



**RIVERDALE CITY PLANNING COMMISSION AGENDA  
CIVIC CENTER - 4600 S. WEBER RIVER DR.  
TUESDAY – JANUARY 27, 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 training  
*Important Skills for Planning Commissioners*

**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**

1. *Consideration of meeting minutes from:*
  - December 23, 2014 Work Session*
  - December 23, 2014 Planning Commission*
  - January 13, 2015 Work Session*

**E. Action Items**

1. *Consideration of recommendation to City Council for Conditional Use Permit application for modification of an existing Saunders Outdoor Advertising sign located at approximately 1756 West 4800 South*  
*Petitioner: Saunders Outdoor Advertising Representative*
2. *Review, discuss and set public hearing for proposed changes to Riverdale’s billboard ordinance regarding conversion of traditional billboards to electronic messaging billboards*  
*Presenter: Michael Eggett, Community Development Director*

**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 27, 2015**

**AGENDA ITEM:   Work Session Items**

**SUBJECT:**   Planning Commission training article:  
                  Important Skills for Planning Commissioners

**PETITIONER:**       Per Community Development Director desire this item will be  
                          placed on the agenda as a permanent and regular item.

**ACTION REQUESTED BY PETITIONER:**       Training document review

**INFORMATION:**               [Important Skills for Planning Commissioners](#)

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## Special Feature

## Most Important Skills for Planning Commissioners to Have

October 6th, 2014

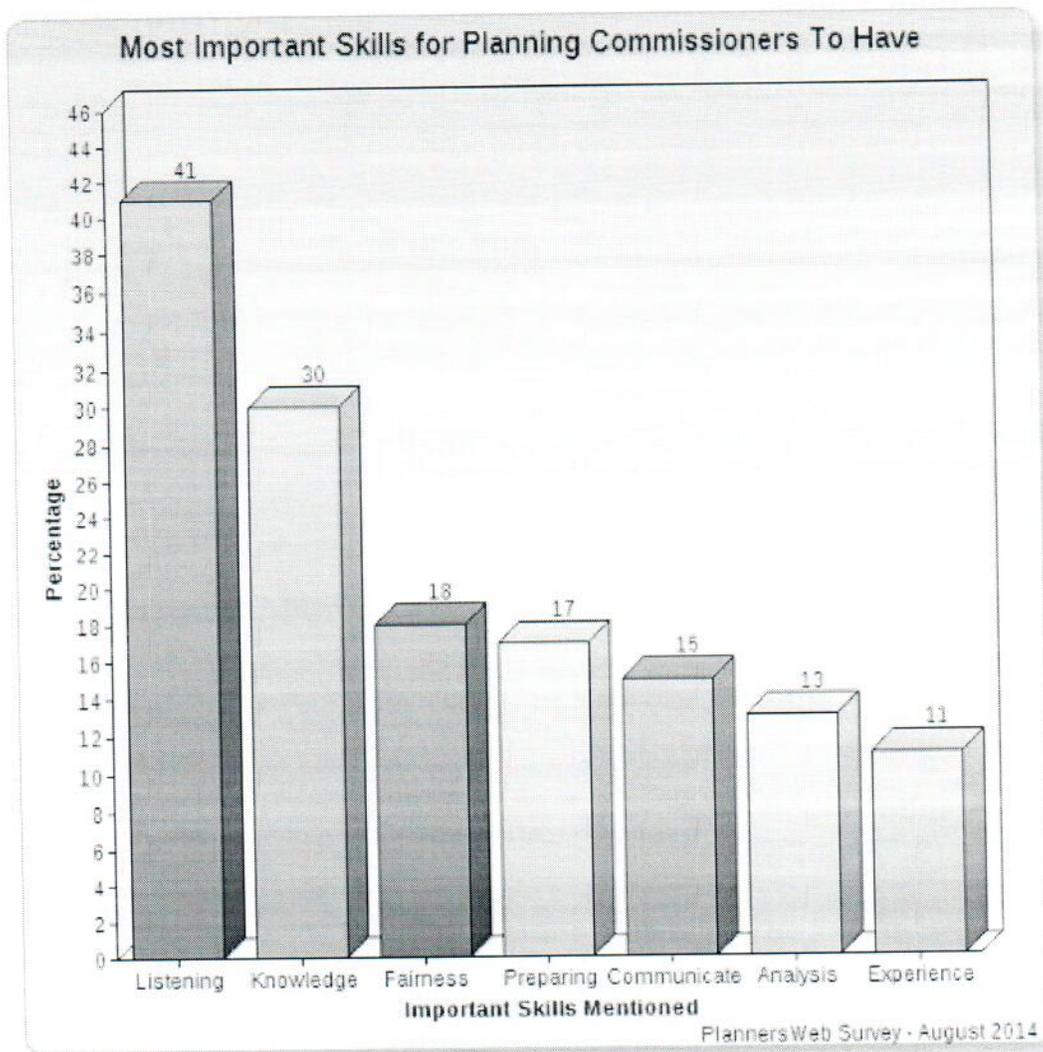
Summary:

For nearly 25 years our primary audience has been members of local planning commissions across the country. One of the key questions we asked planning commissioners (current and former) in our survey was this:

*What are the skills you've found most important in serving on a planning commission? Feel free to provide up to 3 responses.*

After reading through the responses we received from 181 planning commissioners, we found that many could be grouped into the following categories:

1. Listening. The skill of listening to what others have to say was the most often cited skill, mentioned by 75 planning commissioners (41 percent of the total).
2. Having Knowledge or Understanding of Community Issues or Ordinances. Comments by 53 planning commissioners spoke to the importance of having knowledge or understanding of issues facing the community, or of local ordinances and laws.
3. Being Fair & Open-Minded. These characteristics were mentioned by 33 commissioners as being important in serving on a planning board.
4. Being Prepared. The importance of being well-prepared for commission meetings was mentioned by 30 individuals as an important skill.
5. Ability to Communicate. Public speaking and the ability to communicate well were cited by 27 of those replying to our question.
6. Analytic Ability. Some 24 commissioners highlighted some aspect of analytic ability as an important skill.
7. Relevant Experience. Having relevant experience or background was mentioned by 20 people.



*Percentage of planning commissioners who mentioned each type of skill as one of their suggestions.*

Details on What We Heard:

1. Listening

Listening was mentioned as an important skill in serving on a planning commission by 75 of the 181 planning commissioners (41 percent) who responded to this question. Be a good listener.



Almost all replies were very short, with many just using the word “listen” or “listening,” or similar



short phrases such as: “Be a good listener,” “Listening closely to all speakers,” “Active listening.”

Some added a bit more explanation. A planning commissioner from Pennsylvania, for example, mentioned the “ability to listen to ideas, compare it with my past work experience, and then formulate my own opinion,” while a South Carolina planning commissioner described the skill as the “ability to listen and understand different perspectives.”

Listening, for a planning commissioner from Colorado, meant “Checking in with the community to represent them well.”

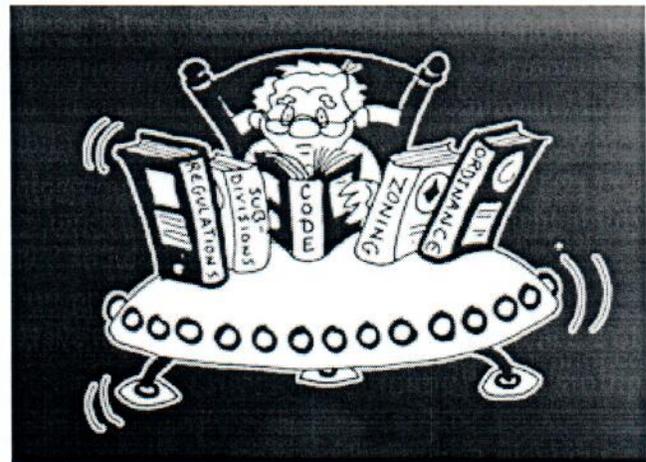
Finally, a respondent from Kentucky listed as the three most important skills: “Ability to listen; ability to learn; and ability to take action.”

## 2. Having Knowledge or Understanding of Community Issues or Ordinances / Training

Comments by 53 individuals (29% of those responding to the question) spoke to the importance of having knowledge or understanding of issues facing the community, or of local ordinances and laws. We also grouped in this category seven comments that mentioned the value of enrolling in training or educational programs.

A sampling of the comments we included in this category: “Knowledge of the ordinances and laws.”

- “Knowledge of planning successes/failures in other communities.”
- “Understand the zoning ordinance in the decision making process.”
- “Get familiar with the legal principles behind planning.”
- “Attend workshops/seminars to stay informed.”
- “Have an understanding of the planning process.”



### 3. Being Fair & Open-Minded

Fairness and being impartial and open-minded were frequently mentioned in comments, being noted by 33 of the 181 commissioners replying to our question.

Typical of the comments we included in this category:

- “Be open to differing opinions.”
- “Being fair minded and impartial.”
- “No pre-conceived agenda/attitude.”
- “Ability to listen to both sides of testimony and make a fair decision.”
- “Maintain independent, objective stance.”



Two comments worth noting: a Vermont planning commissioner wrote: “Be open minded, courteous and modest — don’t assume you know everything and accept that you can learn from someone who holds a different view than you,” while a California commissioner listed as an important skill, “Sensitivity to both community members and applicants (developers) while maintaining standards.”

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### 4. Being Prepared

The importance of being well-prepared for commission meetings was mentioned by 30 individuals as a valuable skill for planning commissioners to have. While these comments overlap slightly with

comments about having knowledge or training (mentioned above), we found them sufficiently distinct to group separately.

Most all of these comments were short and to the point, such as:

Visit the sites to be discussed whenever possible.

- “Adequate meeting preparation to understand issues.”
- “Do your homework.”
- “Willing to read and learn details for the meetings.”
- “Review agenda before meeting.”
- “Visit the sites to be discussed whenever possible.”

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## 5. Ability to Communicate

Public speaking and the ability to communicate well were cited by 27 individuals as one of the three most important skills for planning commissioners to have.

Among the replies we grouped in this category:

- “Excellent communication skills.”
- “Ability to communicate clearly in a meeting environment.”
- “Public speaking.”
- “Communicate precisely.”
- “Articulate speaking.”

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## 6. Analytic Ability

24 individuals highlighted some aspect of analytic ability as an important skill.

While a number of responses were short, such as “analytical ability,” “evaluate information,” “rational analysis,” “critical thinking,” “sorting out what is meaningful,” others were a bit longer:

Understanding the long-term impact of development decisions and avoiding unintended consequences.

A Michigan planning board member, for example, listed as an important skill, “Trying to look at issues from what is best for the city and is logical,” while a planning commissioner member from California cited the “ability to comprehend complex matters and balance competing interests.”

Several comments which we also grouped under “analytic ability” were similar to those of another California planning commissioner who wrote of the importance of: “Understanding the long-term impact of development decisions and avoiding unintended consequences.”

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## 7. Relevant Experience

Having relevant experience or background was listed by 20 individuals as an important skill for planning commissioners.

A sampling from these replies:

- “I’ve been a real estate broker for 40 years.”
- “Legal training.”
- “Experience in drafting regulations.”
- “I am the first architect to have ever served on our planning commission. I am able to help other commissioners perceive the physical impact of a project.”
- “Knowledge and personal experience with building and re-modeling.”
- “As a professional land planner and urban designer, my background helped a lot.”

Regarding that last comment, we found it interesting to see that quite a few of the planning commissioners responding to our survey also serve (or have served) as professional planners — presumably in most cases in different communities. Of the 202 individuals who completed our questionnaire and said they serve (or have served) on a planning commission or zoning board, 55 — 27 percent — also said they work (or have worked) as professional planners.

Editor’s Note: In past years, we’ve featured articles offering tips from individuals who have served in both capacities. See both [“Planner and Commissioner”](#) and [“Sitting on Both Sides of the Table.”](#)

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## Other Comments

There were three other smaller clusters of responses:

- We received comments from 13 individuals mentioning the importance of patience.

- Nine individuals mentioned as one of three most important “skills” showing respect to the public.
- Nine others noted the importance of commissioners asking good, cogent questions.

We also received a number of comments touching on a broad variety of other skills or attributes of planning commissioners. Among them:

- “Using common sense.”
- “People skills.”
- “Political savvy.”
- “Learning to compromise.”
- “Not taking anything personally.”
- “Try to build consensus.”



- “Keeping a cool head.”
- “Leadership.”
- “Humility.”
- “Observation.”
- “Ability to make a decision.”

There was also this reminder from a North Carolina planning commissioner (applicable, we would guess, in many situations): “Shut up when you’re winning.”

A Connecticut planning board member listed as an important skill, “the ability to work as a ‘team member’ on all issues we

The ability to work as a “team member” on all issues we deal with.

deal with,” while a planning commissioner from Michigan listed as a key skill “learning not to roll my eyes.”

An interesting skill noted by a Massachusetts zoning board member is “questioning unquestioned practices,” while an important attribute described by a Tennessee planning commissioner is “the ability to accept and support majority decisions.”



Two planning commissioners, one from Wyoming, the other from California, respectively responded: “Courage to say the truth and stand on your principles respectfully,” and “Personal integrity is utmost.”

But we’ll leave the final word with a Washington State planning commissioner who said that the skills planning commissioners need are “the same skills that make for good parenting.” You can decide what that implies!

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Later this Week, Our Next Post: [Most Important Skills for Staff Planners to Have](#)

Tags: [Being a Planning Commissioner](#), [Being Effective](#), [Miscellany](#)

Printed From: <http://plannersweb.com/2014/10/important-skills-planning-commissioners/>

**RIVERDALE CITY  
PLANNING COMMISSION AGENDA  
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**AGENDA ITEM: B**

**SUBJECT:** Open Communications

**PETITIONER:** Anyone Interested

**ACTION REQUESTED BY PETITIONER:** Open agenda item provided for any interested person to be able to speak about any topic.

**INFORMATION:** Per Governing Body desire, this item will be placed on the agenda as a permanent and regular item.

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**RIVERDALE CITY  
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**AGENDA ITEM: C1**

**SUBJECT:** Community Development Projects Status Report

**ACTION REQUESTED BY PETITIONER:** Information only.

**INFORMATION:** Opportunity for the Community Development Director to present any updates or information on follow-up issues to the Planning Commission.

[Community Development Report](#)

**[BACK TO AGENDA](#)**



## **COMMUNITY DEVELOPMENT PROJECTS STATUS REPORT**

*January 23, 2015*

### **NEW & ONGOING DEVELOPMENTS**



Bravo Arts Academy and Daycare has started construction of their new facility located at 5165 South 1500 West.



Golden Spike Harley-Davidson has started renovation for their new location at 5152 South 1500 West. They will move to their new location in March.



The new addition and remodel of the Riverdale Fire Station is underway.

### **Riverdale Business Park**

Construction on phase two of the Riverdale Business Park located at 5175 South 1500 West will begin soon.



**RIVERDALE CITY  
PLANNING COMMISSION AGENDA  
January 27, 2015**

**AGENDA ITEM: D**

**SUBJECT:** Consideration of meeting minutes from:  
December 23, 2014 Work Session  
December 23, 2014 Planning Commission  
January 13, 2015 Work Session

**PETITIONER:** City Recorder

**ACTION REQUESTED BY PETITIONER:** Approve minutes

**INFORMATION:** See attached minutes as follows:

[December 23, 2014 Work Session](#)

[December 23, 2014 Planning Commission](#)

[January 13, 2015 Work Session](#)

**[BACK TO AGENDA](#)**



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Minutes of the **Work Session** of the **Riverdale City Planning Commission** held Tuesday, **December 23, 2014** at 6:04 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Steve Hilton, Commissioner  
Kathy Eskelsen, Commissioner  
Lori Fleming, Commissioner  
Michael Roubinet, Commissioner  
Cody Hansen, Commissioner

Members Excused: Blair Jones, Chairman  
David Gailey, Commissioner

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

Vice-Chairman Hilton welcomed the Planning Commission members to the work session stating for the record that all were in attendance except for Chairman Jones and Commissioner Gailey who are excused. Community Development Director Michael Eggett said updates to the Community Development Report include the start of construction on the Bravo Arts Academy, the completion of phase one of Riverdale Business Park and the ongoing remodel of the Harley-Davidson dealership and Riverdale Fire Station.

Vice-Chairman Hilton asked for any changes or corrections to the previous meeting minutes and proposed meeting schedule for 2015 and none were noted.

Vice-Chairman Hilton said the only action item on tonight's agenda is a public hearing to receive and consider public comment on a proposed rezone request from C-3 Regional Commercial to R-2 Single Family with Rental Unit Residential for a property located at 800 W. 4450 S. Mr. Eggett said this is property owned by the Mitchell Family Trust and a developer is interested in rezoning it for residential development which he said will be in harmony in the adjacent properties. Mr. Eggett said the property is in between a commercial development to the south and residential properties to north and the developer has expressed interest in building a PRUD with patio homes on 6,000 square foot lots or larger. Commissioner Fleming asked how many homes are being proposed and Mr. Eggett said the developer has not indicated because they may acquire other adjacent parcels to expand the proposed project. Vice-Chairman Hilton asked if the developer has a concept ready for consideration if this rezone is approved and Mr. Eggett said not at this time. Commissioner Hansen asked about the process if the rezone is approved and Mr. Eggett said the Planning Commission's recommendation will be forwarded to the City Council and then the developer will need to bring a development

proposal forward for both bodies to review. Mr. Eggett said during the public notice period he has not received any comments in opposition to the rezone request and he noted that all public notice requirements have been met. Commissioner Fleming asked about the R-2 Zoning designation and Mr. Eggett said patio homes will likely be proposed which will be subject to a conditional use permit. Vice-Chairman Hilton asked about the timing of the proposal and Mr. Eggett said he believes the Mitchell family has given the developer 60 days to secure the rezone so that is why the Planning Commission is meeting tonight to consider the rezone request. Mr. Eggett said if the Planning Commission forwards a favorable recommendation, the City Council will consider this rezone request at their next meeting on January 6, 2015 and then the process to secure a conditional use permit will begin. Commissioner Fleming asked what will happen if the rezone request is granted but the development concept changes in the future and Mr. Eggett said a future petitioner would need to go through the rezone process again. Commissioner Hansen said in his opinion this R-2 rezone is a good fit to buffer the residential homes from the nearby commercial district. Vice-Chairman Hilton asked for additional comments or questions and none were noted.

Mr. Eggett said tonight's training document is entitled Ten Things You Should Know About Project Opponents and he discussed what groups typically oppose projects and how they can be included in the conversation and negotiated with so that all parties feel they are being heard and certain vocal factions aren't given undue weight in discussions. He advised the planning commissioners to be cautious of people's motivations and to acknowledge that in many cases there are two equally good arguments being considered. Mr. Eggett said often the public perception is the political system is flawed and experts may not be trustworthy or may favor one side over another in a development and the most common public fear is that new developments will cause increased traffic issues. He said as a planning commissioner it is important to let people speak and make legitimate comments or arguments and to know when to stop the dialogue and prevent debates from escalating and becoming disruptive.

Vice-Chairman Hilton asked for any discretionary items and Mr. Eggett distributed copies of a letter from Ogden Regional Medical Center (ORMC) requesting a sign recently approved for conversion to 50 percent digital now be a full digital sign. He said Saunders Outdoor Advertising provided the letter to the city to be distributed to the Mayor, Council and Planning Commission as a courtesy ahead of a formal request that will likely be on the next Planning Commission agenda. Mr. Eggett said ORMC was initially considering a digital sign off Parker Drive but at his recommendation is now considering a sign off 1750 West visible to northbound I-15 traffic, the second billboard north of the Crown Bedrooms Warehouse address 4800 South 1700 West.

There being no further business, the Planning Commission adjourned at 6:25 p.m.

Approved: January 27, 2014

Attest:

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Blair Jones, Chairman

Ember Herrick, City Recorder

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Minutes of the **Regular Meeting** of the **Riverdale City Planning Commission** held Tuesday, **December 23, 2014 at 6:30 p.m.** at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Steve Hilton, Commissioner  
Kathy Eskelsen, Commissioner  
Lori Fleming, Commissioner  
Michael Roubinet, Commissioner  
Cody Hansen, Commissioner

Members Excused: Blair Jones, Chairman  
David Gailey, Commissioner

Others Present: Michael Eggett, Community Development Director; Ember Herrick, City Recorder and six members of the public Ashley Andersen, Lorri Thurgood, Hugh Parke, Lori Mitchell, Drew Mitchell, Cliff Mitchell

**A. Welcome & Roll Call**

Vice-Chairman Hilton welcomed everyone to the meeting and stated for the record all members of the Planning Commission are present except for Chairman Jones and Commissioner Gailey who are excused.

**B. Open Communications**

Vice-Chairman Hilton said there are no members of the public except the petitioners present to speak during the open communications portion of the meeting.

**C. Presentations and Reports**

Community Development Director Michael Eggett said updates to the Community Development Report include the start of construction at Bravo Arts Academy, the ongoing remodel of the new Harley-Davidson dealership and Riverdale Fire Department and the completion of Riverdale Business Park phase one. He asked for any questions and none were noted.

**D. Consent Items**

1. **Consideration of meeting minutes from:  
October 14, 2014 Work Session  
October 14, 2014 Planning Commission**
2. **Consideration of Meeting Schedule for 2015**

Vice-Chairman Hilton asked for any changes or corrections to the previous meeting minutes and proposed 2015 meeting schedule and none were noted.

**Motion:** Commissioner Eskelsen moved to approve the consent items. Commissioner Fleming 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 a proposed rezone request from C-3 Regional Commercial to R-2 Single Family with Rental Unit Residential for a property located at 800 W. 4450 S.**

b. **Consideration of a proposed rezone request from C-3 Regional Commercial to R-2 Single Family with Rental Unit Residential for a property located at 800 W. 4450 S.**

Vice-Chairman Hilton said the only action item on tonight's agenda is consideration of a proposed rezone request from C-3 Regional Commercial to R-2 Single Family with Rental Unit Residential for a property located at 800 W. 4450 S. Mr. Eggett said the rezone public hearing was noticed properly as evidenced in the documentation included in the packet. Vice-Chairman Hilton opened the public hearing for public comment and no comments were received.

**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.

Mr. Eggett said this parcel of land is currently owned by the Mitchell Family Trust and a developer is interested in rezoning the land so that it can accommodate a PRUD development with residential lots no smaller than 6,000 square feet. He said this use would be a good transitional buffer between the commercial and residential zones and coincides with Riverdale's General Plan and Master Land Use Plan. Vice-Chairman Hilton asked how many homes are being proposed and Mr. Eggett said the petitioners haven't indicated a number but if this rezone is approved a proposal will be submitted which will be subject to Planning Commission and City Council consideration. Vice-Chairman Hilton asked is a representative of the Thurgood or Mitchell family would like to speak about the rezone request and no comments were made. Commissioner Hansen said he lives in this neighborhood and supports the rezone and proposed use as it will create a buffer between the commercial and residential areas. Vice-Chairman Hilton asked for any additional questions or concerns and none were noted.

**Motion:** Commissioner Hansen moved to forward a favorable recommendation to the City Council to approve a rezone request from C-3 Regional Commercial to R-2 Single Family with Rental Unit Residential for a property located at 800 W. 4450 S. Commissioner Eskelsen seconded the motion.

There was no discussion on the motion.

**Call the Question:** The motion passed unanimously.

**F. Discretionary Items**

Chairman Hilton asked for any discretionary items and none were noted.

**G. Adjournment**

**Motion:** There being no further business to come before the Planning Commission, Commissioner Fleming moved to adjourn the meeting. Commissioner Hansen seconded the motion. The motion passed unanimously. The meeting adjourned at 6:44 p.m.

Approved: January 27, 2014

Attest:

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Blair Jones, Chairman

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Ember Herrick, City Recorder

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Minutes of the **Work Session** of the **Riverdale City Planning Commission** held Tuesday, **January 13, 2014** at 6:04 p.m. at the Riverdale Civic Center, 4600 South Weber River Drive.

Members Present: Blair Jones, Chairman  
Steve Hilton, Commissioner  
Kathy Eskelsen, Commissioner  
David Gailey, Commissioner  
Michael Roubinet, Commissioner  
Cody Hansen, Commissioner

Members Excused: Lori Fleming, Commissioner

Others Present: Michael Eggett, Community Development Director; Ember Herrick, City Recorder and one member of the public Weston Saunders with Saunders Outdoor Advertising.

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

Community Development Director Michael Eggett said construction on Bravo Arts Academy is ongoing, a new tenant is moving into the old Macy's building, and Saunders Outdoor Advertising will have a request on the next Planning Commission agenda to convert one of their traditional billboards into an electronic sign.

Commissioner Hilton said the Riverside Storage sign is malfunctioning again and isn't dimming at night which is impacting the adjacent neighborhood and Mr. Eggett noted the complaint and said he will follow up with the sign owner. Chairman Jones asked how many times this sign will be allowed to malfunction before the city takes action and requires the owner to remove it permanently. Mr. Eggett said there is a legal process the city must go through to document the nuisance before the city can require the removal of the sign.

Mr. Eggett said tonight's work session will be a discussion about amending Riverdale's billboard ordinance to stipulate under what conditions a traditional billboard can convert to an electronic messaging billboard. He said the city recorder compiled a history of the Planning Commission's previous discussions about billboards converting to electronic signs for reference in tonight's meeting packet. According to Mr. Eggett, state law regulates billboards and doesn't leave cities a lot of flexibility to impose additional restrictions on sign companies that wish to convert their traditional billboards to electronic signs. He said he reviewed the electronic sign ordinances for Layton, Ogden,

Farmington and Salt Lake City and is proposing a distance measurement of 200 feet from the nearest residence for Riverdale. Mr. Eggett said six of Riverdale's 17 signs would be prohibited from converting to electronic signs because they are within 200 feet of a residential dwelling.

Commissioner Roubinet joined meeting in progress.

Mr. Eggett distributed copies of the amendments to the ordinance he is proposing in a draft document and read the following:

10-16-7: OFF PREMISES SIGNS:

~~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. 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)~~

**A. Definitions**

**Off Premise Advertising Sign (billboard):** A detached or attached sign designed or intended to direct attention to a business, product, service, event or attraction, that is not sold, offered, or existing on the property where the sign is located. A form of an off-premises sign.

**Off Premise Riverdale Business Sign:** A sign for Riverdale City businesses which is placed on property directly adjacent to the business location and advertises only for that business. A form of an off-premises sign.

- B. The installation of additional Off Premise Advertising Signs is prohibited. Existing Off Premise Advertising Signs may continue as a conditional use as long as they are maintained in good repair and are free from damage per applicable Utah State Codes, specifically as found in the Utah Outdoor Advertising Act.
- a. Existing Off Premise Advertising Signs are allowed to have routine maintenance and advertising copy changes including the repair or replacement of the sign face, but shall only be allowed to increase the height, size, or the location thereof per UCA 10-9a-513 and in compliance with regulations found within the Utah Outdoor Advertising Act.
  - b. Existing Off Premise Advertising Signs may be allowed to be converted to Digital Display signs and shall be required to comply with all of the applicable provisions of Riverdale Code regarding Electronic Signs (as found in 10-16-10), and applicable Utah State Codes, specifically as found in the Utah Outdoor Advertising Act, and shall be located adjacent to a Utah Department of Transportation Controlled Route. Only Existing Off Premise Advertising Signs located 200 feet or more from any legally occupied residential dwelling may be

converted to Digital Display signs and shall otherwise comply with all requirements listed within this section and the Riverdale City Code.

- c. Any enlargement, modification, upgrade, or conversion of an existing Off Premise Advertising Sign shall require approval as a conditional use.

C. Riverdale City Business Off Premise Signs shall require approval as a conditional use.

- a. Permitted Riverdale City Business Off Premises Signs shall be counted as allowable sign area for the applying business, and may be installed upon recommendation and approval by the Planning Commission and the City Council. (Ord. 702, 5-6-2008)

#### 10-16-10: ELECTRONIC SIGNS:

A. Definitions:

DIGITAL DISPLAY ~~ON PREMISES~~: An ~~on premises~~ sign face that may display changing content that is allowed to be fully animated and is 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 premises" if the sign is on the location of the business which is advertised or promoted on the sign.

ELECTRONIC SIGN: For the purpose of this section shall mean a digital display ~~on premises~~ sign.

FOOT-CANDLE: A unit of light measurement equal to one lumen per square foot and may be abbreviated "fc".

B. Zones Where Allowed: Digital display on premises signs are a conditional use in all zones that allow advertising or informational signs provided that such signs comply with all requirements of this chapter. ~~Electronic on premise~~ signs that advertise or promote businesses, products, activities, services, or events not located on the premises where the electronic sign is located are prohibited except the use of any on premises sign for the advertising of "not for profit", "fundraising" events or philanthropic endeavors that do not give attention to businesses that are not located in Riverdale City.

C. Number Of Signs Allowed: Only one on premises 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.

D. Brightness: An ~~on premises~~ 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. Any ~~on premises~~ electronic sign that exceeds the intensity levels in subsection D1 of this section shall constitute an excessively intense or brilliant sign and such sign is prohibited.

1. All digital displays shall be illuminated at a level no greater than 0.3 foot-candle over ambient light levels and shall employ light cutoff devices such as, but not limited to, louvers, in order to minimize light escaping above the horizontal plane. Foot-candle readings shall be measured at ground level at a distance shown in the intensity table.

INTENSITY TABLE

Sign Size (Square Feet)	Distance From Source
0 - 100	100 feet
101 - 300	150 feet
301 - 600	200 feet
601+	250 feet

2. Notwithstanding the requirements of subsection D1 of this section, under no circumstances shall the light emanation from a digital display on premises sign be greater than 0.3 foot-candle as measured from the nearest residential property line.

3. All digital display on premises signs must be equipped with both a dimmer control and a photocell which automatically adjusts the display intensity according to natural ambient light conditions.

E. Residential Areas: Residential areas shall not be adversely impacted by any electronic sign or any other type of sign.

F. Sound: The use of sound is prohibited.

G. View Obstruction: 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.

H. Public Property: Signs may not encroach on or project over public property or a public right of way.

I. Portable Electronic Signs: Portable electronic signs are prohibited.

J. Resemblance To Traffic Signal: No electronic sign may resemble or simulate any warning signal or any traffic lights or official traffic control signage.

K. Sign Shutoff: The digital display shall contain a default mechanism to turn the sign off in case of malfunction or shall be manually turned off within twenty four (24) hours of a reported malfunction.

L. Maximum Area: This type of on premises sign shall be restricted to a maximum area of three hundred (300) square feet. (Ord. 812, 8-21-2012)

Mr. Eggett said cities are required to have a uniform electronic sign code so he is proposing replacing all references to “on premises sign” to read “sign”. He said he also tried to address the Planning Commission’s concern that on premise electronic business signs not advertise for businesses located outside of Riverdale City. Mr. Eggett said his predecessor Randy Daily created a light intensity table in 2012 which he has also incorporated into the latest proposed amendments to the sign ordinance.

Mr. Eggett said Riverdale is also subject to the Utah Outdoor Advertising Act and Land Use Act and he is proposing amending Riverdale’s sign ordinance to allow a billboard or sign to be relocated in accordance with state law if it is damaged or destroyed by weather or vandalism.

Chairman Jones asked if City Attorney Steve Brooks has reviewed the proposed changes and Mr. Eggett said he provided the amended language to Mr. Brooks and City Administrator Rodger Worthen but they haven't review it or given him feedback yet.

Commissioner Hilton asked how many residences will be impacted by billboards converting to electronic signs and Mr. Eggett said three billboard signs are within 150 feet of homes and six signs are within 200 feet of homes. Commissioner Gailey asked if any electronic signs will be noncompliant if the proposed amendments are adopted by the City Council and Mr. Eggett said there are no electronic billboards in Riverdale to date and the sign proposed for conversion by Saunders Outdoor Advertising is more than 200 feet from the closest residence.

Commissioner Hilton suggested a subsection under Part B be its own paragraph and Chairman Jones recommended the subheading be designated with a number instead of a letter and Mr. Eggett noted the changes.

Commissioner Hilton asked about excluding billboards on Parker Drive from converting to electronic signs and Mr. Eggett said the proposed language would allow for electronic sign conversion along UDOT roads. Commissioner Hansen said the State of Utah sets illumination standards for billboard and Mr. Eggett said they also regulate motion and have a mandatory eight second hold followed by a three second transition between ads for safety reasons.

Commissioner Hansen asked about the possibility of multiple signs in a row timing their advertisements for one client and Weston Saunders with Saunders Outdoor Advertising said that technology is years away and would be difficult to utilize with vehicles traveling at 70 mph on Utah freeways. Commissioner Hansen asked what prompted staff to bring these amendments forward at this time and Mr. Eggett said the Saunders request to convert a billboard to an electronic sign prompted the Council to ask for a review of Riverdale's ordinance.

Mr. Eggett reviewed the public notice requirements for sign companies and asked the Planning Commission if they would like to set a public hearing and Commissioner Hilton said he would like the proposed amendments to be reviewed by legal counsel before setting a public hearing. Commissioner Eskelsen asked if the Planning Commission could make setting the public hearing subject to a favorable recommendation from Mr. Brooks and Mr. Eggett said he isn't confident Mr. Brooks will have time to review the proposed amendment in time to give the sign companies notice about the public hearing and there was consensus to wait to set a public hearing.

Chairman Jones asked for any discretionary items and Commissioner Gailey said his term on the Planning Commission is set to expire January 31, 2015 and he has informed Mayor Searle that he would like to be appointed for another term. Mr. Eggett said there will be a consent item on the January 20, 2015 City Council agenda to reappoint Commissioners Gailey and Hilton to Riverdale's Planning Commission.

There were no additional comments or questions and there being no further business, the Planning Commission adjourned at 6:34 p.m.

Approved: January 27, 2015

Attest:

\_\_\_\_\_  
Blair Jones, Chairman

\_\_\_\_\_  
Ember Herrick, City Recorder

DRAFT

**RIVERDALE CITY  
PLANNING COMMISSION AGENDA  
January 27, 2015**

**AGENDA ITEM: E1**

**SUBJECT:** Consideration of recommendation to City Council for Conditional Use Permit application for modification of an existing Saunders Outdoor Advertising sign located at approximately 1756 West 4800 South

**PETITIONER:** Saunders Outdoor Advertising Representative

**INFORMATION:** [Executive Summary](#)

[Conditional Use Application](#)

[Sign Details](#)

**[BACK TO AGENDA](#)**



Planning Commission  
Executive Summary

For the Commission meeting on: 1-27-2015

Petitioner: Saunders Outdoor Advertising,  
Represented by Weston Saunders (SOA) and/or  
Jared Johnson (YESCO)

Summary of Proposed Action

Saunders Outdoor Advertising have applied for a follow-up conditional use permit to change the format of their billboard advertising sign located at approximately 1756 West 4800 South from a traditional sign to a full size digital screen conversion (improvements only on the south face of the sign) in place of the previously approved partial digital screen conversion. This billboard modification is proposed to advertise exclusively for the Ogden Regional Medical Center in Washington Terrace. This billboard is an existing sign located in a Light Manufacturing Zone (M-1). Following the presentation and discussion of the proposal, the Planning Commission may make a motion to recommend City Council grant approval of the conditional use permit as it relates to the proposed modifications to this sign, approval of the conditional use permit with any proposed amendments, or not approve the conditional use request.

Title 10 Ordinance Guidelines (Code Reference)

All sign permit requests are regulated under City Code 10-16 "Sign Regulations". Conditional use requests are regulated by City Code 10-19 "Conditional Uses".

City staff have been in conversation with Saunders Outdoor Advertising regarding this conditional use request for a modification to this specific billboard advertising sign as noted above and found within this packet of information. Information regarding this request was also previously provided to the City Council and Planning Commission. This billboard is located to the north of the Crown Bedroom Warehouse building along the I-15 highway corridor and is visible from the I-15 corridor. There would appear to be very minimal impact to residents in Riverdale City from this sign location.

Supplementary information regarding the sign proposal and location have been provided for review by the Planning Commission. It is also anticipated that Jared Johnson and/or Weston Saunders will be present to discuss (and answer questions regarding) the digital screen and its installation since YESCO would install and monitor/maintain the digital sign for Saunders Outdoor Advertising, if the permit was granted by the City.

The applicable sections of the City Code relative to this matter are listed below for your review:

**10-16-7: OFF PREMISES SIGNS:**

- 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. 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)

### **10-16-8: SIGN/ZONE REGULATIONS:**

B. Commercial And Manufacturing Districts: In commercial districts C-1, C-2, C-3, and CP-1, CP-2, CP-3, and manufacturing districts M-1, M-2, MP-1 and MP-2, the following regulations apply:

1. Development Signs: One or more signs of a temporary nature for main buildings or uses under development provided such signs shall not exceed in combined total area one hundred (100) square feet.
2. Public Necessity Signs: These signs are informational and not advertising in nature. One or more public necessity signs are allowed, provided that no such sign shall exceed twenty four (24) square feet in area.
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, 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. (Ord. 837, 6-4-2013)
4. Pole/Pylon Signs Height Regulations: No pole/pylon sign shall be erected to a height exceeding forty feet (40') above the ground. All pole/pylon type signs shall be positioned on the site in a landscaped area. All pole/pylon signs shall be internally illuminated.
5. Existing Signs: Any lawful sign completely constructed, in existence, and lawfully installed in the city at the time of the passage hereof, shall be allowed to exist at its present height. At such time that the existing sign structure or location is changed, in any manner whatsoever, then said sign must come into compliance with the height limitation, as set forth in subsection B4 of this section.

### **10-19-5: BASIS FOR REVIEW OF CONDITIONAL USE PERMIT:**

The planning commission shall review a conditional use permit with evidence presented to establish that:

- A. A conditional use shall be approved if reasonable conditions are proposed or can be imposed to mitigate the reasonably anticipated detrimental effects of the proposed use in accordance with applicable standards.
- B. If the reasonably anticipated detrimental effects of a proposed conditional use cannot be substantially mitigated by the proposal or the imposition of reasonable conditions to achieve compliance with applicable standards, the conditional use may be denied.
- C. The proposed use of the particular location is necessary or desirable to provide a service or facility which will contribute to the general well being of the community; and
- D. Such use will not, under the circumstances of the particular case and the conditions imposed, be detrimental to the health, safety and general welfare of persons nor injurious to property or improvements in the community, but will be compatible with and complementary to the existing surrounding uses, buildings and structures when considering traffic generation, parking, building design and location, landscaping and signs; and

E. The proposed use conforms to the goals, policies and conditions specified in this chapter for such use; and

F. That the proposed use conforms to the goals, policies and governing principles and land use of the master plan for the city; and

G. The proposed use will not lead to the deterioration of the environment, or ecology of the general area, nor will it produce conditions or emit pollutants of such a type or of such a quantity so as to detrimentally affect, to any appreciable degree, public or private property, including the operation of existing uses thereon, in the immediate vicinity or the community or area as a whole. (Ord. 665, 8-19-2008)

Departmental staff has reviewed the submission and discussed this application with City Attorney Steve Brooks. Departmental staff have advised Saunders Outdoor Advertising staff to have a representative present to address any associated questions or comments brought up by the Planning Commission regarding this application.

Staff would encourage the Planning Commission to review this matter and then discuss these matters with the petitioner. Staff would then recommend that the Planning Commission act accordingly to make a motion of recommendation for City Council approval (which may include amendments) or non-approval for the granting of the Conditional Use request for modification of the Saunders Outdoor Advertising billboard sign located at 1756 West 4800 South from a traditional billboard to a full size digital screen conversion (only on the south face of the billboard sign) as proposed.

**General Plan Guidance (Section Reference)**

This site is listed on the general plan as Neighborhood Commercial - Low.

**Legal Comments - City Attorney**



Steve Brooks, Attorney

**Administrative Comments - City Administrator**

Rodger Worthen, City Administrator



# Riverdale City

Community Development  
4600 So. Weber River Drive  
Riverdale, Utah 84405

## CONDITIONAL USE PERMIT APPLICATION

DATE 1/13/2015  
 ADDRESS OF SITE 1756 W 4800 S RIVERDALE, UT 84067  
 APPLICANT'S NAME SAUNDERS OUTDOOR ADV.  
 ADDRESS 1764 W 2900 S OGDEN, UT 84401  
 PHONE NUMBER 801-621-2350

NOTE: Plans: Detailed location, site and building plans shall accompany the completed application forms provided by the city. For structures in existence, only a location plan need be provided.

SITE PLAN RECEIVED  BUILDING PLANS RECEIVED

Present Zoning of the Property: M-1 Present Use of the Property: SIGNS/Undeveloped  
 Acreage of the Property: 2.46 acres Width of Property on the Street: N/A  
 Proposed Conditional Use of Property: Digital Billboard Sign Conversion

SIGNED: WESTON SAUNDERS DATE: 1-14-2015

I authorize \_\_\_\_\_ to act as my representative in all matters relating to this application.

\_\_\_\_\_  
OWNER AGENT AS AUTHORIZED BY OWNER

### PLANNING COMMISSION SCHEDULED TO HEAR THIS APPLICATION FOR CONDITIONAL USE ON:

DATE: \_\_\_\_\_ DECISION OF COMMISSION: \_\_\_\_\_

SIGNATURE OF CHAIRPERSON: \_\_\_\_\_ DATE: \_\_\_\_\_

### PLANNING COMMISSION PUBLIC HEARING:

DATE: \_\_\_\_\_ DECISION OF COMMISSION: \_\_\_\_\_

SIGNATURE OF CHAIRPERSON: \_\_\_\_\_ DATE: \_\_\_\_\_

Fee \$50.00 Date Paid: 1/14/2015 Receipt No. 15.487048

RIVERDALE CITY CORPORATION  
4800 SOUTH WEBER RIVER DRIVE  
RIVERDALE UT 84405

394-5541

Receipt No: 15.487048

Jan 14, 2015

SAUNDERS OUTDOOR ADV.

Previous Balance:		.00
BUILDING PERMITS - BUILDING PERMIT		50.00
10-32-2100 BUILDING PERMITS		
<hr/>		
Total:		50.00
<hr/>		
CHECK	Check No: 48374	50.00
Total Applied:		50.00
<hr/>		
Change Tendered:		.00
<hr/>		

Duplicate Copy

01/14/2015 10:23AM

# Better beginnings.



MOUNTAINSTAR

Lakeview Hospital



Saunders

DRAWING NUMBER: CS6-MS01132015

DATE:

APPROVED BY:

**Saunders**  
OUTDOOR ADVERTISING INC.

THIS DRAWING WAS CREATED TO ASSIST YOU IN VISUALIZING OUR PROPOSAL. THE ORIGINAL IDEAS HEREIN ARE THE PROPERTY OF SAUNDERS OUTDOOR ADVERTISING, INC. PERMISSION TO COPY BY ANY MEANS OR REVISE THIS DRAWING CAN ONLY BE OBTAINED THROUGH WRITTEN AGREEMENT WITH SAUNDERS.

# Saunders

OUTDOOR ADVERTISING

## Full size Display Sample

115 Northbound - North Salt Lake, UT





# Weber County Parcel Search

2380 Washington Blvd Ogden, Utah

Weber County Home - Parcel Search - Interactive Maps

[Print this page](#)

<a href="#">Current Taxes</a>	<a href="#">Ownership Info</a>	<a href="#">Tax History</a>	<a href="#">Property Characteristics</a>	<a href="#">Delinquent Taxes</a>
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[<--Back to Search](#)

Today's Date: 01/14/2015

**Parcel # 08-087-0020**

### Ownership Info

Owner	JPL INVESTMENTS L C	<a href="#">View in Geo-Gizmo</a>
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#### Plat Map

Property Address	1756 W 4800 S RIVERDALE 84067	Plat Map Last Uploaded: 10 Nov 2014
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Mailing Address	1764 W 2900 S OGDEN UT 844013255	08-087 <a href="#">View PDF</a>
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#### Dash Pages

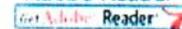
Tax Unit	26	08-087-1 <a href="#">View PDF</a>
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08-087-2 [View PDF](#)

08-087-3 [View PDF](#)

08-087-4 [View PDF](#)

Viewing Plat Maps requires [Adobe Reader](#)



#### Dedication Plat

No Dedication Plats found

### Current References

Entry #	Book	Page	Recorded Date
1362291	1770	2510	06-SEP-95
Kind of Instrument QUIT CLAIM DEED			

### Prior Parcel Numbers

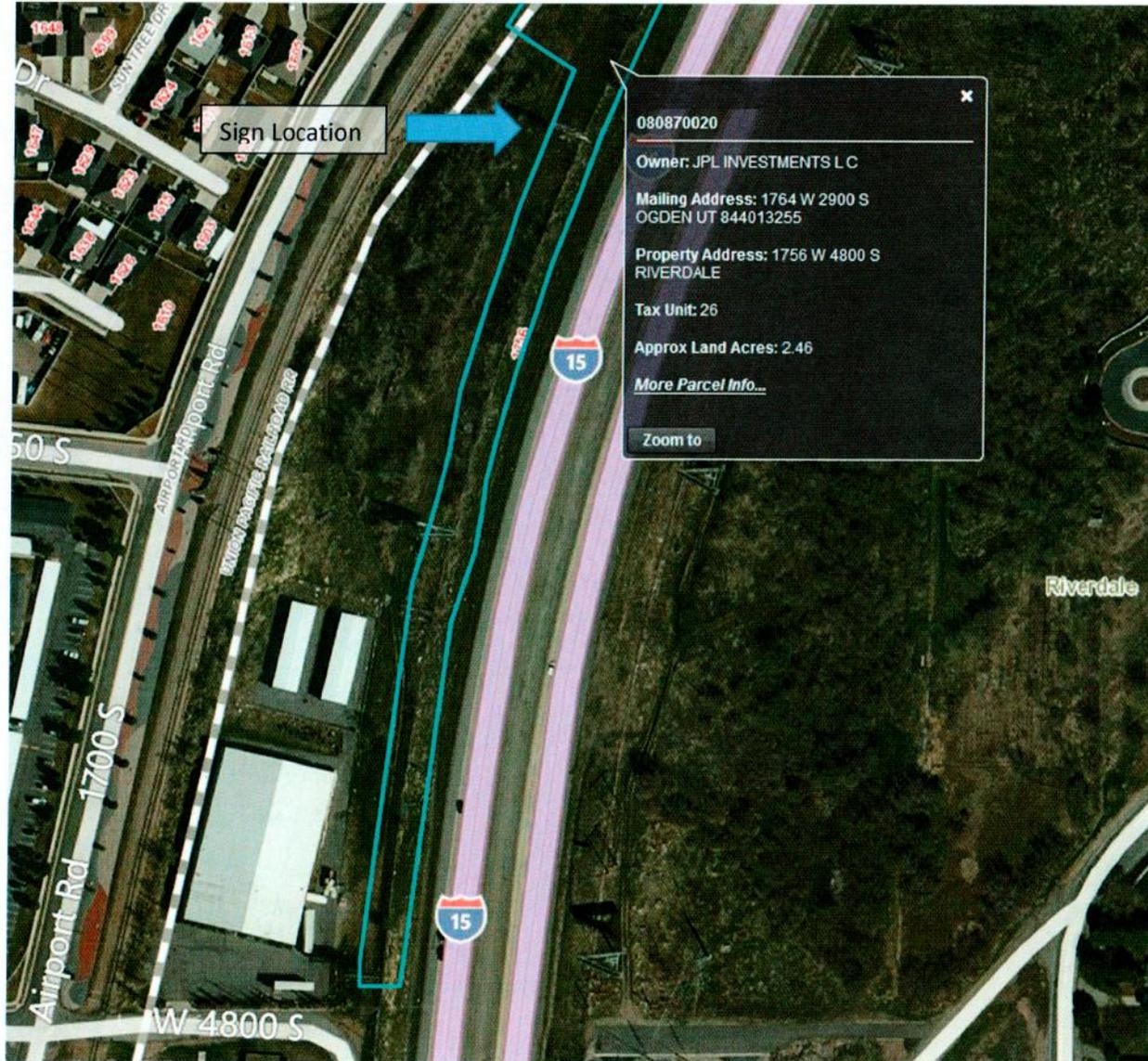
No Prior Serial Numbers Found

### Legal Description

*\* For Tax Purposes Only \**

PART OF THE SOUTHWEST QUARTER OF SECTION 12, TOWNSHIP5 NORTH, RANGE 2 WEST, SALT LAKE MERIDIAN, U.S. SURVEY; BEGINNING AT THE INTERSECTION OF THE WEST LINE OF INTERSTATE HIGHWAY NO. 15 AND THE NORTH LINE OF 4800 SOUTH STREET SAID POINT BEING NORTH 89D52'11" EAST 1835.38 FEET AND NORTH 0D07'49" WEST 33 FEET FROM THE SOUTHWEST CORNER OF SAID QUARTER SECTION RUNNING THENCE NORTHERLY ALONG INTERSTATE HIGHWAY NO. 15 TO A POINT NORTH 89D32' EAST 320 FEET AND NORTH 0D11' EAST FROM THE BEGINNING; THENCE NORTH 0D11' EAST ALONG FENCE LINE TO A POINT NORTH 89D32' EAST 320 FEET AND 1269.50 FEET NORTH 0D11' EAST FROM THE POINT OF BEGINNING; THENCE NORTH 37D02' EAST 869.54 FEET; THENCE WEST 39.06 FEET TO THE BAMBERGER RAILROAD RIGHT-OF-WAY FENCE LINE; THENCE SOUTH 38D15' WEST 962.93 FEET; THENCE TO THE LEFT ALONG THE ARC OF A 2068.89 FOOT RADIUS CURVE 198.53 FEET; THENCE SOUTH 53D11'28" EAST 83.47 FEET THENCE ALONG THE ARC OF A 3044.79 FOOT RADIUS CURVE TO THE LEFT 923.38 FEET (LONG CHORD BEARS SOUTH 14D45'17" WEST 919.84 FEET);

## Saunders Outdoor Advertising – Cond Use Req Sign Location



**RIVERDALE CITY  
PLANNING COMMISSION AGENDA  
January 27, 2015**

**AGENDA ITEM: E2**

**SUBJECT:** Review, discuss and set public hearing for proposed changes to Riverdale's billboard ordinance regarding conversion of traditional billboards to electronic messaging billboards

**PETITIONER:** Community Development

**INFORMATION:** [Executive Summary](#)

[Proposed amendments to RCC 10-16-7 Off Premises Signs](#)

**[BACK TO AGENDA](#)**



## Planning Commission Executive Summary

For the Commission meeting on: 1-27-2015

Petitioner: Community Development

### Summary of Proposed Action

Planning Commission discussion on amending Riverdale City Code 10-16-7 Riverdale's billboard ordinance regarding conversion of traditional billboards to electronic messaging billboards. **Following the discussion the Planning Commission may set a public hearing.**

### Proposed Amendments

#### 10-16-7: OFF PREMISES SIGNS:

~~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. 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)~~

#### A. Definitions

**Off Premise Advertising Sign (billboard):** A detached or attached sign designed or intended to direct attention to a business, product, service, event or attraction, that is not sold, offered, or existing on the property where the sign is located. A form of an off-premises sign.

**Off Premise Riverdale Business Sign:** A sign for Riverdale City businesses which is placed on property directly adjacent to the business location and advertises only for that business. A form of an off-premises sign.

- B. The installation of additional Off Premise Advertising Signs is prohibited. Existing Off Premise Advertising Signs may continue as a conditional use as long as they are maintained in good repair and are free from damage per applicable Utah State Codes, specifically as found in the Utah Outdoor Advertising Act.
- a. Existing Off Premise Advertising Signs are allowed to have routine maintenance and advertising copy changes including the repair or replacement of the sign face, but shall only be allowed to increase the height, size, or the location thereof per UCA 10-9a-513 and in compliance with regulations found within the Utah Outdoor Advertising Act.
  - b. Existing Off Premise Advertising Signs may be allowed to be converted to Digital Display signs and shall be required to comply with all of the applicable provisions of Riverdale Code regarding Electronic Signs (as found in 10-16-10), and applicable Utah State Codes, specifically as found in the Utah Outdoor Advertising Act, and shall be located adjacent to a Utah Department of Transportation Controlled Route. Only Existing Off Premise Advertising Signs located 200 feet or more from any legally occupied residential dwelling may be converted to Digital Display signs and shall otherwise comply with all requirements listed within this section and the Riverdale City Code.
  - c. Any enlargement, modification, upgrade, or conversion of an existing Off Premise Advertising Sign shall require approval as a conditional use.

- C. Riverdale City Business Off Premise Signs shall require approval as a conditional use.
- a. Permitted Riverdale City Business Off Premises Signs shall be counted as allowable sign area for the applying business, and may be installed upon recommendation and approval by the Planning Commission and the City Council. (Ord. 702, 5-6-2008)

**10-16-10: ELECTRONIC SIGNS:**

A. Definitions:

**DIGITAL DISPLAY ON-PREMISES:** An on-premises sign face that may display changing content that is allowed to be fully animated and is 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 premises" if the sign is on the location of the business which is advertised or promoted on the sign.

**ELECTRONIC SIGN:** For the purpose of this section shall mean a digital display on-premises sign.

**FOOT-CANDLE:** A unit of light measurement equal to one lumen per square foot and may be abbreviated "fc".

B. Zones Where Allowed: Digital display on premises signs are a conditional use in all zones that allow advertising or informational signs provided that such signs comply with all requirements of this chapter. Electronic on premise signs that advertise or promote businesses, products, activities, services, or events not located on the premises where the electronic sign is located are prohibited except the use of any on premises sign for the advertising of "not for profit", "fundraising" events or philanthropic endeavors that do not give attention to businesses that are not located in Riverdale City.

C. Number Of Signs Allowed: Only one on premises 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.

D. Brightness: An on-premises 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. Any on-premises electronic sign that exceeds the intensity levels in subsection D1 of this section shall constitute an excessively intense or brilliant sign and such sign is prohibited.

1. All digital displays shall be illuminated at a level no greater than 0.3 foot-candle over ambient light levels and shall employ light cutoff devices such as, but not limited to, louvers, in order to minimize light escaping above the horizontal plane. Foot-candle readings shall be measured at ground level at a distance shown in the intensity table.

**INTENSITY TABLE**

Sign Size (Square Feet)	Distance From Source
0 - 100	100 feet
101 - 300	150 feet
301 - 600	200 feet
601+	250 feet

- 2. Notwithstanding the requirements of subsection D1 of this section, under no circumstances shall the light emanation from a digital display on premises sign be greater than 0.3 foot-candle as measured from the nearest residential property line.
- 3. All digital display on premises signs must be equipped with both a dimmer control and a photocell which automatically adjusts the display intensity according to natural ambient light conditions.

E. Residential Areas: Residential areas shall not be adversely impacted by any electronic sign or any other type of sign.

F. Sound: The use of sound is prohibited.

G. View Obstruction: 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.

H. Public Property: Signs may not encroach on or project over public property or a public right of way.

I. Portable Electronic Signs: Portable electronic signs are prohibited.

J. Resemblance To Traffic Signal: No electronic sign may resemble or simulate any warning signal or any traffic lights or official traffic control signage.

K. Sign Shutoff: The digital display shall contain a default mechanism to turn the sign off in case of malfunction or shall be manually turned off within twenty four (24) hours of a reported malfunction.

L. Maximum Area: This type of on premises sign shall be restricted to a maximum area of three hundred (300) square feet. (Ord. 812, 8-21-2012)

**General Plan Guidance (Section Reference)**

**Legal Comments - City Attorney**

*Comments/recommendations given to Mike on 1/23/15 —*



Steve Brooks, Attorney

**Administrative Comments - City Administrator**

*I support THIS MODIFICATION.*



Rodger Worthen, City Administrator

**RIVERDALE CITY  
PLANNING COMMISSION AGENDA  
January 27, 2015**

**AGENDA ITEM: F1**

**SUBJECT:** Discretionary Items

**PETITIONER:** Elected, Appointed, and Staff

**ACTION REQUESTED BY PETITIONER:** Open agenda item provided for comments or discussion on discretionary items.

**[BACK TO AGENDA](#)**