



**RIVERDALE CITY PLANNING COMMISSION AGENDA
CIVIC CENTER - 4600 S. WEBER RIVER DR.
TUESDAY – JANUARY 13, 2015**

6:00 p.m. –Work Session (City Council Conference Room)

The purpose of the work session is to review maps, plans, paperwork, etc. No motions or decisions will be considered during this session, which is open to the public.

Planning Commission Work Session Items

- [Planning Commission discussion on amending Riverdale’s billboard ordinance regarding conversion of traditional billboards to electronic messaging billboards](#)

Presenter: Michael Eggett, Community Development Director

6:30 p.m. – Planning Commission Meeting (Council Chambers)

A. Welcome & Roll Call

B. Open Communications

(This is an opportunity to address the Planning Commission regarding your concerns or ideas. Please try to limit your comments to three minutes.)

C. Presentations and Reports

D. Consent Items

None.

E. Action Items

None.

F. Discretionary Items

G. Adjournment

- The public is invited to attend all Planning Commission meetings.
- In compliance with the Americans with Disabilities Act, persons in need of special accommodation should contact the City Recorder at 394-5541 x 1232.
- This agenda has been properly posted and a copy provided to local news media.

**RIVERDALE CITY
PLANNING COMMISSION AGENDA
January 13, 2015**

AGENDA ITEM: Work Session Items

SUBJECT: Planning Commission discussion on amending Riverdale’s billboard ordinance regarding conversion of traditional billboards to electronic messaging billboards

PETITIONER: City Council

ACTION REQUESTED BY PETITIONER: Discussion only

INFORMATION: *History of Riverdale Electronic Billboards Discussion*

[Planning Commission Meeting Minutes April 10, 2012](#)

[Planning Commission Meeting Minutes May 8, 2012](#)

[Planning Commission Meeting Minutes March 12, 2013](#)

[Planning Commission Meeting Minutes March 26, 2013](#)

[Planning Commission Meeting Minutes April 9, 2013](#)

[Planning Commission Meeting Minutes April 23, 2013](#)

[Planning Commission Meeting Minutes May 14, 2013](#)

[Planning Commission Meeting Minutes June 11, 2013](#)

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Riverdale City

Minutes of the **Work Session of the Riverdale City Planning Commission** held Tuesday, April 10, 2012 at 6:05 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
Bart Stevens, Commissioner
Steve Hilton, Commissioner
Kathy Eskelsen, Commissioner
David Gailey, Commissioner

Members Excused: Blair Jones, Vice-Chairman
Lori Fleming, Commissioner

Others Present: Randy Daily, Community Development Director, Ember Herrick, City Recorder and no members of the public.

Chairman Ellis welcomed the Planning Commission members to the work session stating for the record that all were in attendance except for Vice-Chairman Jones and Commissioner Fleming who are both excused. He said that Commissioner Hilton will join the meeting shortly.

Community Development Director Randy Daily told the Planning Commission there are no recent updates to the Community Development Report. Chairman Ellis asked about In-N-Out Burger and Mr. Daily said he hasn't heard back from the corporate office with a date when they plan to break ground. Chairman Ellis asked about the last phase of the Riverdale Road project and Mr. Daily said he hasn't seen any recent plans for construction but the legislature just appropriated the funds. Commissioner Gailey said he had heard UDOT plans to add an additional lane to the freeway through Riverdale and Mr. Daily said UDOT will hold public meetings to get input from the affected property owners before breaking ground on any construction project. Mr. Daily said he will let the Planning Commission know when he hears more from UDOT. There were no additional questions or comments.

Chairman Ellis asked for any changes or corrections to the meeting minutes and none were noted.

Chairman Ellis said the first item on the agenda is a discussion about proposed changes to RCC 10-16-1 through 3, Riverdale's Sign Ordinance. Mr. Daily said a lot of the information he included in the packet came from California where there is precedence in cities regulating electronic signs. Commissioner Eskelsen said the information on sign luminescence in the packet was informative and useful. Mr. Daily said Commissioner Fleming sent him an email with her perspective when she knew she could not attend tonight's meeting. He said she made a valid point that **electronic billboard signs** may create less light pollution than signs lighted externally. Commissioner Gailey said he agrees that in many cases the intensity of exterior lights on billboards is stronger than the light illuminated from electronic signs. Commissioner

Stevens said as a driver he finds the light shining out from the electronic billboards more intrusive and distracting than the flood lights aimed at the billboard signs.

Commissioner Hilton joined the meeting in progress.

Mr. Daily said in the latest draft of the ordinance he added regulations on how quickly the signs can change and restrictions on the number of ads allowed on one billboard in the course of a sixty second cycle. He told the Planning Commission he has received emails from some of the companies with billboard signs in the city expressing their desire to be involved in the conversation about proposed changes to the ordinance and to give their input. Commissioner Gailey said he would like an opportunity to question billboard companies about some of their practices. Mr. Daily said he is hesitant to have representatives from the sign companies come and speak to the Planning Commission because they have a financial stake in the outcome of an amended ordinance and they will have an opportunity to speak at a future public hearing. Commissioner Hilton asked if there are reasonable regulations the sign companies might agree to. Chairman Ellis said he would like information from an expert not affiliated with a commercial sign company so that the Planning Commission can get objective information and not a sales pitch. Commissioner Stevens said he is concerned the sign corporations would only promote their own agenda and it would not be a productive use of the Planning Commission's time. He said he would rather hear from an engineer than a salesman. Commissioner Gailey asked if there is a signs expert on staff at the state level that would be willing to come and educate the Planning Commission and answer their questions. Mr. Daily said he would investigate the possibility of a state expert or engineer specializing in electronic signs coming to speak with the Planning Commission at a future meeting.

Commissioner Hilton said he appreciated the luminosity information included in the packet and he said that he would like to see how other cities have addressed electronic signs. According to Mr. Daily, the studies he has read claim electronic billboards aren't dangerous to freeway traffic. Commissioner Gailey said electronic billboard signs are designed to get the attention of drivers so studies claiming they aren't distracting aren't accurate because they use light and motion to take the attention of drivers away from the road. Commissioner Hilton said the amended ordinance should address sound and animation in addition to light intensity to keep up with technology. Chairman Ellis said he doesn't want Riverdale to look like Las Vegas' with distracting signs throughout the commercial district. Commissioner Stevens said the city should use Las Vegas and California ordinances as a framework for Riverdale's amended ordinance. He asked Mr. Daily what his motivation is in proposing amendments to the sign ordinance at this time and Mr. Daily said SB 136 and HB 87 were two bills debated in the 2012 legislative session designed to prohibit Utah municipalities and counties from enacting or enforcing restrictions on billboard owners. Mr. Daily said electronic signs are increasing in popularity and the city needs to put some regulations in place before issues arise. Commissioner Hilton said recently he counted 15 electronic signs just on Riverdale Road and he thinks the city is wise to address digital signs at this time.

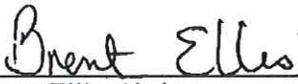
Mr. Daily said a past council member had contacted him recently complaining that Tony Divino's electronic sign was advertising an off premise event encouraging people to support a TH Bell Junior High School fundraiser by shopping at the Newgate Mall in Ogden. He said he

would like some input from the Planning Commission on whether or not they want to prevent fundraising ads if they aren't promoting Riverdale businesses and adding stronger off premise sign language to the amended ordinance. Mr. Daily said he would check with City Attorney Steve Brooks to see if the city can legally restrict a business owner not to run off premise ads on their signs. Commissioner Stevens said he has worked with representatives from the Tony Divino dealership to secure money for local schools through fundraising in the past. He said that if an off premise sign benefits a local school he is conflicted about whether or not the city should restrict the ad. Chairman Ellis suggested the sign language be changed to encourage people to support TH Bell without referencing shopping outside of the city at the Newgate Mall in Ogden. Commissioner Hilton said the city also needs to consider the precedence the city is setting in allowing one fundraiser but not another to be advertised. Commissioner Stevens said split billboards with a philanthropic cause advertised on one side and a commercial sponsor on the other are becoming more common and may also need to be addressed in the amended ordinance. Mr. Daily said currently the city tries to not be heavy handed in regulating temporary events signs unless members of the public complain. He said he would work on some language for the sign ordinance and would run it by the city attorney before the next meeting.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:35 PM to convene into their regular session.

Approved: May 8, 2012

Attest:


Brent Ellis, Chairman




Ember Herrick, City Recorder



Riverdale City

Minutes of the Regular Meeting of the Riverdale City Planning Commission held Tuesday, April 10, 2012 at 6:35 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
Bart Stevens, Commissioner
Steve Hilton, Commissioner
Kathy Eskelsen, Commissioner
David Gailey, Commissioner

Members Excused: Blair Jones, Vice-Chairman
Lori Fleming, Commissioner

Others Present: Randy Daily, Community Development Director, Ember Herrick, City Recorder and no members of the public.

A. Welcome & Roll Call

Chairman Ellis welcomed everyone to the meeting and stated for the record all members were present except for Vice-Chairman Jones and Commissioner Fleming who are excused. He said because there are no members of the public here to attend tonight's meeting, the Planning Commission is convening upstairs in the Conference Room.

B. Open Communications

Chairman Ellis noted that there are no members of the public to speak during the open communications portion of the meeting.

C. Presentations and Reports

Community Development Director Randy Daily said there are no new items on the Community Development Report. Mr. Daily said the east side of Riverdale Road is developing with the addition of a new Best Buy building and the introduction of Gordmans and Shoe Carnival to the city. Commissioner Eskelsen asked if Best Buy will be affected by recent corporate downsizing and Mr. Daily said although the electronics market has been affected by online sales, he is optimistic that the local store will do well in their new location. According to Mr. Daily, the company has invested a lot of money into their new Riverdale location. Commissioner Hilton said he hopes Best Buy's corporate restructuring strategy will work so that they will continue to operate their business successfully in Riverdale for many years to come.

D. Consent Items

Chairman Ellis asked for any changes or corrections to the previous meeting minutes and none were noted.

Motion: Commissioner Eskelsen moved to approve the consent items.
Commissioner Gailey seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.



E. Action Items

- 1. Review, discuss and set public hearing for proposed changes to Title 10 Sign ordinance RCC 10-16-1 through 3.**

Chairman Ellis said the first item on the agenda is a discussion about RCC 10-16-1 through 3, the city's sign ordinance. Mr. Daily asked if the Commission wants to go through the ordinance line by line or if they would rather table the discussion until he can arrange for a sign expert to come and speak with them at their next meeting to answer any technical questions they may have. He asked if any members of the Commission have identified any problems with the current draft of the amended ordinance and Commissioner Hilton said he appreciated all the electronic sign information included in the packet. Commissioner Hilton suggested the Planning Commission get further educated about electronic signs by an independent expert before setting a public hearing. Chairman Ellis commended Mr. Daily on his efforts to proactively modernize Riverdale's sign ordinance and said he would like the two excused Commissioners present to hear their perspectives on this proposal before the group sets a public hearing date.

Commissioner Hilton said he had looked at other city's sign ordinances and there are a lot of variations from city to city.

Commissioner Stevens asked about sniper signs, motorized signs and people holding signs outside of businesses on the sidewalk in Riverdale. Mr. Daily said sniper signs are addressed in the city's current ordinance and motorized signs seem to be getting phased out. He said the Planning Commission can address putting additional regulations in place for people holding signs because the city's sidewalks are designed for pedestrian traffic, not for advertising. Mr. Daily said if restrictions are put in place the Planning Commission needs to remember that those same regulations will also apply to fundraising car washes and other charitable events when people may stand on street corners holding signs. Commissioner Hilton said he would like the size of these signs addressed in the ordinance and a clause prohibiting a sign from impeding traffic or the view of motorists on Riverdale City streets. Commissioner Stevens said in his opinion business employees standing on sidewalks leaning into the street waving signs creates a safety hazard the city should regulate. He suggested the new electronic sign technology be addressed separately in the ordinance from the regulations about where signs can be placed, their size, and whether or not people can wave them at traffic from the sidewalks in front of businesses. According to Mr. Daily, portable electronic signs with wheels are prohibited under the current ordinance.

Commissioner Eskelsen said in cities she has visited in Mexico there is a rope line separating the vendors from the people to prevent peddlers from accosting vacationers. She said she would like Riverdale to address aggressive advertising before it becomes so intrusive people start complaining. **Chairman Ellis asked for consensus to delay the public hearing until the Planning Commission can hear from a signs expert and unanimous consensus was reached.** Mr. Daily said he would look for an expert to come answer the Planning Commission's questions. Commissioner Gailey said he would also like to hear input from the two members of the Planning Commission excused from tonight's meeting.

Commissioner Stevens asked Mr. Daily if he had approached the City Council about any of his proposed changes to the sign ordinance and Mr. Daily said he had not. Commissioner Stevens said he doesn't want the Planning Commission to invest a lot of time and effort into updating the city's sign ordinance if the Council isn't willing to implement any of their proposed changes by

amending RCC 10-16-1 through 3. Mr. Daily said he is confident the Council will realize the need to update the ordinance to address new sign technology with the potential to impact residents. Commissioner Stevens said he had additional suggestions to the proposed language and Mr. Daily asked him to email his input to him for consideration of being incorporated into the latest draft of the ordinance.

No action was taken on this item.

F. Discretionary Items

Chairman Ellis asked for any discretionary items and Mr. Daily informed the Planning Commission that he had asked the City Administrator Larry Hansen about the Planning Commission's request for iPads. According to Mr. Daily, Mr. Hansen is not opposed to the change but the city's Business Administrator Lynn Fortie would like the Planning Commission to continue using their laptops as they are in good condition and the iPads cost approximately \$500 each. Mr. Daily said he had conveyed the Commission's complaints about their slow laptops and inability to access the internet when they are in the conference room upstairs to Mr. Fortie and he had said he would be willing to increase the RAM on the laptops and set the computers up to use the city's wireless network. Mr. Daily encouraged Commissioners Gailey and Stevens and any other members of the Planning Commission experiencing problems with their laptops to contact Mr. Fortie. Commissioner Eskelsen said Mr. Fortie had set her laptop up to access the city's WiFi network and she complimented him on his efforts to address her computer concerns. Commissioner Hilton suggested Mr. Fortie attend the next Planning Commission work session to set up the member's laptops with WiFi access and Mr. Daily said he would follow up on this request with Mr. Fortie.

Chairman Ellis asked Mr. Daily about Riverdale City t-shirts for the Planning Commission and Mr. Daily said he would have Riverdale's Administrative Assistant Lynette Limburg follow up on this request.

Motion: There being no further business to come before the Planning Commission, Commissioner Hilton moved to adjourn the meeting. Commissioner Eskelsen seconded the motion. The motion passed unanimously. The meeting adjourned at 7:00 p.m.

Approved: May 8, 2012

Attest:


Brent Ellis, Chairman




Ember Herriek, City Recorder

**RIVERDALE CITY
PLANNING COMMISSION AGENDA
April 10, 2012**

AGENDA ITEM: E1

SUBJECT: Review, discuss and set public hearing for proposed changes to Title 10 Sign ordinance RCC 10-16-1 through 3.

PETITIONER: Randy Daily, Community Development Director

INFORMATION: [Executive Summary](#)
[Information on LED signs](#)
[Outdoor Light Levels Information](#)
[Proposed changes to RCC 10-16-1 through 3](#)

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Planning Commission
Executive Summary

For the Commission meeting on: 4-10-12

Petitioner: Community Development

Summary of Proposed Action

Review, comment and set public hearing for proposed changes to Title 10 Sign ordinance, 10-16-3: SPECIAL PROVISIONS and new section for DEFINITIONS AND LANGUAGE TO PERMIT AND REGULATE ELECTRONIC SIGNS.

Proposal Status
 Conceptual
 Preliminary
 Final

Title 10 Ordinance Guidelines (Code Reference)

This proposal is to add, delete and clarify language in this section because of new sign technology and to simplify the procedure for review and approval of temporary signs.
I included the new language for electronic signs and some information on the technical aspects of this type of sign.
Various sections of the sign ordinance have been amended to eliminate conflicting regulations.
The section that regulated and defined animated signs is proposed to be rescinded.

General Plan Guidance (Section Reference)

Legal Comments - City Attorney

Steve Brooks, Attorney

Administrative Comments - City Administrator

Larry Hansen, City Administrator

INFORMATIONAL 1

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Attn: Ms. Angela Tsui
Economic Development Coordinator
City of Fremont
3300 Capitol Avenue Building A
Fremont, CA. 94538

May 20, 2010

Re: Fremont Auto Mall/ Pylon Sign

Dear Ms. Tsui,

In compliance with the California Department of Transportation (CALTRANS) regulations as well as the California Business and Professional Code, the following information pertains to the Daktronics Valo™ LED display provided by Daktronics, Inc., and intended to be installed as a replacement to the existing Pylon/message center for the Fremont Auto Association along the 880 freeway. APN #525-13260400 or Cal Trans MM ALA.3.68 Fremont CA.

Daktronics, Inc is the world leader in the design and manufacture of electronic display systems. Daktronics offers many products, including the Valo™ LED displays. Valo™ is a trademark of Daktronics, Inc.

Compliance with California Business and Professional Code

The Daktronics Valo™ LED display The Fremont Auto Association is seeking to purchase and install, comes equipped with the ability to display static messages for a preset period of time; in this case, eight seconds. Such signs have the ability to instantaneously transition from one static message to another, without the appearance of movement, flashing or animation.

Specifics Regarding the Proposed Location

Fremont Auto Mall is seeking to install a Daktronics Valo™ LED display on its existing pylon sign facing traffic along the 880 freeway. The proposed display will replace an existing flex-face sign with fluorescent lighting at night on the pylon. The existing display does not have dimming capabilities. This means that it displays the same brightness level during the nighttime hours and can't account for the shift in light intensity during the morning or dawn.

The proposed LED display, however, comes equipped with an ambient light sensing mechanism (we call it a photocell) which automatically adjusts the sign's brightness based on ambient light conditions.

To put the need for automatic dimming into perspective, we need to take ambient light into consideration. Ambient light changes so much from daytime to the night that if a sign were set to one level at all times it would either be too dim during the day or too bright at night. The proposed LED display adjusts its brightness



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periodically throughout the day based on how much light is within the ambient environment. Its brightness will typically vary from around 100% during a bright, sunny day to around 4% during nighttime hours.

It is important to note that the proposed sign will be producing less illumination than the generally accepted and recommended standards for brightness, which are 0.3 foot candles above ambient light. These standards are based on those from the Illuminating Engineering Society of North America (IESNA) for LED sign illuminance. They can be found on the IESNA website www.iesna.org.

Traffic Safety

LED signs, including the proposed sign, are safe. Numerous traffic studies from reputable organizations such as the Federal Highway Administration, the Foundation for Virginia Tech Transportation Institute Center for Automotive Safety Research and the Tantara Associates have found no causal relationship between digital billboards and traffic safety.

Additionally, in 2008 the California State Legislature struck down a bill that proposed a moratorium on digital signs, because they found LED signs to be safe and appropriate along State and Federal Highways.

Daktronics is committed to providing LED displays that adhere to the regulatory environment, working closely with our customers for a responsible approach to the market. Please let me know if you have any questions or concerns.

Ed Wasserman
California Regional Manager
23679 Calabasas Rd. #372
Calabasas, CA 91302
818.999-5159



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BASIC COLOR CONTROL

LED signs are made up of groupings of small LED's (Light Emitting Diodes). LED's are a solid-state electronic device that emits light when energized by applying power. Each individual LED emits a specific color of light. The displays have the ability to display colors across the spectrum using only three primary colored LEDs; red, green and blue. A red, a green and a blue LED are closely mounted on a sign, in what is called a pixel, and the display mixes various combinations and intensities of these three colors to create all the colors of the rainbow. Through the usage of a multitude of pixels being controlled by a computer, an image can be created.

BRIGHTNESS ON TODAY'S LED SIGNS IS AUTOMATICALLY ADJUSTED ACCORDING TO AMBIENT LIGHT CONDITIONS.

The perceived brightness of an LED sign is dependent on a variety of factors. Ambient light conditions play the largest role in affecting the brightness of the display.

An LED sign communicates its messages by emitting light. It therefore must not be too dim, since it couldn't be distinguished in sunlight; nor should it be too bright, as the image will be distorted and difficult to read. The sign must adjust its brightness over the course of the day. Today's signs can dim from 100% during a bright sunny afternoon, to around 4% (depending on manufacturer and model) during the darkest night. That means the sign is only 4% as bright at night as during the daytime. During the course of the day, the sign will periodically adjust its brightness levels to ensure it is operating appropriately.

This adjustment is possible because of the photocell/light sensor. LED signs come equipped with a light sensor, which detects the ambient light level, and adjusts the sign's brightness accordingly. The change is not instantaneous, but averaged over a set time period.

VARIOUS BRIGHTNESS MEASUREMENTS

NITS

How brightness is measured is important. When LED signs were first being developed, manufacturers spoke about brightness using nits. (Candelas per meter squared) Nits are a measure of the amount of light a sign emits. This was an excellent standard for manufacturers to tout how bright they could make a sign. (Early technology made it difficult for LED's to be used outdoors as they were not bright enough to compete with Sun light) Today, our typical daytime brightness maximum is 7500 Nits, with a night time average of 240 Nits. However, these levels can be factory preset to lower max levels to meet local codes.

Nits, however, are not a particularly useful measurement for governments to regulate LED signs by. This is because while nits measures how much light a sign is emitting, it will not tell you how bright the sign is to the human eye. The ambient light level plays an enormous role in this. Also, the colors on the display are perceived differently. A white sign and a red sign, operating at the same nits level, may seem at widely different brightness levels.



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Even so, some governmental agencies have enacted specific nits requirements in their sign ordinances. If a regulatory body wants to pursue specific nits levels, the attached NEMA study outlines appropriate brightness levels at varying ambient light levels and colors. (See page 51 for easy to read charts)

WATTS

It is also important to note that judging the brightness of LED signs by wattage is improper. Watts explain how much power a sign is using. A traditional sign's brightness can be determined by the wattage of the bulbs shining on and reflecting off its surface. An LED sign, however, uses power for more than just emitting light. It must also power its control system, fans, and other parts. Therefore, while an LED sign may be drawing more power, it is not necessarily going to be brighter than a traditional sign.

It is also important to remember LED sign owner has every incentive to keep power consumption down to a minimum. Power consumption is one of the largest on-going costs of a LED sign. The brighter an LED sign is run, the more power it is consuming. Also, LED's degrade over time, and the brighter they are run, the faster they will degrade. If a sign is being used at a higher than necessary brightness level, it will cut down the lifetime of the sign. The industry has made great strides in improving LED sign energy efficiency. Reduced power consumption is a goal we all share.

FOOT CANDLE BRIGHTNESS REGULATIONS

Regulations requiring automatic dimming technology are important for electronic signs. Automatic dimming possesses the ability to appropriately adjust brightness to ambient light conditions. However, if a regulatory entity would like to place a specific brightness limitation on LED signs, the most user and regulation-friendly method is to incorporate foot candle limitations.

Foot candles measure the amount of light that is intercepted by a meter that is a given distance away from a lit object (in this case a LED sign). That is, the LED sign illuminates objects that are away from it, and the lighting level produced by the sign on a particular object is measured in foot candles. For example, persons viewing the signs from a particular location will have a certain foot candle level falling on their eyes due to the light rays emitted by the sign. So while nits' measures the amount of light a sign is emitting, foot candles measures the amount of light being added to the ambient environment.

The current industry standard for measuring LED sign brightness in Foot candles comes from recommendations in the Lewin Lighting Report. This report developed a method for specification of brightness limits for LED signs based on accepted practice by the Illuminating Engineering Society of North America (IESNA). The report established criteria for brightness limits based on billboard-to-viewer measurements for standardized billboard categories. The recommended brightness level is 0.3 Foot candles above ambient light conditions. Illuminance can be measured simply by using a Foot candle meter held at a height of approximately five feet and aimed



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towards a sign consistent with the sign-to-viewer distance. A reading of 0.3 Foot candles above ambient light conditions would indicate compliance.



A foot candle is a unit of measure for the brightness of light. This simply means the amount of light which hits one square foot.

Measuring Units Light Level - Illuminance

Illuminance is measured in foot candles (*ftcd, fc, fcd*) (or *lux* in the metric SI system). A *foot candle* is actually *one lumen of light density per square foot, one lux is one lumen per square meter.*

- $1 \text{ lux} = 1 \text{ lumen} / \text{sq meter} = 0.0001 \text{ phot} = 0.0929 \text{ foot candle (ftcd, fcd)}$
- $1 \text{ phot} = 1 \text{ lumen} / \text{sq centimeter} = 10000 \text{ lumens} / \text{sq meter} = 10000 \text{ lux}$
- $1 \text{ foot candle (ftcd, fcd)} = 1 \text{ lumen} / \text{sq ft} = 10.752 \text{ lux}$

Common Light Levels Outdoor

Common light levels outdoor at day and night can be found in the table below:

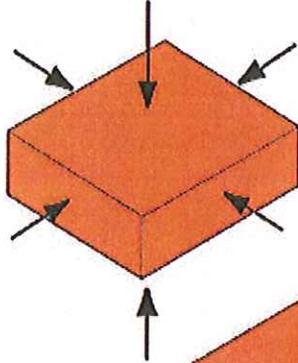
Condition	Illumination	
	(<i>ftcd</i>)	(<i>lux</i>)
Sunlight	10,000	107,527
Full Daylight	1,000	10,752
Overcast Day	100	1,075
Very Dark Day	10	107
Twilight	1	10.8
Deep Twilight	.1	1.08
Full Moon	.01	.108
Quarter Moon	.001	.0108
Starlight	.0001	.0011
Overcast Night	.00001	.0001

ambient lighting

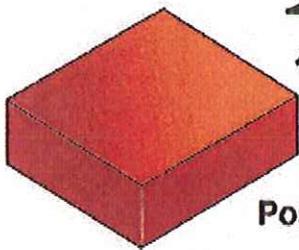
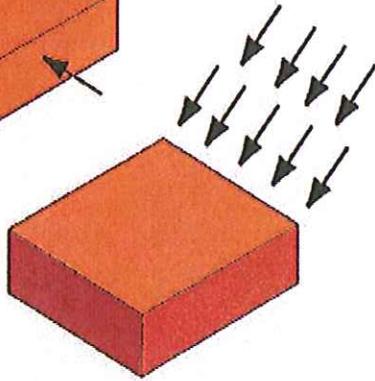
Light that comes from all directions. Contrast with "directional lighting," which is made up of a light source with parallel light rays that do not diminish with distance. Also, contrast with "positional lighting," in which the rays are not parallel, but diminish in intensity from the source.

From Computer Desktop Encyclopedia
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Ambient



Directional



Positional





Products & Services

- Products
- Applications
- Services
- Architect Resources
- Photo Gallery
- Video Gallery
- LED Learning Center
- Dynamic Message
- Signs 101

LED Learning Center

Peruse the LED Learning Center to gain more knowledge of electronic display technology.

Visit the [product](#) pages to get exact specs or the [application](#) pages to learn about factors that affect the use of LED displays.

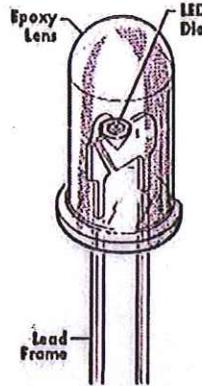
Quick Links

- › What is an LED?
- › What is a pixel?
- › What is resolution?
- › What is a module?
- › What is a digit?
- › What are viewing angles?
- › What are viewing distances?

What is an LED?

A light emitting diode (LED) is a tiny, electronic semiconductor that converts electric energy into visible light. The chemical compound used within an LED determines its color, brightness and power efficiency.

Unlike incandescent lamps, LEDs have no filaments that can burn out or fall.



What is a pixel?

Pixel is short for picture element. Pixels are points of light that illuminate together to form letters, words, graphics, animation, and video images.

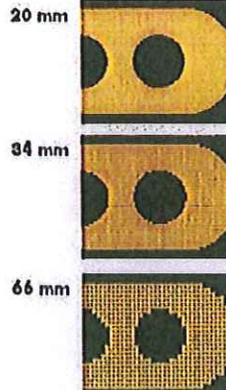
A pixel can be made up of a single LED, multiple LEDs of the same color or multiple LEDs of different colors. A pixel is the smallest element of the electronic display system that can be individually controlled. It can be turned off or on at various brightness levels.



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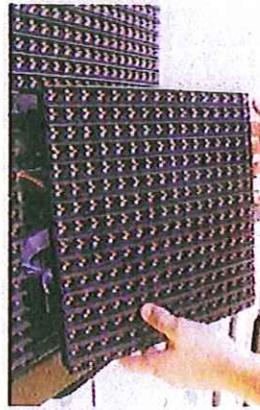
What is resolution?

Resolution is the basic measurement of how much information a screen shows based on the total number of pixels within the display area and is a significant factor in determining image quality.



What is a module?

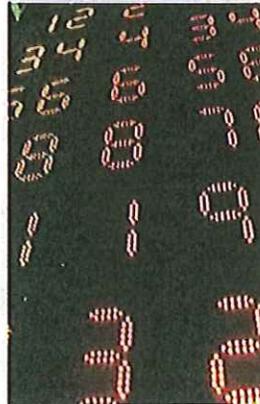
An LED module is a combination of parts that form the building blocks of LED video displays, message centers and dynamic message signs.



What is a digit?

A digit is a numeric symbol with seven segment bars. Each segment uses discrete LEDs to produce a value between 0-9.

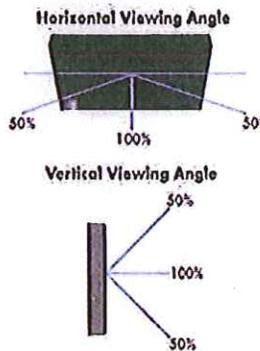
Scoreboards, timing systems and price displays use digits to display information.



What are viewing angles?

LED displays are at their brightest when viewed "head on" and slowly decrease in brightness as the viewing angle increases.

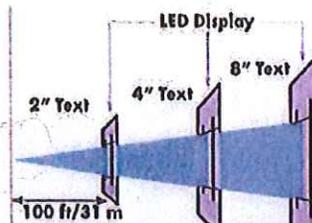
The viewing angles of an LED display – both horizontal and vertical – are the angles at which the intensity has dropped 50 percent from the direct "head on" brightness.



What are viewing distances?

Viewing distances are calculated based on the display type and the distance from the display.

Each display will have a minimum and a maximum viewing distance that may vary based on application and intended use.



For example, a large character will have a longer viewing distance while a small character will have a shorter viewing distance. Daktronics uses 50 feet for every one inch of character distance as a general point of reference.

DEFINITIONS AND LANGUAGE TO PERMIT AND REGULATE ELECTRONIC SIGNS

The following definitions are hereby added to Chapter 16.

Digital Display on-premise shall mean an on-premises sign face that may display changing content through still images on a fixed display composed of electronically illuminated segments and/or a series of grid lights, including cathode ray, light emitting diode (LED) display, plasma screen, liquid crystal display (LCD), fiber optic, video boards, or other electronic media or technology. A sign is considered to be "on premise" if the sign is on the location of the business which is advertised or promoted on the sign. Digital display does not include scrolling images, moving or flashing images, videos, or animation.

Electronic sign shall mean a digital display on premises sign.

Electronic billboard is the same type of display as the digital display on-premise but is an off-premise means of advertising or providing information.

Flashing shall mean a pattern or changing light illumination where the sign illumination alternates suddenly between fully illuminated and fully non-illuminated, inverse illuminated, or operates with transitory bursts for periods of less than one second. Flashing shall include blinking, strobing, twinkling, and revolving beams or beacons of light.

Foot candle shall mean a unit of light measurement equal to one lumen per square foot and may be abbreviated " fc."

Message duration shall mean the length of time a particular message or image is displayed.

NIT (Latin "nitere" = "to shine) shall mean a unit of illuminative brightness or visible-light intensity equal to one candle per square meter, measured perpendicular to the rays of the source.

Transition time shall mean the interval of change between each individual message.

Electronic Signs.

A. Digital display on- premises signs are permitted in all zones that allow advertising or informational signs provided that such signs comply with all requirements of Title 10 Chapter 16. Electronic signs that advertise or promote businesses, products, activities, services, or events not located on the premises where the electronic sign is located are prohibited.

B. Only one electronic sign may be located on a lot but a lot may have an electronic sign and a non-electronic sign that are combined in one cabinet at one location (on a pole, monument, or building) provided that the total square footage of all signage on a lot complies with all aspects of this chapter.

C. Brightness. An electronic sign shall not be excessively intense or brilliant. An electronic sign shall not display light of such intensity or brilliance as to cause glare or otherwise impair the vision of the driver of a motor vehicle on a public roadway or result in a nuisance to the driver of a motor vehicle on a public roadway. An electronic sign that exceeds the intensity levels on the Intensity Table I shall constitute an excessively intense or brilliant sign and such sign is prohibited.

D. Message duration shall be greater than or equal to 30 seconds.

E. Transition time shall be no more than 2 seconds.

F. Screening for light overhang/projection shall be installed such that electronic sign images are not visible from residentially zoned areas.

G. The use of sound is prohibited.

H. Signs may not be constructed so as to obstruct the view of drivers of motor vehicles on a public roadway or entering a public roadway.

I. Signs may not encroach on or project over public property or a public right-of-way.

J. Portable electronic signs are prohibited.

K. No electronic sign may resemble or simulate any warning signal or any traffic lights or official traffic control signage.

Brightness and intensity of electronic signs.

- A. Light intensity of an electronic sign exceeding the intensity levels in Intensity Table 1 constitutes excessive intensity or brilliance.

INTENSITY TABLE 1

Intensity Levels (NITS)

<u>Color</u>	<u>Daytime</u>	<u>Nighttime</u>
<u>Red Only</u>	<u>3,150</u>	<u>1,125</u>
<u>Green Only</u>	<u>6,300</u>	<u>2,250</u>
<u>Amber Only</u>	<u>4,690</u>	<u>1,675</u>
<u>Full Color</u>	<u>7,000</u>	<u>2,500</u>

- B. Prior to the issuance of a permit for an electronic sign, the applicant shall provide written certification from the sign manufacturer stating that the light intensity of the sign has been factory pre-set not to exceed 7,000 NITS and that the intensity level is protected from end-user manipulation by pass word protected software or other method as deemed acceptable to the City.

- C. All digital displays shall be illuminated at a level no greater than 0.3 foot candles over ambient light levels and shall employ light cut-of devices such as, but not limited to louvers, in order to minimize light escaping above the horizontal plain. Foot candle readings shall be measured at ground level at a distance shown in the Intensity Table 2.

INTENSITY TABLE 2

<u>Sign Size (square feet)</u>	<u>Distance from Source</u>
<u>0 to 100</u>	<u>100 feet</u>
<u>101-300</u>	<u>150 feet</u>

- D. Notwithstanding the requirements of subpart (c) above, under no circumstances shall the light emanation from a Digital Display sign be greater than 0.3 foot candles as measured from the nearest residential property line.
- E. A digital display sign must be equipped with both a dimmer control and a photo cell which automatically adjusts the display intensity according to natural ambient light conditions.

F. The digital display shall contain a default mechanism to turn the sign off in case of malfunction or shall be manually turned of within 24 hours of a reported malfunction.

Deleted: A. Animated Signs: No animated signs shall be erected or maintained in, nor closer than seventy five feet (75') to, any residential zone. Revolving animated signs are limited to six (6) revolutions per minute and may not have flashing lights attached thereto.

G. Electronic Signs: This type of on-premise sign shall be restricted to a maximum area of three hundred (300) square feet. All off-premise billboard signs along the I-15 corridor that are in conformance with 10-16-7 are allowed as a Conditional Use the ability to convert to Electronic sign technology. Billboards must comply with Intensity Table 3. The billboards on Parker Drive and along the Riverdale Road corridor which are under the jurisdiction of Riverdale City shall not be allowed to convert to electronic sign technology.

INTENSITY TABLE 3

<u>Sign Size (square feet)</u>	<u>Distance from Source</u>
<u>351-650</u>	<u>200 feet</u>
<u>Over 650</u>	<u>250 feet</u>

10-16-3: SPECIAL PROVISIONS:

A. Blanketing: To prevent blanketing, no wall or marquee type sign shall be erected to project more than eighteen inches (18"). Projection shall be measured from the facing of the building and/or structure to which the sign is attached. Signs on adjacent properties shall not obscure each other.

Deleted: B

B. Cloth Or Banner Signs: These types of signs are considered temporary and may not be used as a permanent advertising. Approval may be granted by the community development director. The public works director may permit signs to be hung over public streets or walks after review and consideration of any potential safety concerns. Approvals pursuant to this subsection may be granted without charge of any fee, but shall specify a period of time during which such signs shall be permitted to be used.

Deleted: C

Deleted: Permits

Deleted: issued

Deleted: upon approval by the city council for hanging of display banners or other cloth decorations for special occasions, such as religious, charitable, civic or festive occurrences, or for Christmas decorations, or in celebration of some event of religious, national, state or civic significance or in honor of a visit from a person or persons of note. It is specifically prohibited to incorporate in any such decorations any political advertising or advertising of a commercial nature.

C. Electric Signs: All signs which utilize or are illuminated by electricity shall comply with the adopted electrical code and fire prevention code of the city.

Deleted: after proper approval.

Deleted: ,

D. Political or Campaign Signs:

Deleted: , except

1. Political or campaign signs are permitted in accordance with the following provisions; provided, that any such sign shall be erected not earlier than sixty (60) days prior to the election at which time the candidates or measure will be voted upon and shall be removed within fifteen (15) days after such election, campaign or event.

Deleted: as permitted by the planning commission as a conditional use. Banner signs for temporary commercial advertising are permitted when approved by the community development director.

Deleted: Permits issued

Deleted: issued

2. No political or campaign sign shall be placed within one hundred fifty feet (150') from a polling place.

Deleted: D

Deleted: E

Deleted: Or

3. No political or campaign sign may be placed in such a manner as to create a safety hazard or constitute a public nuisance of any kind or nature whatsoever. The community development director, public works director or director of public safety shall determine whether the placement of a political or campaign sign constitutes a safety hazard or public nuisance, and upon such determination shall remove said sign so that the safety hazard or public nuisance no longer exists.

4. Political signs cannot be placed on public or private property without the property owner's permission.

E. Shopping Center Signs: In shopping centers, frontage for each separate store shall be based on the width of the front of each business, and signs for such businesses shall be attached to the front of each store. One detached or attached sign for each street frontage may be used to designate the name of the shopping center and names of individual businesses in the center. Shopping center signs may be approved as depicted on the approved site plan when accompanied with a developer's agreement.

Deleted: F
Deleted: .

F. Time Limitation for Construction Project or Land Development Signs: No construction project or land development sign shall be erected more than thirty (30) days prior to construction and shall be removed not more than thirty (30) days after completion. (Ord. 702, 5-6-2008)

Deleted: G
Deleted: For
Deleted: Or

The following are additional sections of 10-16, Sign Regulations proposed to be amended.

Amending these sections will eliminate conflicting language between these sections and the proposed new Electronic Signs and Special Provisions sections.

10-16-2

E. Lighting Of Signs: Signs may be illuminated ~~the following ways: internally, floodlights (except pole/pylon signs), luminous tubes, cathode ray, light emitting diode (LED) display and plasma screen, liquid crystal display (LCD), fiber optic.~~ No lighting shall be installed in any way which will permit direct rays of such light to penetrate onto any adjoining property used for residential purposes, or in any manner constituting a nuisance. Animated signs are prohibited.

Deleted: by indirect lighting

Deleted: or

Deleted: only

10-2-2

SIGN, ANIMATED: A sign which involves motion or rotation of any part, created by artificial means or displays flashing or intermittent lights.

~~Electronic Digital Display LED and LCD signs are not considered animated.~~

Deleted: , except as expressly provided herein

10-16-2

(B) 3. Business Signs: One or more business signs not exceeding three (3) square feet in combined total area for each linear foot of occupied frontage ~~(building width facing street),~~ except that the maximum size of ~~any single~~ business sign shall ~~not exceed~~ three hundred (300) square feet in area and the total area of all commercial or industrial uses shall be six hundred (600) square feet ~~for each tenant, if the linear building width is sufficient to allow this size of sign.~~ Each commercial or industrial use backing onto a freeway shall be permitted not more than one business sign on the freeway side. New car sales automobile dealerships that have multiple manufacturer makes of vehicles are permitted three hundred (300) square feet of sign area for each new car line.

Deleted: a

Deleted: be

Deleted: However, a business sign, on or attached to a building, flush, or as a roof sign not more than eight feet (8') above the building, may have a total area of six hundred (600) square feet.

Deleted: (C) 3. Temporary cloth/banner signs may extend over public property. Such signs when extending over a public street shall maintain a clearance as determined by the department of public works. Cloth/banner signs may extend across a public street only by permission of the city council and shall be subject to all related laws and ordinances.¶



Riverdale City

Minutes of the **Work Session** of the **Riverdale City Planning Commission** held Tuesday, **May 8 2012** at 6:03 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
 Bart Stevens, Commissioner
 Steve Hilton, Commissioner
 Kathy Eskelsen, Commissioner
 David Gailey, Commissioner
 Lori Fleming, Commissioner

Members Excused: Blair Jones, Vice-Chairman

Others Present: Randy Daily, Community Development Director, Ember Herrick, City Recorder and no members of the public.

Chairman Ellis welcomed the Planning Commission members to the work session stating for the record that all were in attendance except for Commissioner Jones who is excused

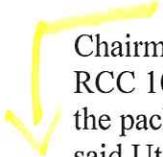
Chairman Ellis asked for any changes or corrections to the meeting minutes and none were noted.

Community Development Director Randy Daily told the Planning Commission there are no recent updates to the Community Development Report. Mr. Daily said In-N-Out Burger won't start construction until spring 2013 because they only have enough managers to open 11 of their 14 planned locations. He said a spokesperson for In-N-Out told him that the Riverdale store and two in California won't open until 2013. Chairman Ellis asked when Zurchers and Best Buy will move into their new locations and Mr. Daily said Zurchers will open their new store this month in May and Best Buy should open next month in June 2012. There were no additional questions or comments.

Chairman Ellis said the first item on the agenda is consideration of a small subdivision at 5700 S. South Weber Drive. Mr. Daily said the lot is in an A-1 zone and at 40,000 sq ft it meets the requirements to build a single family dwelling. He said because of the lot's location along a HAFB landing strip there is also a letter from HAFB included in the packet that states the base has no issues with a single family dwelling being built on this plot. Mr. Daily said the land owner is Ernie Schneider and he is allowing his grandson Mike Roubinet to build on the lot. Chairman Ellis asked if the petitioner will be here for the meeting and Mr. Daily said Mr. Roubinet will be present to answer any questions the Planning Commission has regarding this property and will also bring a letter signed by Mr. Schneider authorizing Mr. Roubinet to request this subdivision. There were no additional questions or comments.

Chairman Ellis said the next item on the agenda is consideration of a request to amend the site plan for Ken Garff Auto Dealership. Mr. Daily said the car dealership owners plan to add 420 sq ft to the existing Honda building which requires an amendment to their existing site plan. He

said this is the first of a three part remodel where the Honda dealership moves to where the existing GM and Buick dealers are located and an existing building is demolished so that the area can be used as a lot to display new cars. According to Mr. Daily, after all the remodeling work is complete 20 percent of the area must be landscaped in accordance with Riverdale ordinance. He said the dealership will most likely need to build a retention pond to accommodate the new landscaping requirements of this large remodel. Mr. Daily said the auto dealer is currently renting the property and has ten years remaining on their lease but they are trying to negotiate purchase of this site as they will spend millions of dollars on this remodel. Commissioner Hilton said Mr. Hansen's comments on the executive summary indicate that this remodel is required by the corporate auto dealers as a franchise requirement of Honda and GM. He asked if there is a timetable to complete the remodel work and Mr. Daily said the GM Buick new location is scheduled for completion by fall 2012. Mr. Daily said adding on to the building requires an amended site plan which must be approved by both the Planning Commission and the City Council. Chairman Ellis said he has noticed many Riverdale auto dealers remodeling their businesses lately and Mr. Daily confirmed that seems to be the trend. There were no additional questions or comments.



Chairman Ellis said the last action item on the agenda is a discussion about proposed changes to RCC 10-16-1 through 3, Riverdale's Sign Ordinance. Mr. Daily said the information included in the packet is from the State of Utah and outlines the standard brightness for billboard signs. He said Utah law reads that electronic billboards are prohibited but the law is not enforced and Salt Lake City has put a moratorium on any additional electronic signs until the legislature decides how they are going to regulate them and creates a uniform standard. He said SLC tried to negotiate with billboard companies that they could convert one electronic sign for every sign they forfeited but the billboard companies weren't willing to make that trade. According to Mr. Daily, a SLC newspaper recently reported the Mayor of SLC comes from a Planning Commission background and witnessed legal battles between the city and billboard companies years ago and now holds the position that billboards should be banned from the city. Mr. Daily said in his opinion it isn't reasonable to try and prohibit electronic billboards in Riverdale.

Commissioner Fleming said electronic signs look clean and don't peel or weather the way traditional signs do and aren't distracting because they don't have movement but fade from one brightly colored ad to the next approximately every eight seconds. Chairman Ellis said one concern is the light pollution these signs can emit when located near residential areas and he cited the case of Riverside Storage. Commissioner Fleming said the Riverside Storage sign is not a billboard but a moving advertisement designed to be more distracting. She said the light billboards emit doesn't appear to exceed the flood lights used to illuminate freeway billboards and she pointed out that they could also prove valuable in finding endangered children by getting the word out in the event of an Amber Alert. According to Commissioner Fleming, electronic signs are the wave of the future and Riverdale City should embrace the new technology, especially if it can be used to help catch criminals. Commissioner Hilton said he thinks it is important to address movement and brightness because even if the sign companies don't have a lot of action or bright lights on their billboards now that could change in the future. He said the sign owner of Riverside Storage voluntarily agreed to dim their sign at night after complaints from neighbors, but he said they could reverse their decision at any time without a city policy to regulate them. Commissioner Hilton said in his opinion it is the city's role to put guidelines and

reasonable restrictions in place to protect residential areas rather than allowing sign companies to govern themselves. Commissioner Fleming said eventually Riverdale will be bound by the restrictions put in place by the state legislature and won't be able to apply stricter standards to their billboards. Mr. Daily suggested the city's ordinance address light intensity, movement on the sign and how quickly the ads change, as well as proximity to residential areas.

Chairman Ellis said if every city has different standards and the state won't enforce the rules on their books he has concerns about what Riverdale as one city can do to ensure compliance. He said whatever rules are put in place he wants them to be enforceable. Commissioner Hilton said when businesses apply for a sign permit the city's standards will be disclosed and they will be in danger of losing their right to have a sign for their business if they fail to comply. Commissioner Ellis said Riverdale's law should align with state law and Mr. Daily said he will use the existing laws on the books as a model for Riverdale's ordinance in determining acceptable brightness, movement and proximity to residential areas. Mr. Daily said UDOT regulates freeway billboards so his focus is on electronic signs on Riverdale Road that may distract drivers causing safety concerns or in other areas of the city where light pollution impacts residential zones.

Commissioner Fleming said she will support an ordinance aimed at regulating flashing signs that could be distracting for drivers as long as the city doesn't create laws that stifle all new electronic sign technology.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:32 PM to convene into their regular session.

Approved: May 22, 2012

Attest:

Brent Ellis, Chairman

Ember Herrick, City Recorder

Daily for his professionalism in helping him through this subdivision request process. Chairman Ellis asked when Mr. Roubinet plans to start construction on his new home and Mr. Roubinet said if the city approves this subdivision request, he would like to start building within the next few months. There were no additional comments or questions.

Motion: Commissioner Hilton moved to approve the request for a small subdivision located at 5700 South, South Weber Drive by forwarding a favorable recommendation to the City Council. Commissioner Fleming seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

Mr. Daily said this request will now go to the City Council for consideration during their meeting on May 15, 2012. He informed Mr. Roubinet that he will call him as soon as the Mayor signs the ordinance approving this small subdivision so that he can take the proper documentation with him to record the change with Weber County.

2. Consideration of request to amend site plan for Ken Garff Auto Dealership

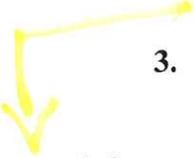
Chairman Ellis said the next item on the agenda is consideration of a request to amend the site plan for Ken Garff Auto Dealership. Mr. Daily said there are three phases of the proposed Garff remodel and this one is the first and involves adding 420 sq ft to the current Honda building. According to Mr. Daily, this phase of the project will need to be reviewed by the Design and Review Committee. He said Riverdale ordinance requires Planning Commission and City Council approval of all site plan amendments. Mr. Daily said Brad Ashworth of SL&A Architects is here to answer any questions about the proposed changes to this auto dealership. According to Mr. Ashworth, Buick GMC will permanently move into the Honda building and Honda will go into the Nissan building temporarily while the current GMC Buick building is being remodeled. Chairman Ellis asked if the proposed new Honda dealership will be larger than the existing one and Mr. Ashworth said technically it will be smaller with a reduction in overall square footage but it will create separate areas for sales and service to better utilize the space.

Commissioner Stevens said in his opinion the city requirements that 20 percent of a commercial lot be landscaped is too high for car dealers that make money off of every inch of their parking lots. He suggested as this three phase project progresses, that Ken Garff Auto Dealership apply to the city for a variance to reduce the landscaping requirements so that the business can display more vehicles. There were no additional comments or questions.

Motion: Commissioner Hilton moved to approve the request to amend the site plan for Ken Garff Auto Dealership Drive by forwarding a favorable recommendation to the City Council. Commissioner Gailey seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

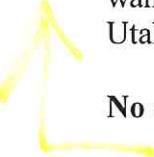


3. Review, discuss and set public hearing for proposed changes to Title 10 Sign ordinance RCC 10-16-1 through 3.

Chairman Ellis said the final item on the agenda is a discussion about proposed changes to RCC 10-16-1 through 3, Riverdale's Sign Ordinance. Mr. Daily said based on the information included in the packet and the Commission's discussion during the earlier work session, he proposes Riverdale proceeds with some reasonable sign regulations that are in line with existing state law. He said he will draft some rules for the Planning Commission to consider at their next meeting. Commissioner Hilton said he thinks addressing billboards is advisable so that the city ordinances reference new technology and create uniform standards for all businesses. He said he would like the brightness and proximity to residences addressed and he suggested the city model their ordinance after the state of Utah's existing standards.

Commissioner Fleming asked for clarification about which signs Mr. Daily plans to draft an ordinance to address and she recommended there be two separate ordinances one for on premise and one for off premise signs. Mr. Daily noted the suggestion. Commissioner Stevens said too much specificity in ordinances binds the city and will create controversy at a public hearing. He suggested that Mr. Daily keep the ordinance broad instead of listing a bunch of regulations and stipulations and agreed with Commissioner Fleming's recommendation that on and off premise signs be addressed separately. Commissioner Stevens said the content of electronic signs should also be addressed and he cited a previous incident when Ron's Automotive had a political message on their electronic sign which he found offensive.

Commissioner Fleming asked how a billboard ordinance could affect certain franchises with corporate sign or logo obligations. Mr. Daily said the city has a comprehensive sign ordinance already in place that allows corporate signs but the city's ordinance doesn't address electronic signs so that is why he is proposing it be amended. Commissioner Hilton said new electronic technology is necessitating the modernization of Riverdale's existing sign and billboard ordinances. Commissioner Gailey said he read through the state law Mr. Daily included in the packet and he thinks sections of it can be modified to update Riverdale's sign and billboard ordinance to address electronic technology. Mr. Daily thanked the Planning Commission for their input and said he will use their suggestions to create a new draft for the Commission's consideration at their next meeting. Chairman Ellis said whatever standards Riverdale adopts he wants them to be enforceable, not just laws on the books that are not enforced like the state of Utah's billboard ordinance appears to be.



No action was taken on this item.

F. Discretionary Items

Chairman Ellis asked for any discretionary items and Commissioner Fleming asked about the city's Redevelopment Agency (RDA) program and available assistance for first time homebuyers and if it is limited to abandoned or nuisance properties. Mr. Daily referred her to RDA Executive Director Larry Hansen for information about what homes and individuals qualify for RDA assistance.

Mr. Daily said City Administration has requested him to research restrictions other cities are putting in place to limit the numbers of payday loan and smoke shops in certain areas of their cities. He said at the next Planning Commission meeting he would like to have public hearings to discuss limiting the number of payday loan companies to one for every 4,000 residents and putting smoke shops under the same classification as sexually oriented businesses.

Commissioner Fleming asked if Riverdale City has any interest in buying the vacant Christian Heritage High School to convert it into a second recreation center for Riverdale to accommodate residents living on the South end of the city. Mr. Daily said he would mention this suggestion to the City Council.

Motion: There being no further business to come before the Planning Commission, Commissioner Fleming moved to adjourn the meeting. Commissioner Eskelsen seconded the motion. The motion passed unanimously. The meeting adjourned at 7:10 p.m.

Approved: May 22, 2012

Attest:

Brent Ellis, Chairman

Ember Herrick, City Recorder

**RIVERDALE CITY
PLANNING COMMISSION AGENDA
May 8, 2012**

AGENDA ITEM: E3

SUBJECT: Review, discuss and set public hearing for proposed changes to Title 10 Sign ordinance RCC 10-16-1 through 3.

PETITIONER: Randy Daily, Community Development Director

INFORMATION: [Executive Summary](#)

 [UDOT email and information](#)

 [R933-5-2 Utah Federal Agreement Outdoor Advertising](#)

 [UDOT Memo of guidance on Off-Premise Message Signs](#)

[BACK TO AGENDA](#)



Planning Commission
Executive Summary

For the Commission meeting on: 5-8-12

Petitioner: Community Development

Summary of Proposed Action

Review and discussion of Sign information.

Title 10 Ordinance Guidelines (Code Reference)

Please be prepared to discuss the information that you received in the packet concerning signs.
Review enclosed information from UDOT.

Legal Comments - City Attorney



Steve Brooks, Attorney

Administrative Comments - City Administrator



Larry Hansen, City Administrator

Randy,

Digital billboards are technically prohibited by the Utah Federal/State Agreement (first attachment). With that said, the FHWA rendered an official "guidance" memo in 2007 regarding digital billboards and how they relate to the Fed/State Agreements and HBA (see second attachment). In other words, this memo has effectively softened FHWA's strict legal interpretation of the HBA (at least for the time being). In terms of state law, the following is what currently applies to digital billboards:

72-7-505. Sign size -- Sign spacing -- Location in outdoor advertising corridor -- Limit on implementation.

(1)

(d) A changeable message sign is permitted if the interval between message changes is not more frequent than at least eight seconds and the actual message rotation process is accomplished in three seconds or less.

(e) An illumination standard adopted by any jurisdiction shall be uniformly applied to all signs, public or private, on or off premise.

Although this is an expansive topic that cannot be adequately covered within a short email, I recommend (at a minimum) structuring any local ordinance to be inclusive of the itemized sub-components within FHWA's 2007 memo. In addition, I would also look to be inclusive of current state law provisions as noted above. From there, I'd review best practices from other local jurisdictions throughout the county, then seek participation/input from the ODA industry.

Hope that helps,

Please note: To better serve the public, our hours of operation are now 8 a.m. to 5 p.m. Monday to Friday.

Rod McDaniels, MPA
Outdoor Advertising Control
Program Manager
Utah Department of Transportation
4501 South 2700 West
Box 148420
Salt Lake City, Utah 84114-8420
Ph 801.633-6219 :: Fax 801.965.3822
rmcdaniels@utah.gov

R933-5-2. Utah-Federal Agreement.

FOR CARRYING OUT NATIONAL POLICY RELATIVE TO CONTROL OF OUTDOOR ADVERTISING IN AREAS ADJACENT TO THE NATIONAL SYSTEM OF INTERSTATE AND DEFENSE HIGHWAYS AND THE FEDERAL-AID PRIMARY SYSTEM.

THIS AGREEMENT made and entered into this 18th day of January, 1968, by and between the United states of America represented by the Secretary of Transportation acting by and through the Federal Highway Administrator, hereinafter referred to as the Administrator, and the state of Utah, acting by and through its Governor, hereinafter referred to as the State.

Witnesseth:

WHEREAS, the governor is authorized by Senate Bill No. 94, enacted by the Thirty-seventh Utah State Legislature, to enter into agreements with the Secretary of Commerce, whose functions, powers and duties in regard to highway matters have been transferred to the Secretary of Transportation by Public Law 89-760, 89th Congress, on behalf of the State of Utah to comply with Title I of the Highway Beautification Act of 1965; and

WHEREAS, Section 131(d) of Title 23, United states Code provides for agreement between the Secretary of Transportation and the several states to determine the size, lighting, and spacing of signs, displays, and devices, consistent with customary sue, which may be erected and maintained within 660 feet of the nearest edge of the right-of-way within areas adjacent to the interstate and primary systems which are zoned industrial or commercial under authority of state law or in unzoned commercial or industrial areas, which areas are also to be determined by agreement, and

WHEREAS, the purpose of said agreement is to promote the reasonable, orderly, and effective display of outdoor advertising while remaining consistent with the national policy to protect the public investment in interstate and primary highways, to promote the safety and recreational value of public travel and to preserve natural beauty; and

WHEREAS, the State of Utah elects to implement and carry out the provisions of Section 131 of Title 23, United states Code, and the national policy in order to remain eligible to receive the full amount of all federal-aid highway funds to be apportioned to such state on or after January1, 1968, under Section 104 of Title 23, United States Code.

NOW, THEREFORE, the parties hereto do mutually agree as follows:

I. Definitions

A. The term "Act" means Section 131 of Title 23, United States Code (1965), commonly referred to as Title I of the Highway Beautification act of 1965.

B. Commercial or industrial zone means those areas which are reserved for business, commerce, or trade pursuant to comprehensive local zoning ordinance or regulation, or enabling state legislation, including Highway Service areas lawfully zoned as Highway Service Zones, in which the primary use of the land is reserved for commercial and roadside services other than outdoor advertising to serve the traveling public.

C. Unzoned commercial or industrial area means those areas not zoned by state or local law, regulation or ordinance, which are occupied by one or more industrial or commercial activities, other than outdoor advertising signs, the lands along the highway for a distance of 600 feet immediately adjacent to the activities, and those lands directly opposite on the other side of the highway to the extent of the same dimensions provided those lands on the opposite side of the highway are not deemed scenic or having aesthetic value as determined by the Utah Road Commission.

All measurements shall be from the outer edge of the regularly used buildings, parking lots, storage or processing areas of the activities, and shall be along or parallel to the edge of pavement of the highway.

D. Commercial or industrial activities, for purposes of the unzoned area definition above, mean those activities generally recognized as commercial or industrial by zoning authorities in this state, except that none of the following activities shall be considered commercial or industrial:

1. Agricultural, forestry, grazing, farming, and related activities, including, but not limited to wayside fresh produce stands.
2. Transient or temporary activities.
3. Activities not visible from the main-traveled way.
4. Activities conducted in a building principally used as a residence.
5. Railroad tracks and minor sidings.

Should any commercial or industrial activity, which has been used in defining or delineating an unzoned area, cease to operate for a period of six continuous months, any signs located within the former unzoned area shall become non-conforming.

E. Sign means any outdoor sign, light, display, device, figure, painting, drawing, message, placard, poster, billboard, or other thing which is designed, intended, or used to advertise or inform, any part of the advertising or informative contents of which is visible from any place on the main traveled way of the interstate or federal-aid primary highway.

F. Erect means to construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish, but it shall not include any of the foregoing activities when performed as an incident to the change of advertising message or customary maintenance or repair of a sign or sign structure.

G. Center line of the highway means a line equidistant from the edges of the median separating the main-traveled way of a divided interstate or other limited-access highway, or the center line of the main-traveled way of a non-divided highway.

H. Visible means capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity.

I. Main-traveled way means the traveled way of a highway on which through traffic is carried. In the case of a divided highway, the traveled way of each of the separate roadways for traffic in opposite directions is a main-traveled way. It does not include such facilities as frontage roads, turning roadways, or parking areas.

II. Scope of Agreement

This agreement shall apply to:

A. All zoned and unzoned commercial and industrial areas within 660 feet of the nearest edge of the right-of-way of all portions of the interstate and primary systems within the State of Utah in which outdoor advertising signs, displays and devices may be visible from the main-traveled way of said system.

III. State Control

The State hereby agrees that, in all areas within the scope of this agreement, the State shall effectively control or cause to be controlled, the erection and maintenance of outdoor advertising signs, displays, and devices erected subsequent to the effective date of this agreement other than those advertising the sale or lease of the property on which they are located, or activities conducted thereon, in accordance with the following criteria:

A. In zoned and unzoned commercial and industrial areas, the criteria set forth below shall apply to signs, displays and devices erected subsequent to the effective date of this agreement.

General

THE FOLLOWING SIGNS SHALL NOT BE PERMITTED

1. Signs which imitate or resemble any official traffic sign, signal, or device.

2. Signs which are erected or maintained upon trees or painted or drawn upon rocks or other natural features.

3. Signs which are erected or maintained in such a manner as to obscure, or otherwise interfere with the effectiveness of an official traffic sign, signal, or device, or obstruct or interfere with the driver's view of approaching, merging or intersecting traffic.

Size of Signs

1. No sign shall exceed the following dimensions:

(a) Maximum area - 1000 square feet

(b) Maximum height--25 feet

(c) Maximum length--60 feet

2. The area shall be measured by the outer limits of the advertising space.

3. A sign structure may contain no more than two facings visible and readable from the same direction on the main traveled way on any one sign structure. Whenever two facings are so positioned, neither shall exceed 325 square feet.

4. Back-to-back or V-type sign structures will be permitted with the maximum area being allowed for each facing; and considered as one structure and subject to spacing as herein below provided, but must be erected so that no more than two facings are visible to traffic in any one direction.

Spacing of Signs

1. Signs may not be located within 500 feet of any of the following which are adjacent to the highway:

(a) Public parks

(b) Public forests

(c) Playgrounds

(d) Cemeteries

2. Interstate Highways and Limited-Access Highways on the Primary System.

(a) Spacing between sign structures along each side of the highway shall be a minimum of 500 feet except that this spacing shall not apply to signs which are separated by a building or other obstruction in such a manner that only one sign located within the minimum spacing distance set forth above is visible from the highway at any one time.

(b) No sign may be located on an interstate highway or freeway within 500 feet of an interchange, or intersection at grade, or rest area (measured along the interstate highway or freeway from the sign to the nearest point of the beginning or ending of pavement widening at the exit from or entrance to the main-traveled way).

3. Non-Limited Access Primary Highways.

The location of sign structures situated between streets, roads or highway entering into or intersecting the main traveled way shall conform to the following minimum spacing criteria to be applied separately to each side of the primary highway:

(a) Where the distance between centerlines of intersecting streets or highways is less than 1000 feet, a minimum spacing between structures of 150 feet (double-faced, V-type and/or back-to-back) may be permitted between such intersecting streets or highways.

(b) Where the distance between centerlines of intersecting streets or highways is 1000 feet or more, minimum spacing between sign structures (double-faced, V-type and/or back-to-back) shall be 300 feet.

4. Explanatory Notes

(a) Alleys, undeveloped rights-of-way, private roads and driveways shall not be regarded as intersecting streets, roads or highways.

(b) Only roads, streets and highways which enter directly into the main-traveled way of the primary highway shall be regarded as intersecting.

(c) Official and "on premise" signs, as defined in Section 131 (c) of Title 23, United States Code, shall not be counted nor shall measurements be made from them for purposes of determining compliance with the above spacing requirements.

(d) The minimum distance between signs shall be measured along the nearest edge of the pavement between points directly opposite the signs.

Lighting

Signs may be illuminated, subject to the following restrictions:

1. Signs which contain, include, or are illuminated by any flashing, intermittent, or moving light or lights are prohibited, except those giving public service information such as time, date, temperature, weather, or similar information.

2. Signs which are not effectively shielded as to prevent beams or rays of light from being directed at any portion of the traveled way of the highway and which are of such intensity or brilliance as to cause glare or to

impair the vision of the driver of any motor vehicle, or which otherwise interfere with any driver's operation of a motor vehicle are prohibited.

IV. Interpretation

The provisions contained herein shall constitute the acceptable standards for effective control of signs, displays, and devices within the scope of this agreement.

Nothing contained herein shall be construed to abrogate or prohibit a municipality from exercising a greater degree of control of outdoor advertising than that required or contemplated by the Act of from adopting standards which are more restrictive in controlling outdoor advertising than the provisions of this Agreement.

Standards and criteria contained in Section III shall apply to signs erected subsequent to the effective date of this Agreement. Existing signs in zoned and unzoned commercial or industrial areas will be considered to be conforming to said standards and criteria.

In the event the provisions of the Highway Beautification Act of 1965 are amended by subsequent action of Congress, or the provisions of Chapter 51, Section 5, Laws of Utah, 1967, are amended by subsequent action of the Utah state Legislature, the parties reserve the right to renegotiate this Agreement or to modify it to conform with any amendment.

V. Effective Date

This agreement shall become effective when signed and executed on behalf of both the State and the United States of America.

IN WITNESS WHEREOF, the State has caused this Agreement to be duly executed in its behalf, and the Secretary of transportation has likewise caused the same to be duly executed in his behalf, as of the dates specified below.

KEY

outdoor advertising, interstate highways

Date of Enactment or Last Substantive Amendment

June 4, 2002

Notice of Continuation

October 1, 2007

Authorizing, Implemented, or Interpreted Law

72-7-501



U.S. Department
of Transportation
**Federal Highway
Administration**

Memorandum

Subject: **INFORMATION:** Guidance on
Off-Premise Changeable Message Signs

Date: September 25, 2007

From: Original signed by:
Gloria M. Shepherd
Associate Administrator for
Planning, Environment, and Realty

In Reply Refer To:
HEPR -20

To: Division Administrators
Attn: Division Realty Professionals

Purpose

The purpose of this memorandum is to provide guidance to Division offices concerning off-premises changeable message signs adjacent to routes subject to requirements for effective control under the Highway Beautification Act (HBA) codified at 23 U.S.C. 131. It clarifies the application of the Federal Highway Administration (FHWA) July 17, 1996 memorandum on this subject. This office may provide further guidance in the future as a result of additional information received through safety research, stakeholder input, and other sources.

Pursuant to 23 CFR 750.705, a State DOT is required to obtain FHWA Division approval of any changes to its laws, regulations, and procedures to implement the requirements of its outdoor advertising control program. A State DOT should request and Division offices should provide a determination as to whether the State should allow off-premises changeable electronic variable message signs (CEVMS) adjacent to controlled routes, as required by our delegation of responsibilities under 23 CFR 750.705(j). Those Divisions that already have formally approved CEVMS use on HBA controlled routes, as well as those that have not yet issued a decision, should re-evaluate their position in light of the following considerations. The decision of the Division should be based upon a review and approval of a State's affirmation and policy that: (1) is consistent with the existing Federal/State Agreement (FSA) for the particular State, and (2) includes but is not limited to consideration of requirements associated with the duration of message, transition time, brightness, spacing, and location, submitted for FHWA approval, that evidence reasonable and safe standards to regulate such signs are in place for the protection of the motoring public. **Proposed laws, regulations, and procedures that would allow permitting CEVMS subject to acceptable criteria (as described below) do not violate a prohibition against "intermittent" or "flashing" or "moving" lights as those terms are used in the various FSAs that have been entered into during the 1960s and 1970s.**

This Guidance is applicable to conforming signs, as applying updated technology to nonconforming signs would be considered a substantial change and inconsistent with the requirements of 23 CFR 750.707(d)(5). As noted below, all of the requirements in the HBA and its implementing regulations, and the specific provisions of the FSAs, continue to apply.

Background

The HBA requires States to maintain effective control of outdoor advertising adjacent to certain controlled routes. The reasonable, orderly and effective display of outdoor advertising is permitted in zoned or unzoned commercial or industrial areas. Signs displays and devices whose size, lighting and spacing are consistent with customary use determined by agreement between the several States and the Secretary, may be erected and maintained in these areas (23 U.S.C. § 131(d)). Most of these agreements between the States and the Secretary that determined the size, lighting and spacing of conforming signs were signed in the late 1960's and the early 1970's.

On July 17, 1996, this Office issued a Memorandum to Regional Administrators to provide guidance on off-premise changeable message signs and confirmed that FHWA has "always applied the Federal law 23 U.S.C. 131 as it is interpreted and implemented under the Federal regulations and individual Federal/State agreements." It was expressly noted that "in the twenty-odd years since the agreements have been signed, there have been many technological changes in signs, including changes that were unforeseen at the time the agreements were executed. While most of the agreements have not changed, the changes in technology require the State and FHWA to interpret the agreements with those changes in mind". The 1996 Memorandum primarily addressed tri-vision signs, which were the leading technology at the time, but it specifically noted that changeable message signs "regardless of the type of technology used" are permitted if the interpretation of the FSA allowed them. Further advances in technology and affordability of LED and other complex electronic message signs, unanticipated at the time the FSAs were entered into, require the FHWA to confirm and expand on the principles set forth in the 1996 Memorandum.

The policy espoused in the 1996 Memorandum was premised upon the concept that changeable messages that were fixed for a reasonable time period do not constitute a moving sign. If the State set a reasonable time period, the agreed-upon prohibition against moving signs is not violated. Electronic signs that have stationary messages for a reasonably fixed time merit the same considerations.

Discussion

Changeable message signs, including Digital/LED Display CEVMS, are acceptable for conforming off-premise signs, if found to be consistent with the FSA and with acceptable and approved State regulations, policies and procedures.

This Guidance does not prohibit States from adopting more restrictive requirements for permitting CEVMS to the extent those requirements are not inconsistent with the HBA, Federal regulations, and existing FSAs. Similarly, Divisions are not required to concur with State proposed regulations, policies, and procedures if the Division review determines, based upon all relevant information, that the proposed regulations, policies and procedures are not consistent with the FSA or do not include adequate standards to address the safety of the motoring public. If the Division Office has any question that the FSA is being fully complied with, this should be discussed with the State and a process to change the FSA may be considered and completed before such CEVMS may be allowed on HBA controlled routes. The Office of Real Estate Services is available to discuss this process with the Division, if requested.

If the Division accepts the State's assertions that their FSA permits CEVMS, in reviewing State-proposed regulations, policy and procedures for acceptability, Divisions should consider all relevant information, including but not limited to duration of message, transition time, brightness, spacing, and location, to ensure that they are consistent with their FSA and that there are adequate standards to address safety for the motoring public. Divisions should also confirm that the State provided for appropriate public input, consistent with applicable State law and requirements, in its interpretation of the terms of their FSA as allowing CEVMS in accordance with their proposed regulations, policies, and procedures.

Based upon contacts with all Divisions, we have identified certain ranges of acceptability that have been adopted in those States that do allow CEVMS that will be useful in reviewing State proposals on this topic. Available information indicates that State regulations, policy and procedures that have been approved by Divisions to date, contain some or all of the following standards:

- Duration of Message
 - Duration of each display is generally between 4 and 10 seconds – 8 seconds is recommended.
- Transition Time
 - Transition between messages is generally between 1 and 4 seconds – 1-2 seconds is recommended.
- Brightness
 - Adjust brightness in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public.
- Spacing
 - Spacing between such signs not less than minimum spacing requirements for signs under the FSA, or greater if determined appropriate to ensure the safety of the motoring public.
- Locations
 - Locations where allowed for signs under the FSA except such locations where determined inappropriate to ensure safety of the motoring public.

Other standards that States have found helpful to ensure driver safety include a default designed to freeze a display in one still position if a malfunction occurs; a process for modifying displays and lighting levels where directed by the State DOT to assure safety of the motoring public; and requirements that a display contain static messages without movement such as animation, flashing, scrolling, intermittent or full-motion video.

Conclusion

This Memorandum is intended to provide information to assist the Divisions in evaluating proposals and to achieve national consistency given the variations in FSAs, State law, and State regulations, policies and procedures. It is not intended to amend applicable legal requirements. Divisions are strongly encouraged to work with their State in its review of their existing FSAs and, if appropriate, assist in pursuing amendments to address proposed changes relating to CEVMS or other matters. In this regard, our Office is currently reviewing the process for amending FSAs, as established in 1980, to determine appropriate revisions to streamline requirements while continuing to ensure there is adequate opportunity for public involvement.

For further information, please contact your Office of Real Estate Point of Contact or Catherine O'Hara (Catherine.O'Hara@dot.gov).



Riverdale City

Administrative Offices
4600 So. Weber River Drive
Riverdale, Utah 84405

Minutes of the Work Session of the Riverdale City Planning Commission held Tuesday, March 12, 2013 at 6:02 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
Steve Hilton, Commissioner
David Gailey, Commissioner
Lori Fleming, Commissioner
Kathy Eskelsen, Commissioner
Michael Roubinet, Commissioner

Member Excused: Blair Jones, Vice-Chairman

Others Present: Randy Daily, Community Development Director; Ember Herrick, City Recorder and no members of the public.

Chairman Ellis welcomed the Planning Commission members to the work session stating for the record that all were in attendance except for Commissioner Jones who is excused.

Community Development Director Randy Daily told the Planning Commission the only updates to the Community Development Projects Status Report is the Men's Warehouse remodeling is nearly complete and In-N-Out Burger is ready to break ground on their new restaurant. Chairman Ellis asked if In-N-Out Burger representatives will have any additional requests for Planning Commission consideration and Mr. Daily said no but the Planning Commission will be invited to their grand opening.

Chairman Ellis asked for any corrections to the previous meeting minutes and there were none.

Mr. Daily said the Utah League of Cities and Towns is currently opposing a proposed bill currently being debated at the Utah State Legislature regarding removing Utah cities ability to regulate outdoor advertisements. According to Mr. Daily, if this piece of legislation were to pass billboard agencies would be free to convert any existing billboard to an electronic sign and move any damaged sign to another area of the city at their discretion. He said Riverdale has a provision in its ordinance prohibiting any additional billboards from being constructed in the city. Mr. Daily said he would like Riverdale's off premise electronic signs to be regulated the same as on premise signs and he read the proposed changes including restrictions on size, motion and brightness. He said there is a state law requiring all cities to send a formal letter to all sign companies inviting them to participate in any public hearings where changes are being proposed to off premise signs. Mr. Daily said if the Utah State Legislature does not take action by the end of their 2013 session, he is recommending that Riverdale set a public hearing to consider creating electronic billboard standards for the city before sign companies request the Planning

Commission allow them to convert their existing billboards to electronic signs. Commissioner Hilton said the Planning Commission recently created standards for electronic signs and Mr. Daily said those changes only applied to on premise commercial signs associated with commercial businesses not off premise signs or billboards. Commissioner Fleming said when the Planning Commission amended the city's ordinance to regulate electronic on premise signs representatives from the billboard companies said it would be expensive for the city to purchase a device to measure the levels of light emitted from an electronic sign. Mr. Daily said Riverdale has already looked into investing in a tool to measure foot candles that takes into consideration ambient light for Riverdale's Code Enforcement Officer to use to ensure on premise electronic signs are compliant with the city's ordinance. Commissioner Gailey said he agrees the city should address off premise signs if no new state laws are passed during the current legislative session.

Mr. Daily said the Planning Commission should be aware that there have been some new complaints about the Riverside Storage electronic sign as the dimmer function is apparently malfunctioning again. He said until the technical issue has been repaired the business has agreed to turn off the sign at 8:30 p.m. so that the light pollution won't affect the neighboring residents. Mr. Daily said he spoke to the business owner recently and suggested that he consider a long term solution of rotating the sign 180 degrees so that the electronic side faces away from the residential zone of the city. Mr. Daily said Riverdale City Attorney Steve Brooks advised him that under Riverdale City Code a public nuisance can be anything that adversely impacts the peace and tranquility of three or more residents. He said he explained to the owner that if three residents complain the sign is a public nuisance and are willing to file complaints and appear in court the judge could rule in their favor and Riverside Storage could lose their electronic sign forever.

Commissioner Hilton said the homes were built before the storage facility and even if Riverside Storage were to reverse their sign to face the opposite direction there could still be light pollution issues at night. Chairman Ellis said he is concerned that despite the neighbors and city officials' sincere efforts to work with Riverside Storage to resolve the malfunctioning dimmer issue, the problem never seems to get resolved. There were no additional comments or questions.

Chairman Ellis said the only action item on the agenda is consideration of amending the Transportation Section of Riverdale's General Plan. Mr. Daily said the City Council has dissolved the Bike/Pedestrian Ad Hoc Committee because there was not a consensus about funding many of the projects proposed by the Committee. He said the ongoing cost of maintaining bike lanes was a deterrent and the majority of the Council felt that the scope of the proposed changes to the Transportation Section of Riverdale's General Plan exceeded the needs of the local biking community. Mr. Daily complimented Councilor Mike Staten on the hours he dedicated to marking up Riverdale's Transportation Plan and serving on the Committee and said he took many of Councilor Staten's suggestions into consideration when he revised the Transportation Section of Riverdale's General Plan. Mr. Daily said bike paths will be continued to connect 700 West and 4400 South and pedestrian sidewalks will be connected in several areas of the city to make Riverdale a more walkable and bikeable community. He said he also amended the section of the Plan referencing 1500 West to be more reflective of the reality of traffic flow around the new

Larry H. Miller dealership to the subdivisions below. Commissioner Fleming asked about Ritter and South Weber Drive as referenced on page 16 of the Plan and a possible roundabout at the five point intersection requiring the acquisition of private property to build. Mr. Daily said because South Weber Drive is state owned Riverdale would need to get UDOT to approve the design before the city could pursue a different traffic configuration. Commissioner Fleming and Mr. Daily talked about different options and Mr. Daily said there was previously a proposal to turn one of the intersected roads into a dead end street, an idea which met with considerable opposition from some members of the community. Commissioner Gailey said years ago the State of Utah proposed buying part of his property to adjust this awkward intersection and Mr. Daily said a traffic engineer would need to review and make a recommendation to the Planning Commission and City Council before any work could be done at this busy five point intersection. Mr. Daily said he would have Public Works Director Shawn Douglas review this section of the Plan so that the Planning Commission could consider his recommendations at their public hearing.

Commissioner Hilton said the bikeway system language on the last page of the Plan should be amended if this is no longer the recommendation to the Transportation Section of Riverdale's General Plan that future Planning Commissions and Councils should consider. Mr. Daily said he will also amend this section of the Plan so that the scope is narrowed to recommend connecting bike lanes to accommodate cyclists where feasible like 700 West, Parker Drive and 1050 West. Mr. Daily said Riverdale also plans to continue partnering with Roy City to improve 4400 South safety for pedestrians and cyclists. He said unfortunately it is up to UDOT to address the narrow bridges that present the greatest safety concerns and Commissioner Hilton said bike and pedestrian traffic is especially dangerous on 4400 South when the roads are icy.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:30 p.m. to convene into their regular session.

Approved: March 26, 2013

Attest:


Brent Ellis, Chairman




Ember Herrick, City Recorder



Riverdale City

Minutes of the Regular Meeting of the Riverdale City Planning Commission held Tuesday, March 12, 2013 at 6:30 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
Steve Hilton, Commissioner
David Gailey, Commissioner
Lori Fleming, Commissioner
Kathy Eskelsen, Commissioner
Michael Roubinet, Commissioner

Member Excused: Blair Jones, Vice-Chairman

Others Present: Randy Daily, Community Development Director; Ember Herrick, City Recorder and no members of the public.

A. Welcome & Roll Call

Chairman Ellis welcomed everyone to the meeting and stated for the record all members were present except for Commissioner Jones who is excused. He said because there are no members of the public in attendance the Planning Commission is convening upstairs in the conference room for tonight's public meeting.

B. Open Communications

Chairman Ellis said there are no members of the public present to speak during open communications.

C. Presentations and Reports

Community Development Director Randy Daily said there are no new items on the Community Development Report. He asked for any questions and there were none.

D. Consent Items

1. **Consideration of meeting minutes from:
February 12, 2013 Work Session
February 12, 2013 Planning Commission**

Chairman Ellis asked for any changes or corrections to the February 12, 2013 meeting minutes and none were noted.

Motion: Commissioner Eskelsen moved to approve the meeting minutes.
Commissioner Gailey seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

2. **Discussion of possible future amendments to the Off-Premise Signs Ordinance and possible legislative action**

Mr. Daily recommended the Planning Commission wait to see the outcome of pending billboard legislation currently being debated in the last week of the Utah State Legislature before setting a public hearing on possible amendments to Riverdale's off premise sign ordinance. Mr. Daily said Riverdale is required to notify all billboard companies of possible changes to the city's sign ordinance so that they can present their arguments at the public hearing. He said the proposed amendments to Riverdale's off premise signs mirror those recently passed by the Commission regulating on premise signs and would set standards for the motion and brightness of the city's electronic signs. Commissioner Hilton said he would hate to see the Utah Legislature take away cities' ability to determine whether or not converting existing billboards to electronic billboards is desirable for their communities. There were no additional comments or questions.

E. **Action Items**

1. Review, discussion and consideration of setting a public hearing on proposed amendments to the Transportation Section of the General Plan

Chairman Ellis said the first action item is review, discussion and consideration of setting a public hearing on proposed amendments to the Transportation Section of the General Plan. Mr. Daily said he will make the changes the Planning Commission members discussed during the work session and have a new draft ready for consideration at a public hearing on March 26, 2013.

Motion: Commissioner Hilton moved to set a public hearing on March 26, 2013 to receive and consider public comment on proposed amendments to the Transportation Section of Riverdale's General Plan. Commissioner Fleming seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

F. **Discretionary Items**

Chairman Ellis asked Mr. Daily if the members of the Planning Commission could have a Riverdale City shirt to wear at grand openings and community events and Mr. Daily said he would coordinate this with Administrative Assistant Lynette Limburg. Mr. Daily said he would have options and colors for the group to choose from at their next meeting. Commissioner Gailey suggested the words "Planning Commission" be embroidered under the city logo and Mr. Daily made note of this suggestion. Mr. Daily reminded the Planning Commission they are scheduled to take a group picture for the city's website at their next meeting on March 26, 2013. There were no additional discretionary items.

Motion: There being no further business to come before the Planning Commission, Commissioner Gailey moved to adjourn the meeting. Commissioner Eskelsen seconded the motion. The motion passed unanimously. The meeting adjourned at 6:40 p.m.

Approved: March 26, 2013

Attest:

Brent Ellis
Brent Ellis, Chairman



Ember Herrick
Ember Herrick, City Recorder



Riverdale City

Administrative Offices
4600 So. Weber River Drive
Riverdale, Utah 84405

**Minutes of the Work Session of the Riverdale City Planning Commission held
Tuesday, March 26, 2013 at 6:03 p.m. at the Riverdale Civic Center, 4600 South Weber
River Drive.**

Members Present: Brent Ellis, Chairman
Steve Hilton, Commissioner
David Gailey, Commissioner
Lori Fleming, Commissioner
Kathy Eskelsen, Commissioner
Michael Roubinet, Commissioner
Blair Jones, Vice-Chairman

Others Present: Randy Daily, Community Development Director; Ember Herrick,
City Recorder and no members of the public.

Chairman Ellis welcomed the Planning Commission members to the work session stating for the record that all were in attendance except for Commissioners Hilton and Eskelsen who are expected shortly.

Community Development Director Randy Daily told the Planning Commission the only update to the Community Development Projects Status Report is that In-N-Out Burger has broken ground on their new restaurant and are working on getting the utilities set up.

Commissioner Hilton joined the meeting in progress.

Chairman Ellis asked for any corrections to the previous meeting minutes and none were noted.

Mr. Daily said he is proposing amending the site development standards for front setbacks in the residential R-1-6 Zone of Riverdale. Mr. Daily said the current setback is 30 feet and he is recommending that be reduced to 25 feet in the R-1-6 Zone to match the 25 foot front setback requirements for R-2 Zones. According to Mr. Daily, the only R-1-6 Zone in Riverdale is across from Commissioner Gailey's home where one third of the existing homes do not meet the 30 foot setback requirements and four new homes are proposed in the subdivision. Mr. Daily said with a 25 foot setback future homeowners can build slightly nicer homes. Commissioner Gailey said if the existing homes are not set back 30 feet he doesn't think amending the zoning five feet to allow a 25 foot front setback will have any kind of a negative impact on his neighborhood. Chairman Ellis said if this amendment allows the developer to build nicer homes that will sell he agrees that the proposed 25 foot setback is a good thing. Commissioner Fleming asked who the developer is and Mr. Daily said Randy Wilson. There were no additional comments or questions.

Chairman Ellis said the only action item on the agenda is a public hearing to receive and consider public comment on amending the Transportation Section of Riverdale's General Plan. Mr. Daily said he had incorporated in all the Planning Commission's suggestions and amendments to the draft included in the packet and he asked for any additional comments or questions. Chairman Ellis and Commissioner Jones asked if Mr. Daily had received any public comment positive or negative about the proposed changes prior to tonight's meeting and Mr. Daily said he had not had any emails or calls in reference to the changes. Commissioner Fleming asked about references in the plan to the five point intersection of Ritter and South Weber Drive. Mr. Daily said the proposed new traffic configurations had been removed and the city will wait to address the future of the intersection when the State of Utah is willing to look at it because they own three of the five roads. The City Recorder said she made the amendments to the proposed language in reference to this five point intersection but didn't realize Mr. Daily wanted the diagrams deleted from the plan and she noted the change for revision.

Chairman Ellis said he sees the proposed changes to the Transportation Section of the General Plan as positive and likes the new emphasis on creating a more bike and pedestrian friendly city. Mr. Daily said if cycling becomes more popular in the future the City Council can always add more bike lane striping and signage.

Commissioner Fleming asked about the signage and landscaping the city plans to put in the new roundabout at 700 West and 4400 South. She said at the fall 2012 joint Strategic Planning Meeting with the City Council and Planning Commission City Administrator Larry Hansen asked for suggestions and she submitted some drawings of Riverdale City signs with water features but never received any feedback on her proposals. She said her design proposed water falling down a Riverdale City sign into a collection basin where it would be recycled to indicate to drivers that they are leaving the commercial and entering a residential zone of the city. Chairman Ellis said he has also spoken to Mr. Hansen about the desire of the Lions Club to donate to the roundabout project. Mr. Daily said he has received numerous positive comments about the beautiful landscaping in the roundabouts behind Wal-mart but there is nothing Riverdale specific about the islands. He said he will ask Public Works Director Shawn Douglas if the new roundabout could support a water feature and will follow up with Mr. Hansen and update the Planning Commission at their next meeting on the status of the roundabout's landscaping and signage.

Chairman Ellis said he would like the city to look at new signage on Riverdale Road to welcome people to the city's commercial district. Mr. Daily said he would also like to see more prominent signage between Riverdale and Roy but the city is limited in what it can implement because Riverdale Road is owned and maintained by UDOT and any new signage would require state approval.



Chairman Ellis said the State Legislature's failure to pass new electronic billboard laws during their 2013 session leaves off premise sign regulation in the hands of individual Utah cities. Commissioner Hilton said he believes Riverdale City needs brightness regulations in place for off premise billboards before the city starts receiving requests to convert the existing signs into electronic billboards. Mr. Daily said state law requires Riverdale City to notify all electronic billboard companies about any public hearing where amending billboard regulations will be discussed. He said representatives from all

the billboard companies are likely to attend to defend their interests if a public hearing is scheduled. Commissioner Fleming said billboard representatives attended the Commission's public hearing to regulate on premise signs in 2012 where the Planning Commission gave them an opportunity to voice their opinions and was able to reach a compromise that both sides seemed satisfied with. Commissioner Hilton said he thought the ordinance the Planning Commission recommended for Council approval in 2012 would apply to both on premise electronic signs and billboards. He said he would like to see electronic billboards held to the same standards as on premise electronic signs and would support scheduling a public hearing at an upcoming Planning Commission meeting. Chairman Ellis agreed now is a good time to address off premise electronic sign standards in Riverdale. Commissioner Hilton asked what regulations other Utah cities are adopting to address electronic billboards and Mr. Daily said Salt Lake City allows sign companies to convert to an electronic billboard if they give up a billboard somewhere else in the city. Chairman Ellis asked if Riverdale could implement a similar sign policy to Salt Lake and Mr. Daily said Riverdale current ordinance prohibits any new billboards in Riverdale but there is a possibility that the 13 billboards already in existence could convert to electronic signs. Mr. Daily said Riverdale wants to avoid litigation with the three sign companies currently operating in Riverdale: Yesco, Reagan and Saunders.

Chairman Ellis asked why the proposed billboard legislation didn't pass during the 2013 legislative session and Mr. Daily said there was not a consensus among the legislators that billboard companies should be able to convert any billboard to an electronic sign without working out agreements with local municipalities. Mr. Daily said he hasn't seen a lot of conversions in the last few years while both sign companies and municipalities have been waiting to see what the state legislature would mandate. Commissioner Fleming said the high cost of converting signs to electronic billboards could also be a reason for the slow change over. Mr. Daily said he will work on some new language for electronic off premise signs and will bring the proposed new amendments for the Planning Commission to consider at their next meeting, prior to setting a future public hearing.

Chairman Ellis asked for any discretionary items and Commissioner Gailey complained about two realtor signs that make it difficult to see oncoming traffic at the stop sign between Family Dollar and Sam's Club fueling station and at the intersection by Johnny's Dairy to turn onto 1050 West. Mr. Daily said the sign ordinance prohibits any ad from impairing a driver's visibility and he said he will have Riverdale's Code Enforcement Official investigate these two areas and contact the responsible parties if the signs need to be moved.

Chairman Ellis asked about a panhandler in a wheelchair who solicits money at the busy Wal-Mart intersection. He said he is concerned for the man's safety as he is in the roadway in order to reach money handed to him from people in cars and could be hit by a car. Chairman Ellis said the situation creates a real traffic hazard. Mr. Daily said City Attorney Steve Brooks has advised him that the city cannot pass any ordinances prohibiting panhandling. He said Riverdale has a law in place that prohibits people with signs advertising businesses from blocking public sidewalks or the flow of traffic but he said the ordinance does not apply to panhandlers. Mr. Daily said he will pass on

Chairman Ellis' concern about the safety of the individual to the police department but there is nothing else the city can do to regulate this behavior. Commissioner Jones said he thought Salt Lake City had passed a law limiting panhandling recently and Mr. Daily said the Church of Jesus Christ of Latter-day Saints owns Temple Square and City Creek and was able to limit panhandling on their private property but the panhandlers are still allowed on all Salt Lake City sidewalks. Commissioner Jones said he thought another panhandling law was passed by Salt Lake within the last five years and he asked how the city can regulate people selling dogs in parking lots from their vehicles but not panhandlers. Mr. Daily said the difference is one is selling something for money the other is just asking for money.

Commissioner Hilton said he has observed Riverside Storage shutting off their electronic sign at 8:30 p.m. He said the sign seems dimmer in the day and wonders if the dimmer switch is reversed. Mr. Daily said he has also asked the Manager of Riverside Storage about that. Mr. Daily said he is glad the business is turning their sign off at dark until they can have the sign's dimmer fixed.

Commissioner Eskelsen joined the meeting in progress.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:25 p.m. to convene into their regular session.

Approved: April 9, 2013

Attest:


Brent Ellis, Chairman




Ember Herrick, City Recorder



Minutes of the **Work Session** of the **Riverdale City Planning Commission** held Tuesday, **April 9, 2013** at 6:05 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
 Blair Jones, Vice-Chairman
 Steve Hilton, Commissioner
 David Gailey, Commissioner
 Lori Fleming, Commissioner
 Michael Roubinet, Commissioner
 Kathy Eskelsen, Commissioner

Others Present: Randy Daily, Community Development Director; Ember Herrick,
 City Recorder and no members of the public.

Chairman Ellis welcomed the Planning Commission members to the work session stating for the record that all were in attendance. Community Development Director Randy Daily told the Planning Commission the only update to the Community Development Projects Status Report is that In & Out has broken ground.

Chairman Ellis said the first item on the agenda is a report on city image projects and Mr. Daily said City Administrator Larry Hansen will be giving the Council an update on the completion of the roundabout at 700 West and 4400 South and the signs the city is contemplating to indicate to drivers that they are entering residential zones of the community. Mr. Daily said Mr. Hansen will also give the Planning Commission a brief report on the upcoming Riverdale Road construction project. Chairman Ellis asked for any meeting minute corrections or changes and none were noted.

Chairman Ellis said the next item on the agenda is consideration of amending Riverdale's off-premise sign ordinance. Mr. Daily said he has looked at what other cities are doing and some have banned electronic sign conversion but he said in his opinion this isn't a good idea because it could have a negative impact on billboard companies that do business in Riverdale. Mr. Daily said his proposed amendments will accommodate billboard companies by allowing them to convert to electronic signs if they agree to reduce the size of their signs and conform with industry standards for luminance and motion. Commissioner Eskelsen asked if these proposed amendments will be enforceable and Mr. Daily said he has requested Riverdale City Attorney Steve Brook's input on the proposed changes and the billboard companies will also have an opportunity to articulate their point of view at a public hearing. According to Mr. Daily, the State of Utah regulates billboards and if at some point electronic billboards are determined to be unsafe, cities could ban them. Mr. Daily said Salt Lake City currently has an ordinance allowing billboard companies to convert one billboard to an electronic sign if they agree

to remove a second billboard. Commissioner Hilton asked about brightness and size restrictions and Mr. Daily said he has incorporated industry standards into his proposal that stipulates that light pollution into residential zones of the city is prohibited, to avoid the same problem that has occurred with Riverside Storage since their sign's dimmer malfunctioned. Commissioner Hilton asked if the sign companies will know what the industry standards are and Mr. Daily said billboard companies should be better educated than the sign company responsible for the Riverside Storage sign about acceptable standards for brightness and motion.

Commissioner Jones asked if the State of Utah could reverse Riverdale City's electronic billboard amendments and Mr. Daily said Utah representatives are subject to the influence of billboard lobbyists and if they pass new laws regulating billboards in the future, Riverdale will be subject to those new laws. Commissioner Hilton said the state legislature just adjourned so no new laws will be passed for at least a year and Chairman Ellis said he would like Riverdale to have adopted rules for electronic billboards in the meantime to regulate any requests to convert traditional billboards to electronic signs. Mr. Daily said one proposed amendment could be that electronic billboards be banned within 1,000 feet of a residential zone.

Commissioner Hilton asked about billboards on Freeway Park Drive and their light pollution impacting residential zones on Ritter Drive and Commissioner Fleming said she isn't aware of any homes on Ritter Drive that are impacted by the light from Freeway Park Drive. Mr. Daily said there are two billboards on Freeway Park Drive and he said he isn't sure if Cherry Creek apartments or any homes on Ritter Drive would be impacted by light pollution if the two existing billboards were to be converted to electronic signs. Commissioner Hilton said a distance of 1,000 feet should protect all residents and he recommended the city survey all the signs and billboards in the city that are adjacent to residential zones to accurately determine how many neighborhoods could be impacted by the conversion to electronic signs. Commissioner Fleming said she would not be in favor of a ban of electronic billboards in Riverdale because it may not be in the commercial district's best interest if electronic billboards attract shoppers. She said sign companies will invest money into new electronic signs and if Riverdale has banned them the existing signs could get rundown and neglected by billboard owners. Commissioner Hilton said he likes the look of many electronic signs but feels that it is the role of the Planning Commission and City Council to also consider their impact on residential zones and to recommend ordinances that protect residences from light pollution. Commissioner Jones said he doesn't think a total ban on electronic signs is realistic or desirable and Chairman Ellis said if Riverdale tailors its billboard ordinance after laws already passed by other Utah cities that also address Riverdale's needs they will be less likely to meet with resistance from billboard companies.

Commissioner Hilton said Riverdale is unique with two major freeways intersecting large residential areas of the city and Commissioner Jones said he is glad that Riverdale currently has a ban in place prohibiting the construction of any new billboards.

Commissioner Fleming said she would rather see the city's existing billboards updated to electronic signs than torn paper signs or billboards with "Available" written across them because companies prefer electronic advertisements and stop renting Riverdale billboards. Commissioner Hilton asked what recourse the city has if a sign or billboard is

not properly maintained and Commissioner Jones said it would not be in the financial best interest of billboard companies to let their signs fall into disrepair. Commissioner Eskelsen said residents are responsible for maintaining their properties and sign companies should be held to a similar standard or they should also be subject to fines. Commissioner Eskelsen said she doesn't like the look of the billboard that has a trailer hanging from it and Mr. Daily said he agrees it looks tacky but the sign Commissioner Eskelsen is referring to is located in Roy. Mr. Daily said sign companies do research to determine what makes a sign effective for advertising and have also created guidelines on how long a billboard image should be stationary so that it isn't dangerously distracting for freeway drivers. He said city street signs like the Tony Divino electronic sign are allowed to have more animation than a billboard sign and Commissioner Hilton said in his opinion a flashing electronic sign in a residential area would be very distracting. Commissioner Fleming said she would like to see electronic billboards that are updated and maintained regularly in Riverdale and Chairman Ellis and Commission Hilton agreed with the caveat that the signs not be allowed to negatively impact residential zones of the city or become a nuisance or danger to drivers.

Chairman Ellis said the only action item on the agenda is a public hearing to receive and consider public comment on a proposed amendment creating a five foot reduction in the front setback requirements for Riverdale's R-1-6 Residential Zone. Mr. Daily said reducing the front setback requirements from 30 to 25 feet will make Riverdale's development standards identical to those of Roy, South Ogden and Washington Terrace. According to Mr. Daily, the 30 foot setback was adopted years ago because that was what Weber County mandated. He said a 25 foot setback will allow developers to build slightly larger homes in the city's one R-1-6 Zone or create a slightly larger back lawn. Chairman Ellis asked if Mr. Daily had received any public comment in support of or opposition to this proposed amendment and Mr. Daily said one contractor told him he supported the change. Commissioner Gailey said he lives across from the vacant lot that will be impacted by this amendment and he said he supports the proposed change if it will help the developer build homes that will sell in the neighborhood. Commissioner Fleming said five feet is not a big size increase for a home and Commissioner Jones said it will probably have a larger impact on lawns in the cul-de-sac and Mr. Daily said the change is designed to create more flexibility.

Chairman Ellis asked for any discretionary items and Mr. Daily said the realtor signs Commissioner Gailey had complained about at the last Planning Commission meeting for impairing the ability of turning vehicles to see oncoming traffic have been removed by Riverdale's Code Enforcement Officer. Commissioner Gailey thanked the city for resolving the traffic hazards.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:30 p.m. to convene into their regular session.

Approved: May 14, 2013

Attest:

Brent Ellis, Chairman

Ember Herrick, City Recorder



Riverdale City

Minutes of the **Regular Meeting** of the **Riverdale City Planning Commission** held Tuesday, **April 9, 2013 at 6:32 p.m.** at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
 Blair Jones, Vice-Chairman
 Steve Hilton, Commissioner
 David Gailey, Commissioner
 Lori Fleming, Commissioner
 Michael Roubinet, Commissioner
 Kathy Eskelsen, Commissioner

Others Present: Larry Hansen, City Administrator; Randy Daily, Community Development Director; Michael Eggett, Community Development Administrator; and Ember Herrick, City Recorder.

A. Welcome & Roll Call

Chairman Ellis welcomed everyone to the meeting and stated for the record all members of the Planning Commission are present. Community Development Director Randy Daily welcomed the new Community Development Administrator Michael Eggett and told the Planning Commission that Mr. Eggett was been working in a similar capacity for Syracuse and will take over his responsibilities after he retires at the end of June 2013.

B. Open Communications

Chairman Ellis said there are no members of the public present to speak during the open communications portion of the meeting.

Commissioner Hilton asked Mr. Eggett to tell the Planning Commission about himself and Mr. Eggett said he grew up in Clearfield and graduated from Weber State University with a bachelor's degree in Criminal Justice and then got his Masters Degree in Public Administration with an emphasis in City Government. Mr. Eggett said he has worked for Syracuse for over two and a half years and for West Bountiful as a City Planner for four years and for the juvenile court system prior to that. He said that he is excited to join Riverdale City and plans to use his city government experience and legal background to add to the legacy Mr. Daily has created during his 35 years with Riverdale City. Chairman Ellis welcomed Mr. Eggett and said the Planning Commission looks forward to working closely with him.

C. Presentations and Reports

Community Development Projects Status Report

Mr. Daily said there are no new items on the Community Development Report. He said construction continues on In-N-Out Burger's new restaurant and they have a sign up announcing that the restaurant is coming. Chairman Ellis said this is great news for the city and he asked for any questions or comments and there were none.

Discussion about Planning for City Image Projects

City Administrator Larry Hansen said image and branding of Riverdale City are important although the unique demographics with the convergence of I-15 and I-84 don't require Riverdale

to heavily market the city to bring in new businesses and maintain Riverdale's reputation as a destination retail hub. Mr. Hansen said Riverdale's stacked logo, color scheme and font help to create a consistent, recognizable city image when people see it on police and city vehicles and on signs throughout the community. He said the sunburst with the words "making life better" was created years ago by the Utah League of Cities and Towns and was adopted by Riverdale because it aligned with Riverdale's 2005 Action Plan. According to Mr. Hansen, staff and appointed and elected officials should regularly evaluate their actions to ensure that they are doing the right things for the right reasons to improve the quality of services for everyone in Riverdale. He read the city's vision and mission statements and talked about the purpose of the General Plan. Mr. Hansen said the key to Riverdale's financial sustainability and ability to continue to deliver core services depends on maintaining the city image as a destination retail hub with unique businesses that can't be found in every city in Weber and Davis Counties.

Mr. Hansen said at a joint Strategic Planning meeting last fall he enlisted the Planning Commission's input for ideas for the new roundabout at 700 West and 4400 South and he thanked Commissioner Fleming for her ideas and updated the group on the project's progress. He displayed images of the city's branding on sandstone rocks like the one located on UDOT property gifted to Riverdale City at 1050 West and Riverdale Road. Mr. Hansen said it is important to keep the city's image and branding consistent especially at entry points and at the boundaries of the city. He complimented Home Depot for planting and maintaining the plants around the city sign at 1050 West so that it is low maintenance for Riverdale's Public Works Department. He said there are similar sandstone signs at 330 West and 4400 South. According to Mr. Hansen, former City Council member Doug Peterson wanted the city's commercial and residential zones clearly demarcated so that drivers realize they are entering a residential area like 700 West. Mr. Hansen said a few city signs in roundabout have the words "always welcome" on the back of the signs and he said he is open to suggestions on changing this wording depending on different areas of the city to read "where we live", "where we work" or "where we shop". According to Mr. Hansen, the city's engineer and public works department have warned against creating a fountain in a city roundabout and are recommending a sandstone sign and 25 foot flagpole flying the American and Riverdale City flags in the new roundabout at 700 West and 4400 South. He said there will be stamped concrete at the base like other roundabouts on 4400 South and there will probably be some colorful annual plants planted at the base of the flag pole. Commissioner Jones suggested adding some traffic restrictive measures like spikes to keep people from driving on the city's roundabouts. Mr. Hansen said the Council allocated money in 2012 for low maintenance lighted Christmas decorations on timers to be placed around city buildings and in the roundabouts during the holidays. Mr. Hansen said the city many consider redesigning some of the roundabouts on River Park Drive and building a waterfall at a city building like the Senior Center or as part of the Veteran's Memorial where it can be better maintained and enjoyed than if it were to be placed in a roundabout. Commissioner Fleming said she likes the idea of using water as a key to Riverdale's image of a community with a river running through it and Mr. Hansen said he would love to see a fountain or water feature like Salt Lake Temple Square's reflection pool located at the Senior Center. He said bronze statues of children could also be considered to designate residential areas of Riverdale and he said improvements at the gateways of RDA areas could be funded with RDA money. Commissioner Fleming asked about the city's budget for these projects and Mr. Hansen said the roundabout at 700 West is funded but nothing has been clearly budgeted to date in Riverdale's Capital Projects Fund for other areas of the city. He said he will lobby the City Council to

budget for city image projects in the coming months as they work to draft a tentative 2014 fiscal year budget before July 1, 2013.

Mr. Hansen said he recently approached the Council with a low maintenance proposal to place plaques around the city at historical sites like the old All-O-Wheat mill building and to memorialize Old Stringtown and maintain Riverdale's history. He said the plaques will be similar to the one created to honor the late Council member Nancy Brough and her contributions to Riverdale's trail system and Riverdale will work with local historian Gary Boatright Jr. and members of the community to create a list of historical sites within the city limits.

UDOT Riverdale Road Project Status Report

Mr. Hansen said he also wanted to give the Planning Commission a brief update on the upcoming next phase of UDOT's Riverdale Road Project. He displayed a map of the intersection of Riverdale Road and 1900 West in Roy and he told the Planning Commission UDOT is planning three southbound turn lanes from Riverdale Road to 1900 West. He said there will be two left hand turn lanes for traffic turning off 1900 West onto Riverdale Road and he pointed out a proposed pork chop restricting traffic to right turn only at the intersection by the Burger Bar restaurant and the recently announced CVS Pharmacy. According to Mr. Hansen, UDOT is planning on turning 1900 West into a three lane road between 5300 West to the freeway entrance at 5600 West in Roy. He said UDOT plans to help alleviate congestion on 5600 West by allowing I-15 traffic to exit onto Riverdale Road and head west not just east bound. Mr. Hansen said Riverdale Road will have three lanes in both directions to 1900 West in Roy and there will be a sidewalk on the North side of Riverdale Road for pedestrian traffic. According to Mr. Hansen, commuters leaving Hill Air Force Base (HAFB) will be able to take Freeway Park Drive to 1500 West which will have a continuous lane unrestricted without a traffic signal. He said UDOT is also making provisions for two left hand turn lanes from 1500 West and Cozy Dale Drive onto Riverdale Road in anticipation of future Ogden Airport industrial park development and to provide America First Credit Union employees with easy access to the freeway. According to Mr. Hansen UDOT will work on utility relocation in 2013 in anticipation of beginning construction in 2014 with a goal to complete the project by Thanksgiving 2014.

Commissioner Gailey said he is concerned that traffic heading southbound may have difficulty getting through traffic from Cozy Dale Drive to 1500 West if there is a dedicated lane with traffic not required to stop from Freeway Park Drive to Riverdale Road. Mr. Hansen said drivers heading to Ritter Drive during peak traffic times may opt to take Riverdale Road to 1050 West to avoid waiting for traffic to clear on Freeway Park Drive so that they can take 1500 West to Ritter Drive. Commissioner Gailey said he sees a potential conflict in this area with the proposed new traffic pattern and Mr. Hansen said police can change behavior overtime so if this intersection does begin to get blocked the city may need to look at stationing an officer at the intersection during congested times of day.

Mr. Hansen said at the March 19, 2013 Council meeting there was some discussion about bike lanes on Cozy Dale Drive and 1500 West and UDOT's representative said Wasatch Front Regional Council has recommended shared lanes because of the low speed limit rather than independent bike lanes. Commissioner Hilton asked about UDOT's willingness to widen the area under two of their bridges over 4400 South to make the area safer for cyclists and pedestrians and Mr. Hansen said UDOT is currently telling the city they do not have funding but

the proposal is on their list of future projects. Mr. Hansen said Roy City has committed to widen 4400 South from Riverdale's border to 1900 West in Roy.

D. Consent Items

Chairman Ellis asked for any changes or corrections to the previous meeting minutes and none were noted.

Motion: Commissioner Eskelsen moved to approve the meeting minutes.
Commissioner Gailey seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

Discussion of Possible Future Amendments to the Off-Premise Signs Ordinance

Mr. Daily said he will ask City Attorney Steve Brooks to attend the next Planning Commission meeting to discuss the legal aspects and answer any questions members of the Commission may have about amending Riverdale's billboard ordinance to regulate electronic signs. Chairman Ellis said he would like to consult with Mr. Brooks about some of the Planning Commission's concerns to ensure that the city isn't proposing changes that could lead to litigation. Commissioner Hilton said he agrees this is the right approach to get legal counsel on whether it is better to regulate or ban electronic signs near residential zones before the Planning Commission sets a public hearing. Mr. Daily said Attorney Jody Burnett who specializes in Zoning and Planning and Mr. Eggett can both be consulted in addition to Mr. Brooks about the legal implications of the ordinance amendments being proposed to regulate Riverdale's electronic signs and billboards.

E. Action Items

1. a. **Public hearing to receive and consider public comment on proposed amendments to 10-9B-4: SITE DEVELOPMENT STANDARDS, R-1-6 front set back requirement**
- b. **Consideration of proposed amendments to 10-9B-4: SITE DEVELOPMENT STANDARDS, R-1-6 front set back requirement**

Chairman Ellis said there are no members of the public present to speak during the public hearing and he asked Mr. Daily if he had received any public comment in support of or opposition to this proposed amendment prior to tonight's meeting. Mr. Daily said that he had not.

Motion: Commissioner Fleming moved to close the public hearing. Commissioner Roubinet seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

Chairman Ellis asked for any discussion on the proposed amendment to change the 30 foot front setbacks in R-1-6 Residential Zones to 25 feet. Mr. Daily said he recommends adoption of the front setback amendment and the Planning Commission's recommendation will be forwarded to the Riverdale City Council for their consideration. There were no additional comments.

Motion: Commissioner Hilton moved to forward the proposed amendments to 10-9B-4: site development standards, R-1-6 front set back requirement to the City Council with a favorable recommendation. Commissioner Gailey seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

F. Discretionary Items

Chairman Ellis asked for any discretionary items and said that he is looking forward to getting to know Mr. Eggett. Commissioner Fleming said she would like Mr. Daily to assist the Planning Commission in amending Riverdale's electronic sign ordinance before he retires.

Motion: There being no further business to come before the Planning Commission, Commissioner Roubinet moved to adjourn the meeting. Commissioner Eskelsen seconded the motion. The motion passed unanimously. The meeting adjourned at 7:30 p.m.

Approved: May 14, 2013

Attest:

Brent Ellis, Chairman

Ember Herrick, City Recorder

**RIVERDALE CITY
PLANNING COMMISSION AGENDA
April 9, 2013**

AGENDA ITEM: D2

SUBJECT: Discussion of possible future amendments to the Off-Premise Signs Ordinance

PETITIONER: Community Development

ACTION REQUESTED BY PETITIONER: Discussion of possible future amendments to the Off-Premise Signs Ordinance

INFORMATION: Executive Summary with proposed Amendments to the Off-Premise Signs Ordinance

[BACK TO AGENDA](#)



Planning Commission
Executive Summary

For the Planning Commission meeting on: 4-9-13

Petitioner: Community Development

Summary of Proposed Action

Review and Discussion on setting a public hearing for amendments to ordinance 10-16-7: Off Premises Signs. If it is the desire of the Planning Commission to set a public hearing staff will notify all outdoor advertising (off premise billboard) companies.

Proposal Status

(X) Conceptual

Title 10 Ordinance Guidelines (Code Reference)

10-16-7: OFF PREMISES SIGNS: proposed new language in red.

A. Existing off premises signs may remain as a conditional use as long as they are kept in good maintenance, repair and are free from damage. Any existing signage other than the I-15 corridor shall not be enlarged or replaced when damaged by acts of nature or man. Maintenance and advertising changes are permitted without approval of the planning commission or city council. Any enlargement or modification requires approval as a conditional use for existing signs along the I-15 corridor. If an outdoor advertising (billboard) company proposes the conversion of an existing off-premise billboard to a digital animated display; with the exception of those existing billboards on Riverdale Road and Parker Drive; such proposed billboards shall be dimension of not greater than 10' 6" x 36'. Those billboards that are located on Riverdale Road and on Parker Drive and are proposed to be modified to digital animated display shall not exceed a dimension of 11' x 22'. All digital animated display billboards shall not exceed the industry standard for illumination and levels shall not exceed 0.3 foot-candle over ambient light levels. Every digital animated display billboard shall employ lighting cut-off devices such as; but not limited to; louvers, in order to minimize light escaping above the horizontal plane. If the Utah Division of Transportation determines that a proposed billboard conversion to digital animated display would be detrimental, distracting or unsafe to motor vehicle traffic the conversion may be denied by Riverdale City. The installation of new off premises signs is prohibited except for Riverdale City businesses in which the sign is placed on property directly adjacent to the business location. All proposals for off premises signs for Riverdale City businesses shall be a conditional use and will require a permit and shall be counted as allowable sign area for the business, and be approved by the planning commission and the city council. (Ord. 702, 5-6-2008)

Legal Comments - City Attorney

Steve Brooks, Attorney

Administrative Comments - City Administrator

Larry Hansen, City Administrator



Riverdale City

Administrative Offices
4600 So. Weber River Drive
Riverdale, Utah 84405

Minutes of the Work Session of the Riverdale City Planning Commission held Tuesday, April 23, 2013 at 6:04 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Blair Jones, Vice-Chairman
David Gailey, Commissioner
Lori Fleming, Commissioner
Michael Roubinet, Commissioner

Members Excused: Brent Ellis, Chairman
Steve Hilton, Commissioner

Member Absent: Kathy Eskelsen, Commissioner

Others Present: Randy Daily, Community Development Director; Mike Eggett, Community Development Director; Steve Brooks, City Attorney; Ember Herrick, City Recorder and no members of the public.

Vice-Chairman Jones welcomed the Planning Commission members to the work session stating for the record that all were in attendance except for Chairman Ellis and Commissioner Hilton who asked to be excused and Commissioner Eskelsen who is absent.

Community Development Director Randy Daily told the Planning Commission he has asked City Attorney Steve Brooks to attend tonight's work session to answer any legal questions about proposed amendments to Riverdale's billboard ordinance. Mr. Daily said at the last Planning Commission meeting the group discussed a ban on billboards being converted to electronic signs within 1,000 feet of a residential area. He said in measuring Riverdale's 13 billboards most are within 1,000 feet of a residential zone and so he no longer believes this is a reasonable restriction to incorporate into Riverdale's billboard ordinance. According to Mr. Daily, the maximum size of a billboard in Utah is 672 square feet.

Community Development Director Michael Eggett said he reviewed Layton, Ogden and Farmington's electronic sign restrictions and UDOT and industry standards. Mr. Eggett said Ogden restricts electronic signs 75 feet from a residential zone and Layton has a 300 foot restriction and a curfew for electronic signs between 12 am and 6 am. He said industry standards stipulate that electronic signs don't rotate any faster than once every eight seconds with a three second dissolve to minimize their distraction to drivers as impairing vehicle visibility is not allowed under federal highway standards. Commissioner Fleming asked how Ogden City enforces there requirements and Mr. Eggett said in Ogden they investigate all resident complaints and in Salt Lake City they require billboards to file an annual report certifying that their signs comply with all city

ordinances. He said in Farmington the code is enforced through zoning ordinances and Salt Lake has currently banned the conversion of any additional billboards to electronic signs but the state legislature could eventually pass legislation that repeals local ordinances which all Utah cities will be forced to comply with. Mr. Eggett said Ogden's ordinance has a convenient chart of standards explaining their city's electronic sign curfew and stipulating sign height restrictions. He said electronic signs around the Ogden Airport cannot be taller than 10 feet and have a curfew from 10 p.m. to 6 a.m.

Vice Chairman Jones said even if the state repeals the city's ordinance in the future the Planning Commission should have standards in place to regulate existing billboards that appeal to the city to convert to electronic signs. Mr. Daily said he is not recommending a total electronic billboard ban in Riverdale because the next generation of signs will all be electronic and Mr. Brooks said the Planning Commission can put reasonable conditions in place as long as there is a basis for the restrictions. Mr. Daily said three of the city's current 13 billboards are located in areas where they would significantly impact residential zones if they were to convert to electronic signs and Commissioner Fleming asked if the ordinance could just ban those three signs from converting. She said she likes the look of the new electronic signs and would not be opposed to approving requests for the existing billboards to convert as long as they don't negatively impact homeowners leading to complaints like the Riverside Storage sign. Mr. Eggett said most city ordinances he has reviewed require electronic billboards to have a dampener so that the luminosity can be turned down or off if the sign impacts residential zones. Commissioner Jones asked about the distance of Riverdale's billboards to residential zones and Mr. Daily said some are in the backyard of homes and another is adjacent to a street of homes.

Mr. Brooks said several Utah cities have provisions in their ordinances that electronic billboards be dimmed at night but no city has tried to require that they be turned off at night and the sign companies would most likely fight that request. Mr. Daily reviewed billboards that could have a negative impact on residential zones both in Riverdale and Roy. Mr. Brooks recommended the proposed language refer to signs' proximity to residential areas rather than identifying specific signs that would not be allowed to convert to electronic billboards. Commissioner Gailey said the restrictions will apply to all billboards in Riverdale but only three will not meet the criteria to be allowed to convert to electronic signs.

Mr. Eggett said most cities have restrictions on size, curfew and dimmer regulations and Mr. Daily said billboard companies will likely not agree to reduce the size of their billboards as this was a major issue for the signs on Freeway Park Drive. Commissioner Roubinet asked about the legality of Salt Lake City's current ordinance that allows a sign company to convert one billboard to an electronic sign if a second billboard they own somewhere else in the city is removed. Mr. Brooks advised the Planning Commission to avoid patterning Riverdale's ordinance after Salt Lake's. Mr. Daily said Riverdale has a ban on any new billboards and Commissioner Fleming said it is important for Riverdale to have a consistent policy in evaluating electronic sign requests and the conversion of the city's existing signs could take a decade or more. Mr. Eggett said Layton's ordinance seems like a reasonable policy to follow and Commissioner Fleming said the electronic billboards seem to be concentrated in Farmington, Layton and Salt Lake and they don't

seem brighter to her than a traditional lighted sign at night. Mr. Daily said flood light and light bleed issues are also a consideration of traditional signs adjacent to residential zones. Commissioner Gailey asked about the possibility of changing the positioning of billboards adjacent to residential zones to minimize their impact on homeowners and Mr. Daily said the signs positioning is precise and companies would probably not agree to that restriction.

Mr. Brooks said Yesco has been reasonable to work with the city in the past and Mr. Daily said Saunders has too. Mr. Daily said he and Mr. Eggett could meet with sign companies to get some feedback about Riverdale's proposed amendments before their next Planning Commission meeting to distribute to the Commission.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:38 p.m. to convene into their regular session.

Approved: May 14, 2013

Attest:


Brent Ellis, Chairman




Ember Herrick, City Recorder



Minutes of the **Work Session** of the **Riverdale City Planning Commission** held
Tuesday, **May 14, 2013** at 6:03 p.m. at the Riverdale Civic Center, 4600 South Weber
River Drive.

Members Present: Brent Ellis, Chairman
Blair Jones, Vice-Chairman
David Gailey, Commissioner
Michael Roubinet, Commissioner
Kathy Eskelsen, Commissioner

Members Excused: Steve Hilton, Commissioner
Lori Fleming, Commissioner

Others Present: Randy Daily, Community Development Director; Michael Eggett,
Community Development Director; Ember Herrick, City Recorder
and no members of the public.

Chairman Ellis welcomed the Planning Commission members to the work session stating for the record that all were in attendance except for Commissioners Hilton and Fleming who have asked to be excused. Community Development Director Michael Eggett said a second Subway restaurant is moving into the old Quiznos location at 1078 W. Riverdale Road and construction is progressing at the new In-N-Out Burger Restaurant at 4040 S. Riverdale Road. Community Development Director Randy Daily told the Planning Commission the new In-N-Out Burger Restaurant is expected to increase traffic in the area especially during the first month after the restaurant opens.

Chairman Ellis asked for any meeting minute corrections or changes and none were noted.

Chairman Ellis said the first item on the agenda is an application for a Conditional Use Permit for Hokulia Shaved Ice. Mr. Eggett said the proposed seasonal business conforms to Riverdale City Code and will be stationary with the trailer secured up on blocks and the bottom of the structure screened. He said firework stands that wish to locate in this same parking lot this summer will need to be located at least 1,000 feet from Hokulia Shaved Ice. Mr. Daily said the business owner has signed an agreement with Best Buy so that their temporary employees can use the permanent business' restroom facilities.

Chairman Ellis said the next item on the agenda is an application for a Conditional Use Permit for a new electrical signs at Brookhaven address 4905 S. 1500 W. Mr. Daily said he checked with UDOT and the State of Utah doesn't regulate on-premise electronic signs unless they are billboards. According to Mr. Daily, his concern is that there are still two or three more buildings shown on the site plan and it is hard to determine what a business' future sign needs will be until the site is developed. He said the total signage

allowed for this development is 600 square feet and there is already a monument sign at the development's entrance on 1500 West and on the front and back of one of the two existing buildings. Mr. Daily said there has been some confusion between two competing sign companies Wasatch Sign and Lighting and Universal Signs and the property owner Rob Reynolds, but the request the Planning Commission is considering tonight is from Wasatch Sign and Lighting who paid the \$50 Conditional Use Permit fee to Riverdale City. He said if representatives from Universal Sign show up for tonight's meeting he will inform them that they are not on tonight's agenda and need to complete a Conditional Use Application and pay the \$50 fee to be placed on a future agenda for Planning Commission consideration. Mr. Daily said he is recommending the Planning Commission deny this request because an electronic sign in this area is premature in his opinion and may not meet the needs of the entire development when it is completed. Mr. Eggett said if a new tenant comes in that has specific sign needs but the development's 600 sq ft allotment has been used it could prevent them from locating in this development.

Commissioner Eskelsen asked where the new electronic sign is being proposed and Mr. Daily said it would be placed behind the two existing buildings on the west side of the property where it would be visible to freeway traffic. Chairman Ellis said the sign will be past the last Riverdale exit so customers would need to take the 31st Street exit in Ogden and double back to Riverdale to reach the business park and he asked what the area is currently zoned. Mr. Daily said the land was changed from Landmark to a C-3 Zone several years ago. He said when the RDA West Bench Project Area develops across the street the property owner may want an electronic sign on 1500 West to replace the current monument sign. Mr. Daily reminded the Planning Commission that only one electronic sign is allowed for a commercial development and said that is why he is advising the Planning Commission deny this request until the development is complete.

Mr. Daily said he and Mr. Eggett met with representatives from Saunders Outdoor Advertising to discuss Riverdale's proposed amendments to regulate electronic billboards and Mr. Daily said he is no longer confident Riverdale needs to amend their current off-premise sign ordinance. Mr. Daily said he has arranged for a representative from Yesco to attend the Planning Commission's June 11, 2013 meeting to explain the cost and issues associated with the electronic billboards Yesco builds in Logan, Utah. He said the electronic signs are very expensive and many advertisers don't want to share a billboard and so he no longer thinks it is likely that many Riverdale billboards will convert to electronic signs. Commissioner Gailey said he is interested to hear what the sign companies will say at the June 11th meeting and Chairman Ellis said his only concern is insulating residential zones from electronic signs after the public complaints city officials and staff has received over light pollution from the Riverside Storage sign on Parker Drive. Mr. Daily said the representative from Saunders said Yesco could fix the Riverside Storage sign so that it doesn't impact the adjacent neighborhood.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:28 p.m. to convene into their regular session.

Approved: May 28, 2013

Attest:

Brent Ellis, Chairman

Ember Herrick, City Recorder



Minutes of the **Work Session** of the **Riverdale City Planning Commission** held Tuesday, **June 11, 2013** at 6:03 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
Michael Roubinet, Commissioner
Kathy Eskelsen, Commissioner
Steve Hilton, Commissioner
Lori Fleming, Commissioner

Members Excused: David Gailey, Commissioner
Blair Jones, Vice-Chairman

Others Present: Randy Daily, Community Development Director; Michael Eggett, Community Development Director; Ember Herrick, City Recorder and two members of the public Jared Johnson and Rob Saunders.

Chairman Ellis welcomed the Planning Commission members to the work session stating for the record that all were in attendance except for Commissioners Gailey and Jones who are excused. Community Development Director Michael Eggett said Jared Johnson with Yesco is expected shortly to give the Planning Commission a report on electronic signs to help them make an informed decision before considering any proposed amendments to Riverdale's electronic sign ordinance.

Mr. Eggett referred to the Community Development Report and said In-N-Out Burger is on schedule to open at the end of July or early August, Subway's second store location remodeling is still ongoing along with EZ Pawn, IHC and Gentiva. He said Hokulia has permission to operate their shaved ice temporary business in the parking lot near Applebee's restaurant but he isn't aware of whether or not they have opened for business yet. Mr. Eggett said Batteries Plus is looking at a storefront by Men's Warehouse and a separate business called Batteries and Bulbs is looking at a location near Bed Bath and Beyond. Chairman Ellis said it is good to see new businesses occupying office space in the Brook Haven development and Mr. Eggett said the City Council amended Riverdale's Developer's Agreement with Brook Haven to allow additional signage at their June 4, 2013 meeting.

Yesco Representative Jared Johnson joined the work session in progress.

Mr. Eggett introduced Mr. Johnson who displayed a piece of an electronic sign and explained to the Planning Commission how the signs work and the difference between on and off premise signs. Mr. Johnson said billboard signs provide advertising space for multiple advertisers on a monthly rental basis in high traffic areas. He reviewed the

history of billboards and said digital displays allow for lower maintenance and are more economically viable because they can be updated remotely using computers and can be monitored 24 hours a day seven days a week with cameras to ensure they are operating correctly. Mr. Johnson said since the 1960's all billboards have been standardized and state regulated and their numbers have been reduced from 1 million to 400,000 across 47 states. He said billboards are allowed in commercial and industrial areas in Utah and currently there is a virtual moratorium on any new billboards in cities throughout the state. Community Development Director Randy Daily said Riverdale City has a ban in place prohibiting any new billboards in the city. Mr. Johnson said not all existing signs are viable for conversion to electronic billboards and he circulated images of a sign in Ogden on 31st Street which he said has made it possible for 44 local advertisers to get their message out to consumers since it was installed in 2009.

Rob Saunders with Saunders Advertising joined the meeting in progress.

Mr. Johnson said it costs approximately \$250,000 to convert a standard billboard to an electronic sign and companies must employ staff to monitor and repair electronic signs that have unique expertise so the cost is very prohibitive. He said sign companies are in favor of having cities like Riverdale incorporate into their ordinances industry standards for brightness and design.

Mr. Daily suggested the Planning Commission suspend their work session discussion about electronic signs to be continued during tonight's public meeting in consideration of time constraints.

Chairman Ellis asked for any meeting minute corrections or changes and none were noted.

Chairman Ellis said the first action item on the agenda is a public hearing to receive and consider public comment on proposed amendments to the General Plan. Mr. Eggett said this is part of the Community Development Department's ongoing effort to update Riverdale's General Plan. He said all of the departments with sections of the plan being updated including Public Works, the Senior Center, Community Center and Administration have reviewed the proposed changes and submitted their changes and recommendations prior to tonight's public hearing. Chairman Ellis asked if any public feedback either in support of or opposition to the proposed changes had been received by staff prior to tonight's public meeting and Mr. Eggett said none have been received to date.

Chairman Ellis suggested the landmark designation be removed from the Implementation Section of the General Plan under the section describing recommendations for future development to the West Bench RDA Project Area.

Mr. Daily said that land was primarily zoned landmark under the original owner Don Farr but the designation was changed to C-3 when Rob Reynolds purchased the property to facilitate the development because the landmark designation was determined to be too restrictive. Mr. Eggett said landmark zoning is cumbersome and he suggested that designation be eliminated altogether from Riverdale's zoning map at a future meeting.

Chairman Ellis said no property on the West Bench currently has landmark designation and so he recommended that language be deleted from the Implementation Section of Riverdale's General Plan to reflect the current zoning in the area. There were no objections from the other members of the Planning Commission to the proposed amendment and so the City Recorder noted the change.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:28 p.m. to convene into their regular session.

Approved: June 25, 2013

Attest:

Brent Ellis, Chairman

Ember Herrick, City Recorder



Riverdale City

Minutes of the **Regular Meeting** of the **Riverdale City Planning Commission** held Tuesday, **June 11, 2013 at 6:30 p.m.** at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Brent Ellis, Chairman
Kathy Eskelsen, Commissioner
Steve Hilton, Commissioner
Lori Fleming, Commissioner
Michael Roubinet, Commissioner

Member Excused: David Gailey, Commissioner
Blair Jones, Vice-Chairman

Others Present: Michael Eggett, Community Development Director; Ember Herrick, City Recorder and two members of the public Jared Johnson and Rob Saunders.

A. Welcome & Roll Call

Chairman Ellis welcomed everyone to the meeting and stated for the record all members of the Planning Commission are present except for Commissioners Gailey and Jones who are excused.

B. Open Communications

Chairman Ellis invited any member of the public with questions or concerns to address the Planning Commission and there were none.

C. Presentations and Reports

Community Development Projects Status Report

Community Development Director Michael Eggett said six different businesses are currently in different phases of development in Riverdale City as discussed in the work session. He asked for any questions or comments and there were none.

Report on Electronic Billboards

Chairman Ellis welcomed Jared Johnson with Yesco and Rob Saunders with Saunders Advertising to the meeting and said they will be continuing their presentation on electronic billboards from the work session. Mr. Johnson said there are brightness standards for electronic billboards incorporated into nationwide guidelines for on and off premise signs. He said the technology is the same for all electronic billboards and the goal of advertisers is to create signs that communicate well and operate in accordance with universal safety standards. Mr. Johnson said three companies Yesco, Saunders and Reagan own outdoor advertising in Riverdale and he encouraged the Planning Commission to review industry standards for brightness and motion to apply to any future ordinance the city adopts for outdoor advertising. He said Utah sign companies have cameras on all of their electronic signs 24 hours a day seven days a week to identify any malfunctions, and ensure that the signs are compliant with state and federal regulations and can be utilized for emergency messages like Amber Alerts for missing children. Mr. Johnson said Yesco, which operates out of Logan Utah, builds the components of electronic billboards and troubleshoots all their customer signs to ensure that they are automatically dimming with the natural light from the sun and are not flashing as they switch on an eight second rotation. Mr. Eggett asked about generational marketing and Mr. Johnson said certain

demographics specifically the younger generation respond to digital media and he claimed that electronic signs have been studied and experts have determined them to be safety neutral.

Mr. Saunders said his company has been in the outdoor advertising business for 57 years in Utah and has only converted three of their 500 billboards to electronic signs. He said demand for electronic advertising is low at this time but he said he sees the signs as a sustainable way to allow more businesses to advertise without the construction of new billboards.

Commissioner Fleming asked about the differences in the cost of traditional and electronic advertising and Mr. Saunders said previously one business would contract to advertise on a billboard for one to three years at a relatively high cost with limited ability to change their advertisements. Mr. Saunders said electronic billboards allow multiple businesses to share one advertising space at a lower cost so that smaller businesses can afford to advertise. He said electronic billboards are updated via a computer and so they provide their customers the versatility of 10 layouts per year or the ability to advertise for shorter periods like just a month. Commissioner Hilton asked if the cost of this technology is expected to decrease over time until all billboards are converted to electronic signs and Mr. Saunders said these signs are only effective in certain locations and the technology has been around for 10 years but sign conversion has been slow. Mr. Johnson said the price is tied to the cost of LED diodes and has remained constant over the last two years and the improvements that are being made to the technology are in how the signs report back to the monitoring facility when they are malfunctioning. Commissioner Hilton said he would not be in favor of Riverdale City banning electronic signs but he does feel that this new technology needs to be regulated for brightness and change rate to ensure that electronic signs comply with industry standards and do not negatively impact residential zones. Mr. Johnson said he would like to work together with Riverdale City to create reasonable regulations that allow the introduction of new sign technology. Mr. Saunders said he only anticipates one of his billboards in Riverdale ever converting to a digital signs and he said he would like the ability to choose which of his signs goes electronic. He said Layton City went through a long process to make regulations for electronic billboards and hasn't had a single sign convert since the new rules were put in place a year ago.

Mr. Eggett asked how the sign companies would feel about being required to reduce the size of their billboards before converting them to electronic signs and Mr. Johnson said this would be very burdensome for sign companies as billboards have been standardized to bulletin and poster size signs. He said Yesco currently has one poster sized sign in Riverdale and the rest are bulletin sized and he said his company would be opposed to modifying their existing signs to conform to new Riverdale size restrictions for electronic signs. Mr. Saunders said billboards must be bulletin size to be visible and comprehensible to freeway traffic.

Commissioner Hilton asked what fines other cities have incorporated into their ordinances for electronic sign violations and Mr. Johnson said the City of Cottonwood Heights requires the sign owner to reimburse the city if the city has an electronic sign tested for brightness and finds that it doesn't comply with the established standards. Mr. Johnson said Yesco would prefer if cities contacted the sign companies directly when they suspect a problem so that the signs can be tested and repaired without the necessity to bring in a third party to test electronic signs. He said Utah sign companies have established a reporting agency to get electronic sign complaints resolved and corrected expeditiously. Councilor Roubinet asked about brightness standard for electronic signs and Mr. Johnson said the amount of light is calculated in relation to the ambient light and signs are programmed to dim automatically with a mechanically failsafe programmed in to

observe the naval observatory's sunrise and sunset schedule. Mr. Johnson said electronic signs are monitored regularly at an operations center and the latest technology allows newer signs to report problems via email. He asked for any additional questions or comments and there were none. Chairman Ellis thanked Mr. Johnson and Mr. Saunders for taking the time to educate the Planning Commission about electronic signs and he said Riverdale City staff will notify them about any future public hearings to consider proposed new sign regulations.

D. Consent Items

May 28, 2013 Work Session

May 28, 2013 Planning Commission

Chairman Ellis asked for any changes or corrections to the previous meeting minutes and none were noted.

Motion: Commissioner Roubinet moved to approve the consent items. Commissioner Eskelsen seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

E. Action Items

1. a. **Public hearing to receive and consider public comment on proposed amendments to the Economy, Transportation, Public Facilities and Infrastructure, Parks and Recreation and Implementation sections of the General Plan**
- b. **Consideration of recommendation on Resolution 2013-26 adopting proposed amendments to the Economy, Transportation, Public Facilities and Infrastructure, Parks and Recreation and Implementation sections of the General Plan**

Chairman Ellis opened the public hearing and no one came forward to comment on the proposed changes to the General Plan. Community Development Director Michael Eggett said no public comment was received either in favor of or opposition to the proposed changes prior to tonight's meeting.

Motion: Commissioner Fleming moved to close the public hearing. Commissioner Eskelsen seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

Mr. Eggett said staff including Public Works, Community Development, Community Services and Senior Services have all reviewed sections of the General Plan pertaining to their departments and their suggested changes and recommendations have been incorporated into the draft included in the packet for tonight's discussion. He said during the work session Chairman Ellis recommended the reference to "landmark designation" be removed from the Implementation Section of the General Plan in connection with the West Bench Project Area.

Mr. Eggett asked for any additional amendments, questions or comments on these sections of the General Plan and Chairman Ellis thanked staff for their work on these updates.

Motion: Commissioner Hilton moved to forward with a favorable recommendation to the City Council proposed amendments to the Economy, Transportation, Public Facilities and Infrastructure, Parks and Recreation and Implementation sections of the General Plan. Commissioner Roubinet seconded the motion.

There was no discussion on the motion.

Call the Question: The motion passed unanimously.

F. Discretionary Items

Chairman Ellis thanked the City Recorder for her letter to the editor in support of vote by mail, he asked for any discretionary items and there were none.

Motion: There being no further business to come before the Planning Commission, Commissioner Eskelsen moved to adjourn the meeting. Commissioner Roubinet seconded the motion. The motion passed unanimously. The meeting adjourned at 7:06 p.m.

Approved: June 25, 2013

Attest:

Brent Ellis, Chairman

Ember Herrick, City Recorder