



118 Lion Blvd PO Box 187 Springdale UT 84767 * 435-772-3434 fax 435-772-3952

**MINUTES OF THE PLANNING COMMISSION REGULAR MEETING ON
TUESDAY, JANUARY 19, 2016,
AT THE SPRINGDALE TOWN HALL, 118 LION BLVD., SPRINGDALE, UTAH.
THE MEETING BEGAN AT 5:00 PM.**

MEMBERS PRESENT: Chairman Jack Archer, Allan Staker, Randy Taylor, Liz West, Mike Marriott, Scott Taylor and Jack Burns from Zion National Park

ALSO PRESENT: DCD Tom Dansie, Associate Planner Toni Benevento and Town Clerk Darci Carlson recording. Please see attached list for citizens signed in.

Approval of Agenda: Motion made by Mike Marriott to approve the agenda; seconded by Liz West.

Staker: Aye

R. Taylor: Aye

Archer: Aye

West: Aye

Marriott: Aye

Motion passed unanimously.

Commission discussion and announcements: Mr. Dansie announced the new monitors installed in the Council room were working. Tonight they would be used for the first time. Commissioners were welcome to provide comment on their effectiveness.

On February 2nd the Commission will hold a final work meeting on the General Plan revision. The Community Development staff will send out notices to the community to encourage comments. Chapters will be posted on the website.

On February 8th there will be a public open house regarding proposed public transit from St. George to Springdale and Zion. The Five County Association of Governments was conducting a feasibility study. The event will be held at the Canyon Community Center starting at 5:30pm. Everyone was encouraged to attend.

Action Items

Sign Permit: 9 East Restaurant, 709 Zion Park Boulevard: Mr. Dansie said this was a sign request for a new restaurant opening at the Desert Pearl. Since the packet material was sent out the applicant made a revision to the placement of the sign (Attachment #1). They proposed it now hang from the front trellis. The sign will be made out of steel with cut-outs for illumination. Mr. Dansie said a point of discussion for the Commission was to determine if the border around the logo was part of the logo and therefore allowed to be illuminated.

Lezlie Heller, one of the owners, was in attendance to represent 9 East Restaurant and answer questions.

Mr. Archer asked if the sign setback was off the sidewalk.

- Ms. Heller answered it was connected to the building and approximately 6' from the sidewalk. She said the placement of the sign was changed because there were structural issues and concerns the sign could not be secured with the wind. This new location was the next best option for the sign given the location of trees. It was not as highly visible as the applicant would like.

Ms. West asked if the white border was part of the logo.

- Ms. Heller said the white border was originally drafted as part of the logo and was trademarked. She said they were open to the border not being part of the translucent "9 East" section of the

sign. There was white, charcoal black and green in the directional arrow part of the logo so she was unsure the Commission's reasoning for not allowing the border in white. Ms. Heller said the entire sign was the logo.

Mr. Marriott suggested a way to build the sign to achieve what they wanted. The border could be cut out of the background and back-lit to create a halo effect similar to the Holiday Inn Express. This was good for nighttime application.

- Mr. R. Taylor said if the applicant was willing to use a green or back-lit border it would be easier to approve. Mr. Marriott said a combination of both would be good too.

Mr. Marriott said the sign size and color scheme fit design-wise, except for the white border. He agreed the applicant should modify the border color or use halo lighting.

The Commission discussed the green and charcoal colors as being approved in the color palette. Ms. West also clarified the definition of a logo as determined in code. She said the lettering should be called out as copy and not a logo.

Motion made by Mike Marriott to approve the sign permit for 9 East Restaurant located at the Desert Pearl at 709 Zion Park Boulevard based on findings it is compliant with size, location, colors, materials and illumination; With conditions: 1) border may not be white unless produced by light at night; 2) white in logo verified to be 10% or less of the overall sign; seconded by Jack Archer.

Staker: Aye

R. Taylor: Aye

Archer: Aye

West: Aye

Marriott: Aye

Motion passed unanimously.

Sign Permit: Subway, 180 Zion Park Boulevard: Mr. Dansie said the Commission had reviewed a few different sign proposals for Subway. Both times there were questions but the applicant was not present to clarify. Tonight the applicant, Jack Fotheringham, was in attendance.

- The revised design proposed the color in the word "WAY" be one from the approved color palette. The sign would be approximately 2' x 8' with a steel frame. The sign would be located by the sidewalk. The applicant indicated the green background was part of the logo.

Mr. Fotheringham provided a copy of the May 6, 2014 Planning Commission meeting minutes and a picture from the Quality Inn illustrating the treatment of the "Q" logo. He said for his sign the "SUB" would be white and the "WAY" would be yellow. The sign would be internally illuminated and the material was plastic polymer.

Mr. Staker asked if the letters would be embossed. Mr. Fotheringham answered they would likely stick out but could be flat.

Mr. R. Taylor said the background material should be stone, metal or wood unless the entire sign was the logo.

Ms. West quoted section 10-24-2(A) regarding sign standards. "Signs may be constructed of painted, stained or carved wood; brick or stone; metal which is painted or anodized, or otherwise treated to prevent reflective glare. Plastics, polymers or glass may be used for text portions of theater marquees and internally illuminated signs, but may not be used for the background or non-copy portions of the sign".

Mr. Dansie quoted section 10-15C-5F(2) regarding standards for internally illuminated signs. "Only sign copy areas and logos may be illuminated on an internally illuminated sign". He said this indicates a logo can be illuminated. If the Commission finds the entire sign was a logo then it could be entirely illuminated and made out of plastics or polymers.

The Commission discussed the meaning of a logo. Ms. West read from section 10-24-17 on the definition of a logo. A logo was “a uniquely designed symbol used for advertisement and ready identification of a business”.

- Mr. Archer said previously the Commission looked at the Subway logo online. In his opinion the Subway letters and the area around it constituted the logo. If the logo was on the web as a logo this should be an acceptable definition.
- Mr. Staker said if it was on the web as being the international representation, it was acceptable. Mr. Marriott agreed that it was a reasonable logo.

Ms. West wrestled with the idea of the entire sign area being a logo. She said this could set a precedent for big logo signs in the future.

- Mr. Dansie said the logo can be any size if it fits within the sign area and complied with the approved palette.

Mr. Marriott suggested the Commission review the sign ordinance to tidy it up so they don't wrestle with these issues every time. The Commission agreed.

- Mr. R. Taylor was not happy saying a whole sign was a logo. This was something the Commission should discuss in the future.

Mr. Fotheringham stated the whole sign would be back-lit but the opacity of the green background wouldn't allow much light to come through. There would be a metal frame around the outside edge of the sign. The building sign would be the contoured sign previously approved but would use the same colors as the free-standing sign.

- Mr. Dansie said staff could research which color from the palette was used for the “Q” in Quality Inn and provide this information to the applicant.

Motion made by Mike Marriott to approve the sign permit for the Subway Restaurant at 180 Zion Park Boulevard based on findings it is compliant with code in respect to color, materials, height, and set-back. The Commission finds the sign is a logo and therefore polymer or plastic can be used for the entire sign and be back-lit. All colors must be approved from the color palette; seconded by Liz West.

Staker: Aye

R. Taylor: Aye

Archer: Aye

West: Aye

Marriott: Aye

Motion passed unanimously.

As the final design was being developed, Mr. Fotheringham agreed to work with Mr. Dansie regarding the color for the word “WAY” in the logo.

Commissioners again stated they wanted to review the details of the sign ordinance. Mr. Archer wanted to get this topic on the agenda as soon as possible before too many more sign applications were submitted.

- Mr. Marriott said the two main issues were utilization of colors off the approved palette and materials, specifically the use of polymers for the entire sign. Metal was much more expensive but the end result was similar.

Mr. Burns questioned what consideration went into the sign ordinance that preserved small town character. He said it was difficult to listen to the Commission approve a 2' x 8' internally illuminated sign immediately outside a National Park just because it was allowable. It was nice to say the Town was protecting small town character but it needed to be a real commitment. He saw this being chiseled away with about everything that came before the Commission. It was going to be tough to see that sign be put in.

• Mr. Archer acknowledged it started before the Subway sign but once it started it was hard to stop. Marriott said there were two separate issues. One was Subway Restaurants being at the entrance to the Park versus a twenty square foot sign being at the entrance to the Park. He felt the Commission needed to be careful not to confuse the two. If the sign said something else, such as “Joe's Sandwiches”, Mr. Marriott said the Commission may not be having this conversation.

- Mr. Burns disagreed and said he would still raise the issue. The name on the sign had nothing to do with it. His issue was a 2' x 8' illuminated sign outside the National Park.
- Mr. R. Taylor asked about the hanging signs outside the Zion Canyon Village. Mr. Marriott noted they were much bigger and not in compliance. These signs were not totally illuminated and Mr. Burns felt this made a difference.
- Ms. West said it was hard to approve an all-polymer illuminated sign. She felt the Town would feel the same way. At this point, Ms. West said their job was to revise the ordinance so it couldn't happen anymore.

Mr. Dansie said part of the issue was that illumination and color exemptions were tied to logos. The debate wasn't necessarily over what was or wasn't a logo. A better way to regulate standards might be to separate color and illumination from the logo discussion. This might solve a lot of the issues.

- Mr. Archer asked Commissioners to think about this issue for discussion in an upcoming meeting.

Discussion/Information/Non-Action Items

Ordinance Revision: Changes to section 10-3-3 making allowance for the Appeal Authority to reconsider variance decisions under certain circumstances: Mr. Dansie apologized for not sending public hearing notices in time for this meeting. The Commission could not take any official action but could discuss the topic in preparation for when the public hearing was held.

Mr. Dansie said the Town Council recently made an interpretation on the ordinance concerning reconsideration of variance requests. The administrative hearing officer recently made a ruling and, in his findings of fact, commented if more complete information had been provided it could have affected the decision.

- The current ordinance required applicants wait a year before reapplying. In this instance the applicant said they were not reapplying but asking for reconsideration. The Council agreed.
- Once the Town Council interprets an ordinance it becomes the governing policy. This revision would clarify and codify the policy.

Mr. R. Taylor asked who made the judgement new information could affect the decision.

- Mr. Dansie answered the Appeal Authority determined this. An applicant was not charged a fee to request a reconsideration but if a hearing was scheduled the fee was assessed. There were a number of costs associated with the variance appeal process.
- Mr. Dansie clarified anyone can appeal a decision but not because they don't like the decision. They can appeal based on an error. A reconsideration was different. It was based on information not being available during the initial hearing that could have affected the decision.

Review schedule of educational topics from Chapter 15 of the General Plan for the newsletter: Ms. Carlson said based on input provided by the Commission's review of Chapter 15 she put together a tentative schedule of newsletter articles tied to educational topics from the General Plan. The intent was to be more deliberate in communicating information deemed relevant and important.

- Mr. Archer suggested staff enlist resources in Town to help develop content for the articles.
- Mr. Burns suggested the County Extension Office would be a good source.

Mr. R. Taylor suggested articles be more specific rather than general. He recommended topics such as the status of water and sewer systems, explanation of ordinances people don't understand and what residents need to do.

- Commissioners wanted information communicated about where the Town's water comes from and how the water was treated and tested.
- Ms. West suggested article topics be broadened on the Town website.

Since there was time left in the meeting, Mr. Archer asked if the Commission could discuss signage and illumination as brought up earlier in the meeting.

- Mr. Dansie said general conversation was permissible but if the Commission wanted to be more specific about the topic it should be put on the agenda.

Mr. Dansie said next month the Commission will consider an amendment to the lighting ordinance. Currently the ordinance required the whole Town be in compliance by August 2016. But by combining

the installation of the new street lights with the timing of the UDOT reconstruction of SR-9, the Town would miss the deadline. Mr. Dansie said it was not appropriate for residents and businesses to come into compliance if the Town wasn't. The Council suggested the compliance deadline be extended.

Mr. Dansie announced UDOT selected a consultant team for the design of the SR-9 reconstruction project. The team was a combination of Sunrise Engineering and Lochner Engineers. Sunrise Engineers were the Town's engineers and Lochner Engineers just completed the SR-9 corridor-wide study. Both firms had good familiarity with the area. More information would likely be available later in the month.

Mr. S. Taylor commented he agreed with Mr. Burns about the signage in Town.

- Mr. Burns said they should be extremely careful. He recently voiced concerns to the Council about the height of the street light poles going in. Twenty-six feet was not village scale.
- Mr. Burns did not want people to forget what a special place this area was. It was one-of-a-kind. He said the bar should be incredibly high so Springdale does not promote "Anywhere, USA". He was very concerned. When the Park looks at projects they consider what the cumulative impacts are over time. At what point will we look around and say "what happened to Springdale". We have the power to keep Springdale special.
- Mr. Staker agreed and said Springdale was unique. This was why buildings should be unique. He wanted to see fewer stucco boxes being built. Ordinances use the terminology "encourage", however most don't. Mr. Staker said if we are happy with what we are getting then we don't need to change anything. If not, then changes should be made.

Ms. West felt the Commission should address the sign ordinance quickly. She said she had a hard time with a sign being called a logo and be 100% illuminated but couldn't find anything in the ordinance that said this couldn't be done.

- Mr. Dansie said when the sign ordinance was originally crafted no one envisioned a sign like what was proposed tonight. When crafting ordinances it was difficult to imagine everything that could happen in advance and be creative enough to defend against it. The Planning Commission should look at loopholes that allow people to propose something different than what was intended, but technically allowed by the ordinance.

Consent agenda

Motion made by Liz West to approve the consent agenda and minutes from December 8th and January 5th with a change on page 3 of the December 8th minutes to amend the statement by Ms. West "to allow increased density in Village Commercial" rather than Valley Residential; seconded by Mike Marriott.

Staker: Aye

R. Taylor: Aye

Archer: Aye

West: Aye

Marriott: Aye

Motion passed unanimously.

Adjourn

Motion to adjourn at 6:21pm made by Jack Archer; seconded by Liz West.

Staker: Aye

R. Taylor: Aye

Archer: Aye

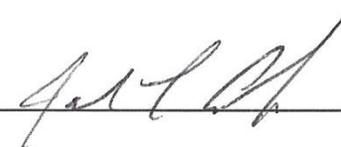
West: Aye

Marriott: Aye

Motion passed unanimously.



Darci Carlson, Town Clerk

APPROVAL: 

DATE: 2-16-16

Darci Carlson

From: Thomas Dansie <dcd@infowest.com>
Sent: Tuesday, January 19, 2016 12:38 PM
To: jarcher@springdaletown.com; rtaylor@springdaletown.com;
staylor@springdaletown.com; lwest@springdaletown.com; 'Allan Staker';
jack_burns@nps.gov; mmarriott@springdaletown.com
Cc: Darci Carlson; rwixom@infowest.com; planner@springdaletown.com
Subject: Nine East Sign Application - Revised Drawing
Attachments: 20160119133624.pdf

Commissioners-

The Nine East Restaurant has revised their sign design to respond to some issues raised in the staff report and questions from Commissioners.

The new proposed sign is the same dimension and basic design as the version in your packets. However, instead of being mounted on a courtyard wall, it is now suspended from the awning. Building mounted signs are allowed to be suspended from awnings.

Also, the white outline around the sign is now longer proposed to be illuminated and faced with white lexan. It will be painted a green color from the color palette.

The new proposed design is attached.

Let me know if you have questions.



Thomas Dansie, AICP
Director of Community Development
435.772.3434
dcd@infowest.com

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THE SPRINGDALE PLANNING COMMISSION WILL HOLD A SPECIAL MEETING ON TUESDAY, MAY 6, 2014 AT 5:00 P.M. AT SPRINGDALE TOWN HALL, 118 LION BLVD., SPRINGDALE, UTAH.

Special Meeting

MEMBERS PRESENT: Chair Joe Pitti, Commissioners Jack Archer, Mike Marriott, Randy Taylor, Liz West and Kezia Nielsen, NPS Liaison Commissioner

ALSO PRESENT: DCD Tom Dansie, Town Engineer Tom Jorgensen and Town Clerk Fay Cope, recording. 8 citizens signed in, see attached list

Approval of agenda: Motion by Mike Marriott to approve the agenda as posted, seconded by Jack

Archer:

Archer: Aye

Marriott: Aye

Pitti: Aye

Taylor: Aye

West: Aye

Motion passed unanimously.

Commission discussion and announcements:

- Thursday at Canyon Community Center at 7:00 pm there would be an Ice Cream Sundae/Information Open House. The Planning Commission was sponsoring the event for Community Info/Feedback on many issues facing the town and the townspeople. There would be a presentation from Tom Jorgensen, the Town Engineer, which would essentially duplicate the presentation he gave tonight
- Saturday at 8:30pm there would be a Night Sky Moon Watch with Brent Sorensen, an astronomer from Southern Utah University. Mr. Sorensen would discuss many things lunar – everything from lunar exploration to how the moon affects the tides. Several high-powered telescopes would be set up for Moon gazing and star gazing.

Action Items

Sign Permit: 479 Zion Park Boulevard, Zion Canyon Campground/Quality Inn – Stewart Ferber:

Mr. Ferber said he didn't understand the problem with the sign he had presented last month. If he placed the sign on a wall, would the wall count as a sign? Yes. He didn't want a 'mickey-mouse' sign. The metal letters would be raised off the sign. His intent wasn't to have a bigger sign, but to have the letters be the sign. Hopefully the re-designed sign he proposed would meet their standards. The Q now matched the color palette. The signs would be front lit, but the lights would be hidden.

The Quality Inn building sign would be placed in front of the Campground sign. He was adding an awning that would hide the lighting.

Motion by Mike Marriott to approve the sign permit for 479 Zion Park Boulevard, Zion Canyon Campground/Quality Inn whereas we find it complies with size, location, height, illumination, color and materials; approval is conditioned on the letter Q meeting the color palette and the light sources being completely shielded and illuminate only the sign surface; seconded by Liz West:





TOWN OF SPRINGDALE
PO Box 187 118 Lion Blvd Springdale UT 84767

ATTENDANCE RECORD Please sign

Meeting of Planning Commission on 1/19/16

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<u>LEZLIE HELLER</u>	<u>[Redacted]</u>
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<u>JACK FOTHERINGHAM</u>	<u>[Redacted]</u>
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