



Minutes of the **Regular Meeting** of the **Riverdale City Planning Commission** held Tuesday, **January 27, 2015 at 6:30 p.m.** at the Riverdale Civic Center, 4600 South Weber River Drive.

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

Others Present: Michael Eggett, Community Development Director; Ember Herrick, City Recorder and three members of the public Weston Saunders, Jared Johnson and Craig Bielik.

**A. Welcome & Roll Call**

Chairman Jones welcomed everyone to the meeting and stated for the record all members of the Planning Commission are present.

**B. Open Communications**

Chairman Jones 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 there are no new updates to the Community Development Report. He asked for any questions and none were noted.

**D. Consent Items**

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

Chairman Jones 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. 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**

Chairman Jones said the first action item on tonight's agenda is consideration of a conditional use permit for a proposed billboard conversion to a full electronic sign. Mr. Eggett said in his opinion an electronic sign will have minimal impact at this location and the petitioner Saunders Outdoor Advertising has complied with all city ordinances and the request has been reviewed by Riverdale City Attorney Steve Brooks. Commissioner Hilton asked about the permanency of Ogden Regional Medical Center's (ORMC) lease with Saunders Outdoor Advertising and Weston Saunders said it will be a three year lease with a possible additional three year extension after which time Saunders will be able to run electronic advertisements for any business they contract with. Commissioner Hilton asked if ORMC's sign will have the ER wait time clock as part of their display and ORMC Representative Craig Bielik confirmed it will be, but 80 percent will be dedicated to other marketing messages similar to an existing billboard in Layton. Commissioner Hilton asked if the ER wait time will be a separate LED display and Mr. Saunders said no the wait time will be incorporated into the full electronic sign. Commissioner Hilton asked if any business will be able to advertise on this electronic sign after ORMC's contact ends and Mr. Saunders confirmed that is correct. Commissioner Hansen asked why the ORMC sign images were included in the packet and Mr. Eggett said the Planning Commission previously approved a partial electronic sign at this location for ORMC but this latest request is for a full electronic sign at the same location. He said Saunders is the petitioner on behalf of their client ORMC and Saunders will maintain the electronic sign and determine who advertises on it in perpetuity. No additional questions or comments were noted.

**Motion:** Commissioner Roubinet moved to send a favorable recommendation to the City Council for a Conditional Use Permit application for modification of an existing Saunders Outdoor Advertising sign located at approximately 1756 West 4800 South. Commissioner Hilton seconded the motion.

There was no discussion on the motion.

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

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

Chairman Jones said the next item is consideration of setting a public hearing to amend Riverdale's electronic sign ordinance which was previously discussed in a Planning Commission work session on January 13, 2015. Mr. Eggett reviewed some minor modifications included in the latest draft of the ordinance included in the packet including recommendations by City Attorney Steve Brooks and City Administrator Rodger Worthen.

Mr. Eggett said prior to the public hearing he will work with Mr. Brooks to add new language stipulating that billboards that are closer than the 200 foot distance requirement may be converted to electronic signs as long as they are oriented completely away from any occupied residences. Commissioner Hilton said light pollution and its impact on residences may not be limited to sign orientation and Commissioner Hansen asked if light reflected from an electronic billboard could be regulated by Riverdale's nuisance ordinance. Saunders Outdoor Advertising Representative Jared Johnson gave a brief explanation of how LED lights reflect light directionally and said the impact of an electronic sign on an adjacent neighborhood would be minimal with an LED billboard. Mr. Eggett asked if there are concerns by the sign company of

adding language to address a sign's orientation and Mr. Johnson said he isn't opposed to light trespass language being added but it may not be necessary if the Planning Commission has a clearer understanding of LEDs and their low light bleed. Commissioner Hilton said his neighbors have been negatively impacted by light pollution from an LED sign for Riverside Storage whenever the dimmer malfunctions. He said he has serious concerns about the reflectivity of electronic billboards because issues have already arisen in Riverdale in connection with other electronic signs and he recommended that language be added to the amended sign ordinance to protect residential zones and minimize the impact. Mr. Eggett suggested adding language treating light impacts as nuisances following already established language for vehicular light impacts. Commissioner Hilton said he would like the nuisance standards added to the table on brightness in the electronic sign ordinance. Commissioner Hilton asked if Riverdale's wording is more lenient than other cities and Mr. Johnson said Riverdale's ordinance is well written and complies with state laws and the sign company standards which are even stricter than municipal and state laws. Commissioner Hilton said he is an advocate of digital signs but believes the Planning Commission has an obligation to insulate residential zones from commercial electronic light pollution. He said he is comfortable with the Planning Commission setting a public hearing to amend RCC 10-16-10 if the changes discussed today are incorporated into the final draft.

Chairman Jones said if an electronic sign's light bleeds onto residences can Riverdale require that the sign be reoriented to face away from the homes or what other options are available and Mr. Johnson said repositioning the angle of the billboard is the best solution for light bleed. Commissioner Hilton asked about louvers and Mr. Johnson said they aren't always effective and he shared an anecdote about a Traverse Mountain sign in Lehi.

Commissioner Hansen asked about electronic signs being used to assist law enforcement in an emergency or in locating a missing child and Mr. Johnson said Saunders and several other sign companies in Utah voluntarily participate in partnerships with the state police, FBI, and National Center for Missing and Exploited Children. Mr. Johnson said when an Amber Alert is issued the sign companies will display the information for two hours and then make regular updates a part of their regular sign rotation until the missing child is located. He said participation is voluntary at the sign owners' discretion and as the technology advances sign companies will likely partner with other agencies to run public notices warning the public about severe weather conditions, earthquakes, or terrorism alerts. No additional questions or comments were noted.

**Motion:** Commissioner Fleming moved to set public hearing for proposed changes to Riverdale's billboard ordinance regarding conversion of traditional billboards to electronic messaging billboards. Commissioner Gailey seconded the motion.

There was no discussion on the motion.

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

#### **F. Discretionary Items**

Chairman Jones 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 6:57 p.m.

Approved: February 24, 2015

Attest:

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Blair Jones, Chairman

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Ember Herrick, City Recorder