

**SANTA CLARA CITY
ECONOMIC DEVELOPMENT COMMISSION MEETING
TUESDAY, DECEMBER 2, 2014**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA, WASHINGTON COUNTY, UTAH met for a regular meeting on Tuesday December 2, 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

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:**

None-November 25, 2014 minutes pending

Motion to approve the Regular Meeting Minutes of by; seconded by; with all members present voting aye.

3. **Working Agenda:**

A. Business

1. Continue Review and Discussion of Historic District Sign Ordinance Drafted by Heritage Commission

➤ Rex asked about the different commissions and their relationship to one and other. Doug commented that the Heritage Commission was specifically tasked relative to the Historic District and the Economic Development Commission is not tasked to any specific area of the city, rather is relative to economic development for the entire city. EDC advisory body. Herb expressed concern that the Heritage Commission's newly drafted sign ordinance does not provide full representation of opinions in its revisions and how it affects businesses; need to blend efforts of both commissions to create a great document.

➤ **Section 17.45.110-SIGN STANDARDS**

- (A) **CUMULATIVE SIGN AREA REQUIREMENTS.** Change 40 square feet (40 sq. ft.) to 100 square feet (100 sq. ft.). Add Temporary to the beginning of the last sentence.
- (C) **INDIVIDUAL LETTER HEIGHT** First sentence change letter height from 12 inches to 18 inches. Strike everything else with exception of the second to last sentence which reads: "A single letter which is a signature letter or logo of the business need not comply with requirement."
- (D) **LOCATION OF BUILDING**
 - 1. **HEIGHT.** Strike the first sentence. Strike the word entirely from second sentence. Third sentence; after building, add or business. Add new line that reads: Facades may be

considered part of the building wall. Herb will research for correct architectural term to replace façade.

- 2. **LOCATION.** Third sentence, after “visual continuity of”, add the Historic District and then strike from adjacent to end of the sentence.
- 3. **ORIENTATION.** Strike all.
- 4. **COMPATIBILITY.** Strike the last sentence.
- (F) **PROJECTION AND CLEARANCE:** End of first sentence, add except on an awning. (as defined in section 17.45.120)
- (G) **SIGN MATERIALS:** Strike all but first sentence and then add Doug’s wording as follows: “Signs may be made of any durable exterior grade material so long as the appearance is compatible with the associated business building and the Historic District. Wall signs may not be suspended by ropes, pliable wall signs must be fastened directly to the wall.” Then strike the 1. FACE and 2. SYNTHETIC MATERIALS.
- (H) **COLOR:** Strike the word Bright from beginning of sentence.
- (I) **SIGN CHARACTERISTICS:**
 - 1. **Fonts:** At the end of first sentence add, or otherwise compatible with the Historic District.
 - 2. **Decorative Moldings:** Strike all
 - 3. **Decoration:** Strike all
 - 4. **Supporting Framework:** First sentence after the word traditional add, in appearance or compatible with the architecture of the building. Second sentence after the word materials add, are examples of. Last sentence after the words “materials are” add the words examples of.
- (J) **ILLUMINATION:** Change the word preserve to promote
 - 1. **ILLUMINATION TYPES b. BACKLIT LETTERS AND LOGOS.** Strike and is not covered by anything but the letters or logo.
 - 2. **INTENSITY:** After closest right-of-way strike out the rest of sentence and the last sentence.
 - 3. **PROHIBITED LIGHTING.** Strike out line b.
- (K) **EXPRESSION:** Strike entire sentence
- (L) **LEGIBILITY:** Strike out all of L
- (M) **NUMBER OF ITEMS OF INFORMATION:** Strike out all of M

- **Section 17.45.120-PERMITTED SIGNS:** change to **PERMITTED PERMANENT SIGNS** and take out first sentence. Second Sentence strike out words one of, and at the end of the second sentence after advertisement: add Double-faced signs count as one sign.
- (A) **AWNING OR CANOPY SIGN.**
 - (1) **SIZE** Lance: need to define maximum awning sign size?
 - (3) **SETBACK AND ORIENTATION.** Forth sentence: Change thirty-six inches (36”) to forty eight inches (48”) and after dining add or display.
 - (4) **DESIGN.** Change second sentence to read as follows: Examples of covering materials are fabric, metal, glass, wood shutters, vinyl and plastic or similar material. Strike out the third sentence.
 - (5) **ILLUMINATION.** Strike out all of this section

- (B) **MONUMENT SIGN.**
 - (1) **SIZE.** Change thirty square feet (30 sq. ft.) to forty square feet (40 sq. ft.) and add per facing to the end of the first sentence. Strike out second sentence. Noted size of monument size depends on property size.
 - (3) **NUMBER OF SIGNS.** Strike out all this section
 - (4) **SETBACK AND ORIENTATION.** Keep the first sentence with addition of "so as not to be a safety hazard as determined by staff". Strike out the entire second sentence regarding orientation-let the business determine orientation.
 - (5) **DESIGN.** From first sentence: Strike 2 before columns and strike (each with a minimum width and depth of 24"). Strike second sentence: Columns less than 6" tall may be of any width or depth.
- (C) **HANGING OR PROJECTING SIGN.**
 - (3) **SETBACK AND ORIENTATION.** Strike last sentence.
 - (6) **DESIGN.** Strike the first sentence. After second sentence add "Projecting signs should be two sided (2-sided) when visible from both sides of the public way".
- (D) **WALL SIGN.**
 - (1) **SIZE.** Strike out the word a and replace with an individual wall sign and change 8% to 20%.
 - (3) **DESIGN.** Strike out to the greatest extent possible.
 - Lance would like to add a line that says, "Vinyl signs shall be directly and securely fastened to the wall and not suspended by ropes."
- (E) **BANNER SIGN.**
 - Strike entire section. Banners are not permanent signs unless framed and mounted, address banners in Temporary Signs.
- (F) **POLE SIGN.**
 - (1) **SIZE.** Change (7 sq. ft.) to (16 sq. ft.)
 - (2) **HEIGHT LIMIT.** Strike existing language and add language to say "Pole signs shall be appropriate to the architecture of the building".
 - (3) **SETBACK AND ORIENTATION.** First sentence: Change thirty-six inches (36") to forty-eight inches (48") and at end of sentence change the pole to one pole and add "Maximum distance between two poles shall not exceed eight feet (8')".
 - (6) **DESIGN.** Strike everything except last sentence. Add "Sign pole design shall be in harmony with the Historic District."

4. **Adjournment:**
Doug adjourned meeting at 7:35 p.m.
Next meeting scheduled for Tuesday December 17, 2014 at 5:00 p.m.

Ditzie Whitehead—EDC Secretary

Date Approved

