

**SANTA CLARA CITY
ECONOMIC DEVELOPMENT COMMISSION MEETING
TUESDAY, NOVEMBER 25, 2014**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA, WASHINGTON COUNTY, UTAH met for a regular meeting on Tuesday November 25, 2014 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

City Council Representative: Herb Basso
Secretary: Ditzie Whitehead
Others Present: Alan Madsen

1. **Call to Order:** Doug Clove welcomed the EDC members. The meeting was called to order at 5:00 p.m.
2. **Approval of Minutes:**
Doug asked for motion to approve Minutes of Aug. 27, 2013
Motion to approve the Regular Meeting Minutes of Aug. 27, 2013 by Lance Allred ; seconded by Doug clove; with all members present voting aye.
3. **Working Agenda:**

A. Business

1. **Discuss Historic District Sign Ordinance Drafted by Heritage Commission**
 - Doug-purpose of meeting to discuss economic impact of new sign ordinance drafted by the Heritage Commission.
 - Herb-ordinance should support development of business & commerce in the Historic District; facilitate city staff to approve sign permits, eliminate Heritage Commission involvement in enforcement; simplify & shorten the ordinance.
 - Review by section: **Section 17.45.010-Purpose and Scope:**
 - First line, add and economic development after general welfare.
 - (B) replace Requiring with Promoting and strike out are traditional (as defined in this ordinance)
 - (C) replace Requiring with Promoting or Allowing
 - (L) strike out its products in an attractive and functional manner and replace rather with while
 - **Section 17.45.011-Interpretation:**
 - First sentence after Heritage Commission and /or add Economic Development Commission.
 - Strike out entire last sentence—too redundant.
 - **Section 17.45.020-DEFINITIONS**
 - (D) **BANNER.** Change beginning of sentence to read as follows: A strip, typically of fabric or vinyl,
 - (N) **MASTER SIGN PLAN.** Consensus was that the definition doesn't work—need to come back to when reviewing Master Sign Plan Section 17.45.100

- (T) **SIGN.** (12) **SIGN, HANGING.** Come back to redefine; a sign which is attached, possibly add suspended. (17) **SIGN, MONUMENT.** Strike out 2 and strike out (each with a minimum width and depth of 24")
- (U) **TRADITIONAL.** Discussed eliminating or reworking definition; traditional too vague. Lance does not like use of traditional throughout. Discussed adding consistent, harmonious with other signs in the area. Come back with EDC definition.
- (V) **TRADITIONAL SIGN.** Herb suggested striking out entire first sentence thru wrought iron; leave from Modern on to end of sentence. Lance: strike entire definition. Doug: said really not a definition.
- **Section 17.45.030-PERMITS**
 - Herb: take Heritage Commission out of sign approval enforcement. Lance: who on staff has design knowledge to approve? After discussion strike out Staff and Heritage Commission at end of sentence.
- **Section 17.45.050-REVIEW PROCEDURES.**
 - First line: strike out Staff and Heritage Commission and change twenty one (21) to three (3). Strike out entire 4th sentence which reads "Both the City Staff and Heritage Commission must review and approve the application prior to the issuance of a permit." Then add: Any denial shall clearly state in writing the reason(s) for such denial. Refer to Appeals Section 17.45.160.
- **Section 17.45.060-UNSAFE AND UNLAWFUL SIGNS.**
 - Change section Title to **UNSAFE SIGNS AND SIGNS IN VIOLATION OF THIS ORDINANCE**, take out **UNLAWFUL**.
 - First sentence: after abandoned add or otherwise in violation of this ordinance; also change ten (10) working days to thirty (30).
- **Section 17.45.070-NON-CONFORMING SIGNS.**
 - End of last sentence take out and Heritage Commission.
- **Section 17.45.080-PROHIBITED SIGNS**
 - **(B) Banners:** All in agreement that is not a definition of banners and should be stricken. May come back with new definition.
 - **(H) OFF-PREMISES SIGNS:** After much discussion suggested adding unless prior approval obtained from the city to the end of the sentence. Doug will try to rework.
 - **(L) SIGNS IN PUBLIC PLACES:** from the last sentence strike out and the Heritage Commission approves the sign types and colors.
 - **(M) WIND SIGNS:** Strike entire last sentence; This shall include "gasoline flags", or banners.
 - **(P) NEON SIGNS:** After much discussion commission agreed should remove Neon Signs under Prohibited Signs and add new verbiage for Neon Signs under Permitted Signs. Herb read language Wendy had written to describe permitted Neon Signs to include traditional in nature and not flashing. Lance commented that if Downtown was to ever have an evening appeal that tasteful, artful signage and lighting would play a part. Would include neon signs.
 - **(Q) VINYL SIGNS:** Strike from this section and address Vinyl Signs in area where they are allowed (Temporary or Secondary Sign). Rewrite in Master Sign Plan. Noted Figure 100.3 should be described as Not a proper use of a Permitted Sign.

➤ **Section 17.45.090- NON-REGULATED SIGNS**

- **(B) HOURS OF OPERATION SIGNS:** Doug thought too restrictive and suggested adding: Such sign may contain the following information: business name, days and hours of operation, street address, and contact information such as proprietor name, phone #, email address, website, etc. Should not have to apply for permit to share this information.
- **(D) PUBLIC NECESSITY SIGNS:** First sentence after no parking add parking signs.
- **(G) VACANCY SIGNS:** Change nightly rentals to short term rentals in first sentence. Last sentence remove and the Heritage Commission are required.
- **(H) OPEN/CLOSED SIGNS:** Change size from 1 sq. ft. to 1 1/2 sq. ft.
- **(I) EVENT POSTERS:** Strike out last sentence that reads: The preferred location for event poster is inside the building.

➤ **Section 17.45.100-MASTER SIGN PLANS**

- Lance stated trying to rework Master Sign Plan in a way that will help the Heritage Commission and EDC work together.
- Lance's proposal as follows: "Each business shall have one primary, permanent sign. This sign may be of any type as listed above except one that is printed on pliable vinyl material, following the sign types. Any additional signage must be applied for and presented to the Heritage Commission through a Master Sign Plan. This plan must include drawings, etc., the number and area of proposed permanent signage, and any temporary signage. Considerations will be given based on street frontage, exposure, size and scale, structure of property, and any special needs. Under no circumstance shall the combined number of permanent and temporary signs exceed six (6)".
- Lance: different properties have different needs. Need an alternative avenue to address those different needs. Need to be able to have opportunity to submit your case to Heritage and Parks.
- Doug asked Lance to send his wording for Master Sign Plan to commission for review.
- **A. 2. MASTER SIGN PLANS FOR OFFICE BUILDINGS.**
- At the end of sentences add or building exterior walls or facades.
- Alan Madsen commented need to consider growth in area, consumers need to know who you are and where you are-need large enough sign to be seen. Create interest and involvement, and exposure; become prominent through interesting, noticeable signs.
- **B. ADVERTISING MASTER SIGN PLAN:** Herb wants Advertising changed to Temporary and move entire section to Section 17.45.140 which is titled **TEMPORARY SIGNS**, with exception of following omissions or changes:
 - **B. 1. WHERE PERMITTED**, remove all, it is discriminating
 - **B. 3. TEMPORARY SIGN STANDARDS:** A. **CUMULATIVE SIGN AREA REQUIREMENTS.** Change 40 square feet to 100 square feet and change less at end of sentences to greater or more. Need to consider size, scale, scope and business needs. D. **LOCATION AND COMPATIBILITY.** After much discussion suggested to strike of D. 1 & 2.

Rework and bring back for further review. G. **SIGN MATERIALS:** Replace with Doug's wording as follows: "The sign materials should be sufficiently durable for the term of its use. Materials should be of a nature that is compatible with the business, the building and/or the Historic District."
Note: Need to also include this in permanent sign standards.
H. **COLOR:** Strike the word Bright at beginning of sentence
I. **SIGN CHARACTERISTICS:** Strike all.

4. **Adjournment:**
Doug adjourned meeting at 7:35 p.m.
Next meeting scheduled for Tuesday December 2, 2014 at 5:00 p.m.

Ditzie Whitehead—EDC Secretary

Date Approved