would fix the light poles.

Chairman Don McMillian, Jr.: Am I to understand Mrs. Gardiner this is not in an Overlay district? **LaShawn Gardiner:** That's correct.

Chairman Don McMillian, Jr.: There is no square footage of lot size delineations for internal signage. In other words if you have 57 acres versus 2 acres or 7 buildings versus 1, there is not a designation difference in that? **LaShawn Gardiner:** No, sir.

Board Member Raymond Baggarly: Todd is there a program to change these out on a regular basis or how long do you keep the same pictures up there? **Todd Griffin:** I was told they will be changed out, but I don't know how often.

Board Member Raymond Baggarly: Will there be some type of maintenance? **Todd Griffin:** Yes, sir.

Board Member Keith Parker: Is this a public or private hospital? **Todd Griffin:** Non-profit (public).

Board Member Keith Parker: Is this grant funding when you say non-profit or is this citizens tax base funding?

Chairman Don McMillian, Jr.: Speaking from my past Boardship on Southern Regional, the County has turned the hospital all of the facilities over to Prime Health Care. There is no Board now, it's all owned by Prime Health Care, and that occurred the first week of February. The County is no longer giving subsidies to the hospital, but they are required by law to see any patients that comes into the ER (emergency room) for any reason. So there is no change in caregiving. But instead of the County being on the hook for the shortage, Prime Health Care is now on the hook 100%. It's been a good thing for the County not to saddle that ongoing endeavor.

Vice Chairman William Hill: Just a comment from a disclosure stand point, under the previous ownership of Southern Regional, I served as a volunteer Chaplin there. The advice I got from Legal Counsel is that will be no conflict with regard to participating in the vote for tonight.

Chairman Don McMillian, Jr.: I am currently the Vice Chairman on the ongoing corporation for Southern Regional, but I was told also, I was under no conflict, since you pay your bills and we pay ours.

Vice Chairman William Hill: My question is and what drives a concern within me as I look at the letter of intent that you all submitted to the County dated March 24th. I understand Todd that you said the CEO has worked in hospitals in Louisiana and used this concept and it worked there. But considering the fact the County has absorbed a lot of indebtedness for the hospital prior to Prime Health Care taking over and everything that has happen over the past few months. My question is, what this would accomplish with regard to the grand scheme of things, of all the things that has been mentioned on many occasions in this very same room from the Board of Commissioners' meetings (not our meetings) with regard to the community concerns about Southern Regional Hospital.

Deanne Williams: This is way to recognize the physicians and say thank you, because physicians like to be recognized. We don't have the money to make the grounds pretty with water fountains or anything like that. So this is way to make our hospital prettier to this community and also recognized the physicians and hopefully it will gain other physicians valuing us. What we are trying to do with Southern Regional right now is to make it a designation hospital. We no longer want everybody going past us to go to Mid-Town or Henry County to go see a doctor, we want to become the community hospital that everybody can be proud of. I feel by recognizing our physicians who are the core of taking care of patients that this could make our hospital look better.

Chairman Don McMillian, Jr.: I will point out also part of the buyout agreement was that they would spend fifty million dollars revamping the hospital over the next five years, so they have fairly significant investment coming in, in capital outlay for capital improvements also.

Deanne Williams: Exactly. What we are spending our money on, well you know we haven't had money in a long time, so a lot of our equipment, surgical equipment, monitors, a lot of those things that help keep our

patients safe and monitor their health, that's what we are spending our money on. We don't have a lot of money to spend on making the outside pretty, but when we start making money we can do that.

Vice Chairman William Hill: What are the types of marketing investments will the hospital be making from radio, television, some of the other things that the other hospitals in the Metro area do? **Deanne Williams:** We don't have radio or television right yet, we have to start making money before we can spend that kind of money, but we are advertising in the Clayton newsletter. We brought three (3) pages in the Physicians Guide newsletter that will be coming out into the hospital, we are also in the online Clayton newspaper now, which we just signed an agreement. So we are doing more and more marketing, and as we start making money we can advertise more.

Board Member Keith Parker: Being a non-profit as you are, and in anticipation of being able to stay afloat, are you anticipating any other SPLOST contributions to the hospital? **Deanne Williams:** No, what we are doing currently because we went bankrupted we've been able to renegotiate our contracts and that is a huge, huge savior, and will save us a lot of money. One other thing we are doing is asking physicians to come back in and help save cost, so we will have coverage of all physician, so EMS doesn't have to bypass us. We are looking at developing a senior ED and adding a Geriatric area, we want Triage for 15 minutes and out the door in two (2) hours. There is a lot of different programs we are doing to help the community and increase our care as well as bring back patients and hopefully increase our volume.

Board Member Keith Parker: Sounds like a good concept and more service oriented now. In years past and I am a long time resident of Clayton County, we had two (2) Boards setting over there (Emory and Southern Regional), and I never got why we needed two Boards in a failing hospital, never understood it. **Deanne Williams:** Its' been a wonderful thing for us because we have so many more resources than before. They know how to run a hospital, they know how to get the bills out the door, and they know we are streamlining our product. One thing that I am proud of now is our CEO/CFO they are focus on safety. Every morning at 9:30a.m., every department manager in the hospital meet and discuss any safety issues that happen within 24 hours and we rectify those immediately. We are working better as a team and really taking issues seriously.

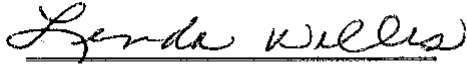
Board Member Keith Parker: And with that final statement, I understand the recognition of the doctors. Is there a plan to incorporate the success story that the patients may be able to share as well and will they be advertised? **Deanne Williams:** Yes sir. One thing that we are looking at doing is a Community Newsletter that will actually go out to the community, to the different doctor's offices, and to the newspapers. We want to do a lot more of that, were not real good at advertising the successes in the past.

Board Member Raymond Baggary: Is this type of marketing being utilized in your other facilities and has it been effective? **Deanne Williams:** I am not the CEO, Charlotte Dupre' is, and she feels very strongly that it is very effective. Not only are we going to do it on the outside, but inside as well. We will not only recognize the physicians, but the employees as well, who work hard to make our hospital the premium hospital. One of our number 1 rule is we will be nice when you come to the hospital. If you are five feet away someone will speak to you, 10 feet away you will be recognized. We will be known as the high quality and nice hospital.

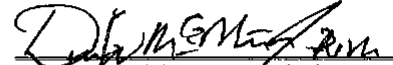
The motion to **approve** BZA-16/03-86 was made by Vice Chairman William Hill and seconded by Board Member Raymond Baggary. The vote was 4 to 1, with Board Member Keith Parker opposing.

There being no further business the motion to adjourn was made by Chairman Don McMillian, Jr. and seconded by Vice Chairman William Hill. The vote was unanimously.

The meeting was adjourned at 7:40p.m.



Linda Willis, Assisting Secretary
Zoning Board of Appeals
Clayton County, Georgia



Don McMillian, Jr., Chairman
Zoning Board of Appeals
Clayton County, Georgia