



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:

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Brent Ellis, Chairman

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Ember Herrick, City Recorder