

**SANTA CLARA CITY
ECONOMIC DEVELOPMENT COMMISSION MEETING
WEDNESDAY, JANUARY 21, 2015**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA, WASHINGTON COUNTY, UTAH met for a regular meeting on Wednesday January 21, 2015 at 5:00 p.m. in the Town Hall Office Building at 2603 Santa Clara Drive, Santa Clara, Utah.

Present: Commission Members: Doug Clove, Lance Allred,
Rex Oliver, Alan Madsen

City Council Representative: Herb Basso
Secretary: Ditzie Whitehead

1. **Call to Order:** Doug Clove welcomed the EDC members. The meeting was called to order at 5:10 p.m.
2. **Approval of Minutes:**
Doug asked for motion to approve Minutes of December 17, 2014
Motion to approve the Regular Meeting Minutes of by December 17, 2014 by Lance Allred; seconded by Doug Clove; with all members present voting aye.
3. **Working Agenda:**
 - A. **Business**
 1. **Review and Discussion of Historic District Sign Ordinance-EDC Draft prepared by Doug Clove. Doug prepared redlined draft with changes discussed over previous meetings and comments to support and explain proposed changes. Began review of new draft to make any needed corrections or changes.**
 - **Section 17.45.040-APPLICATION REQUIREMENTS.**
 - (F) **FEES.** Herb commented that fees set by City Council to cover cost of service. Lance would like EDC to have input on fee costs.
 - **Section 17.45.050-REVIEW PROCEDURES.** First line change (3) working days to (5) working days. Also need to consider who at the City can approve sign permits other than Corey Bundy. If he is away there needs to someone else to approve permits so as not to slow down process. Also need to allow room for appeal if a business owner is not in agreement with City's decision on a sign permit.
 - **Section 17.45.110 SIGN STANDARDS**
 - (A) **CUMULATIVE SIGN AREA REQUIREMENTS.** Second sentence change 10% to 20%.
 - (D) **LOCATION ON BUILDING.**
 4. **COMPATIBILITY.** Strike last sentence and add comment stating the sentence is too arbitrary as to what is considered architectural detail and what is obscuring. Should rely more on the property owner's discretion.
 - (I) **SIGN CHARACTERISTICS.**
 4. **Supporting Framework:** First sentence, after traditional add in appearance or compatible to the architecture of the

building. Second and third sentences, after "The following materials are" add examples of.

- (J) **ILLUMINATION:**
 - 3. **PROHIBITED LIGHTING.** Remove Figure 110.2 and its accompanying description.
- **Section 17.45.120-PERMITTED PERMANENT SIGNS.**
 - (A) **AWING OR CANOPY SIGN**
 - (4.) **DESIGN.** Second sentence: Beginning "Examples of covering materials are", add polymers in after vinyl. Polymers better terminology for inclusion of plastic materials. Third sentence: Change first word Fabrics to Materials. Alan suggested adding a comment stating the concern should be appearance and durability, not material. He noted an example of a sign he recently had printed that looked like fabric but actually is plastic and very beautiful in appearance. Also, strike out Figure 120.2 and accompanying text.
 - (B) **MONUMENT SIGN.**
 - (1) **SIZE.** Strike out per facing at the end of the first sentence.
 - (C) **HANGING OR PROJECTING SIGN.**
 - (6) **DESIGN.** Add sentence to read as follows: "These signs should be 2-sided when visible from the public way."
 - (F) **POLE SIGN.**
 - (1) **SIZE.** Second sentence: change pole to pole(s).
 - (3) **SETBACK AND ORIENTATION.** First sentence: Strike out the first words Hanging and projecting and change sentence to read as follows: Single pole signs may not project more than forty-eight inches (48") from the pole.

Figure 120.12 Sample Permitted Pole Signs (page 26 of Doug's draft): suggested adding pictures of local signs as samples. Also, in the paragraph below Figure 120.12 strike out the entire second sentence.

- (G) **AWNING OR CANOPY SIGNS.** EDC had previously recommended that all of G be taken out. Suggested adding a comment noting that Awning and Canopy Signs are addressed in Section 17.45.120, part A.
- (I) **PORTABLE, CHANGEABLE COPY SIGNS.**
 - (1) **SIZE.** First sentence, after the word signs and before shall, interject the following: are permitted provided they are not the primary permanent sign and comply with the following regulations: On next page (28 of Doug's draft) suggested removing both Figure 120.13 and 120.14 and replacing them with an acceptable photo or picture that represents what currently exists in Santa Clara, or what commission feels is a better example of a permitted changeable copy sign. Herb will send a photo to Doug. Felt that Figure 120.13 is not an example of a practical or legible sign.
- (M) **MURALS.** In the introductory portion of Murals, first sentence, after "in keeping with a moral society" add and also in keeping with the theme of the Historic District, and then change approved to recommended. Add a third sentence stating the following: Applications for murals must be made at least (10) ten days prior to the Heritage Commission's next meeting. This would allow the

commission time for consideration of the proposed mural before their meeting and making a recommendation on the mural. There was much debate and differing opinions on how to address murals in the ordinance and ultimately decided murals need more consideration as part of the Historic District. Also, in (3)

ORIENTATION. Change the word approved to recommended. Herb reminded commission that Heritage and EDC Commissions are recommending bodies not final approving commissions.

- (Q) **WINDOW SIGN**
 - (1) **SIZE.** First sentence: change twenty percent (20%) to fifty percent (50%).
- **Section 17.45.150 BANNERS ON CITY LIGHT STANDARDS**
 - (J) **LIABILITY:** strike out all of J in the Banner section. Herb was going to ask City Council about liability.

Summary and Final Remarks:

- Doug will update Table of Contents to correspond to new draft
- **Motion to Approve Historic District Sign Ordinance Draft prepared by Doug Clove with revisions discussed at the January 21, 2015 Economic Development Meeting. Motion to approve by Alan Madsen; seconded by Rex Oliver; with all members voting aye.**
Doug will revise and forward copy to commission when finished.
- Herb discussed strategy to take EDC recommendations to Heritage Commission. He will contact Mary Jo (Tode) Hafen to coordinate meeting with Heritage Commission. Herb summarized purposes of EDC changes and recommendations as follows:
 - Enhance economic development while keeping Down Town District as we want it.
 - Influence the document (Santa Clara City Historic District Sign Ordinance)
 - Support businesses and commerce in the Historic District
 - Facilitate staff to perform their duties, to regulate, interpret, simplify and shorten document
 - Help allow businesses to function and survive
 - Lance added we don't want to restrict business, rather we want to promote business in the Historic District
- Herb: be prepared to send two documents to Planning Commission if cannot reach agreement with Heritage Commission, but felt City Council would be supportive of efforts that support and facilitate economic growth.
- Herb mentioned Historic District Standards Ordinance to be considered at a later date. Has been contested in the past. Effects property owners in the district, including business property owners.
- Lance expressed concerned about non-participatory commission members; need members who are able to serve. Herb will ask Council how to proceed. Need to insure capability to have a quorum for meetings.
- Rex suggested putting an article in the City newsletter encouraging citizen suggestions and input regarding economic development and to encourage attendance at meetings.
- Herb will work on scheduling a joint meeting with the Heritage Commission. He will talk to Tode to verify date.

4. Adjournment:

Doug adjourned meeting at 8:00 p.m.

Next meeting: date and time to be determined pending Heritage Commission review. Herb will follow up with Mary Jo Hafen and advise EDC of next meeting.

Ditzie Whitehead—EDC Secretary

Date Approved