

## Planning Commission Regular Meeting Minutes

Wednesday,  
August 16, 2017  
7:00 p.m. to 9:00 p.m.  
Town Hall Meeting Room

*Note: The Action Minutes represent a summary of presentations given and actions taken.*

### **1. Call to Order (7:00)**

Chair Quisenberry called the meeting to order.

### **2. Roll Call (7:00)**

#### **Planning Commission Members Present**

Mr. Cliff Quisenberry – Chair  
Mr. Steve Smith – Co Vice Chair  
Mr. David Graybill  
Mr. Ken Campbell  
Mr. Tony Paulson  
Ms. Tonya Mushallo

#### **Planning Commission Members Excused**

Mr. Frank Boykin – Co Vice Chair

#### **Staff Present**

David Swindale, Director, Planning and  
Development Services  
Becky Metcalf, Project Assistant

### **3. Approval of Minutes – August 2, 2017 (7:02)**

**MOTION by Commissioner Smith and seconded by Commissioner Graybill to approve the minutes of the August 2, 2017 meeting as submitted. The motion was approved.**

### **4. Public Comment (7:02)**

There was no public comment.

### **5. Discussion: Sign Code (7:03)**

Director Swindale reviewed the staff report provided in the agenda packet for this meeting.

Commission discussion covered the following:

- Electronic Message Center (EMC) fade time has been made consistent based on discussion at the August 2 meeting. The number of nits will be made consistent as well. Digital signs should have less luminance than electronic message signs.
- EMC signs may be allowed only in specific zones. Right now they are only allowed in the Neighborhood Commercial zone. Staff suggestion in the agenda packet information adds Mixed Use, Community Commercial and Light Industrial-Business Park Zones.
- Discussion followed regarding what distance should be required between signs. One sign per every 100' was suggested by staff.
- Commissioner Paulson suggested holding off on this discussion pending the

- completion of the subarea plan and possible rezoning.
- If the concern is protecting the residential uses from the impact of EMC, then anything that is mixed use would include a residential component. Removing the allowance of EMCs in anything that is mixed use would accomplish that protection.
  - Currently we have regulations for illuminated signage regarding shielding and regulating signs visible from adjacent properties.
  - The brightness of EMCs can be regulated, and in residential areas, hours of operation can be regulated as well.
  - Majority of the commission desires no increase to the current signs that are allowed. However, the Council has asked for the Commission's recommendations regarding regulations that allow an increase in ECMs. It was suggested that a commercial broker may provide insight as to whether allowing such signage is a significant draw to tenants.
  - The residential neighborhoods are protected from ECMs. The concern comes in residential uses which are located in mixed use areas.
  - Proliferation can be handled by allowance only in certain zones, and regulating how many signs per distance. One sign per parcel per street front with a minimum of 100' was suggested. Currently free standing signs with illumination or back illumination are allowed. Does this cause a similar impact?
  - The impact of ECMs can be controlled by controlling dwell times and the brightness of nits.
  - How much of an obligation does Planning Commission have to cover any possible situation in which a business may want a sign?
  - There are inequities inherent due to geography, size of buildings, etc. It is impossible to make everything completely fair.
  - Regarding the sign code's compliance with the Redd vs Gilbert Supreme Court decision, the City Attorney should point out sections that need to be changed. Our City Attorney has given thumbs up to the suggested changes that are being presented to the Commission.
  - In general, if ECMs were regulated by brightness and dwell time, only two commissioners were opposed to allowing their use in an expanded number of zones. If the zones where the ECMs were allowed was tightly controlled, one of those commissioners is more agreeable. The Commission's main concern is to control and prevent a proliferation of ECMs. There is a desire to make the distance between allowed signs greater than 100'. Smaller lots would not be able to have a sign, this would limit ECMs to larger sites only. This is inequitable.
  - The suggestion was made to allow ECMs in all commercial zones on free standing signs as long as a business has at least 200' of frontage.
  - Be careful that these signs only advertise what is sold at the business and don't become de facto billboards. However, allow the adjacent businesses to advertise on that off premise sign if negotiated with the on premise businesses.
  - The items listed on page 6 of 10 in the staff report are agreeable to the commission. Concern remains about the brightness of 100 nits. Staff will look for a way to show this level of brightness.
  - Do not allow digital signs on wall signs.
  - Businesses will not want ECMs on back streets that abut residential zones. This will make these signs undesirable in transition overlay zones.
  - Do not allow digital signs on billboards.
  - In Attachment A, page 6 of 24, the commission preference is the Off premise Directional Sign, rather than the Off Premise Freestanding Sign. Change the distance to 650 feet for the Off-site directional sign.

- In Attachment A, page 2, item H, change to read “Regulate signs in a content neutral manner.”
- Wayfinding signs encompass the standard street signs we have now.

#### **6. Staff Comments (8:49)**

Buildings A and B on Lot 4 are under construction. One tenant will be a City M.D. Jade Palace is closed and will be replaced by Sapporo Teppanyaki. Top Pot Doughnuts is now open in the Village at Chambers Bay. Watch for information on a ribbon cutting event for this new businesses. September 18 is the date for the joint meeting between all commissions and the City Council – remember to RSVP to the City Clerk’s office. The County Council met yesterday to approve the Ordinance for Chambers Bay. More input is desired, so the decision has been delayed until September 12.

#### **7. Commission and Liaison Comments (8:56)**

Tony Paulson mentioned an excellent article regarding zoning as related to social issues in last week’s New York Times.

#### **8. Adjourn (8:57)**

**MOTION: by Commissioner Campbell and seconded by Commissioner Paulson to adjourn the meeting. The motion was approved unanimously.**

Submitted by:

Becky Metcalf, Project Assistant  
Community and Economic Development

Approved as submitted: September 6, 2017