



AGENDA
May 15th, 2025
Laurel Park Board of Adjustment

Hearing Location: Laurel Park Town Hall
Hearing Time: 4:00 p.m.

1. Call to Order
2. Approval of the Agenda
3. Approval of the Minutes
 - a. March 13, 2025
4. Old Business
 - a. Order of Approval for Variance Request – 1735A Brevard Road
5. New Business
6. Adjournment



TOWN OF LAUREL PARK AGENDA ITEM SUMMARY

Title of Item: Public Hearing for Variance Request – 1735A Brevard Road

Presenter: Kaitland Finkle - Regional Planner

Attachment(s): Yes/No

- Variance Application
- Hardship Letter
- Aerial Map

Summary of Item:

Heart Strings Intimate Apparel is requesting a variance for signage at 1735A Brevard Road. The lot is identified on the records of the Henderson County Mapping Office as PIN 9559807145. The lots are in the Town Center zoning district, with an estimated acreage of 3.18 acres.

The request is to hang a 4' by 8' or 32 sq ft temporary banner on the rear façade until a monument sign has been installed, however UDO 7.8.7 restricts wall signage to a maximum of 5% of the façade. The façade is 14' by 21' which means a maximum signage of approximately 15 sq ft.

NCDOT required Ingles Markets to remove the existing nonconforming Monument Sign. The BOA approved a temporary location for the nonconforming sign to be relocated during the road construction project. However, it was damaged during Hurricane Helene and will therefore not be installed, leaving the tenants without signage on Brevard Road.

Heart Strings Intimate Apparel has submitted a rendering of the banner and proposed location stating that the banner will be temporary until a new sign for the complex has been erected.



Suggested Action Requested: Staff requests that the board review and discuss.

Suggested Motion: Motion to approve, approve with conditions, or deny the variance application.