

**PLANNING COMMISSION  
STUDY SESSION**

May 7, 2019

5:00 PM

Planning and Development Conference Room

**ROLL CALL**

Commissioners Present: Commissioners Howden, Loyd, Nichols, Richards, Romine, Skains,  
Vice-Chairperson Pinkley and Chairperson Harris

Commissioners Absent: Commissioners Burney and O'Day

Staff Present: Joel Hornickel Director of Planning & Development  
Amy Jackson Planner  
Chris Lebeck City Attorney

Also Present: Bob Simmons Alderman, Ward I

**AGENDA**

**DISCUSSION OF PROPOSED SIGN CODE**

Chairperson Harris stated the goal of the extended study session was to begin review of the sign code's public draft number two.

Ms. Elizabeth Garvin called in to assist staff with the discussion.

Mr. Hornickel provided a summary of the definition section; there was no response. He then provided a review of Section 94-131.

Commissioner Nichols asked if the terms "advertising" and "marketing" could be included.

Mr. Hornickel stated the recent Supreme Court ruling in the case Reed v. Town of Gilbert prevented the City from reading any sign. He stated the City should not reference a sign's purpose to advertise or market. He then stated the proposed code was not an economic development brochure but instead regulatory.

Commissioner Nichols asked for the new sign code to be delayed until after the community had the chance to update the Community Plan 2030 since it was stated to be based on the plan.

Mr. Hornickel stated the reference to the Community Plan 2030 could be made more general by simply stating the codes were based on the comprehensive plan. He stated there were many other factors that went into the proposed draft and it was not solely based on the Community Plan 2030.

Commissioner Nichols asked for the word “profuse” and term “sign clutter” to be either removed or replaced throughout the proposed draft.

Vice-Chairperson Pinkley asked why the quantity of flags permitted in residential districts had been increased in Section 94-132.

Mr. Hornickel stated the new recommendation was two based on feedback received from the stakeholder groups, but they were open to other suggestions from the Commissioners. Consensus was provided to increase the allowable number to three flags within the residential districts.

Commissioner Nichols stated “residential” should be removed from regulations pertaining to balloons so it was not contradictory. He then asked if building frontage could be defined differently to provide more flexibility to property owners so they could decide which frontage to utilize when calculating maximum total signage for their property.

Chairperson Harris asked the Commissioners how they would like to proceed with the remaining sign code review process.

Mr. Hornickel stated the June Commission meeting was set to be cancelled due to a lack of items. He stated June could provide a good opportunity to use the set meeting date and time to finish their review. Consensus was provided to reconvene on June 4, 2019, at 5:00 PM to finish their review of the sign code’s public draft number two.

**REQUESTS FOR ITEMS TO BE PLACED ON FUTURE AGENDAS**

None.

**ADJOURNMENT**

Motion by Commissioner Skains and seconded by Commissioner Richards, and unanimously carried to adjourn the meeting at 6:50 pm.

  
\_\_\_\_\_  
Clark Harris, Chairperson

7-2-19  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Joel Hornickel, Director of Planning & Development

7/2/19  
\_\_\_\_\_  
Date