

Committee members in attendance: Mayor Richard Child, Robert Anderson, Melanie Bott, Glen Evans, Shirlene Jordan, Shannon Kallaker, Larry Lamb, Luis Muzquiz, Eric Riddle, Rick Salisbury and Councilmember Mike Snelson.

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Staff in attendance included: City Operations Manager Rod Oldroyd, Community Development Director Glen Goins and Deputy City Recorder Jennifer Grigg

CALL TO ORDER

10 Chair Snelson brought the meeting to order at 7:02 p.m. and welcomed everybody. Since there were many new members of the committee, he asked everyone to introduce themselves.

15 1. Approval of minutes from Economic Development meeting on August 23, 2018.

Mr. Lamb moved to approve the minutes from August 23, 2018. Mr. Muzquiz seconded the motion, and all voted aye.

20 2. Business licenses and building permits update - Rod Oldroyd

Mr. Oldroyd presented a document on Historic Main Street that was designed by an intern years ago. *SOS Drug* started in 1909. Chair Snelson's grandfather had a drug store further south. Our Main Street has been voted number one several times in this valley. In 2015, Springville had more pizza establishments than any community in Utah. Mr. Salisbury is in Utah Business magazine. *Café Rio* has a ribbon cutting tomorrow and received their Temporary Certificate of Occupancy (C of O). There is a new building/office warehouse behind the post office. Director Goins stated the building is set back because it would be too narrow. There is not a code that requires the building to be at the front of the property.

30 3. Wavetronics Update - Glen Goins

Director Goins passed out a map of the *Wavetronics* campus. They manufacture traffic radar measuring devices. They are combining three campuses in Springville. Director Goins stopped storage units in the frontage zone. *Wavetronics* is putting our best foot forward in the frontage zone. Phase One consists of four buildings at about 150,000 square feet of floor space, including offices, cafeteria, a tech center for the public and 300-500 employees. The Hobble Creek is the north boundary and the south boundary is about 500 North. Phase Two will be parkland and property to the northeast with an additional 600,000 square feet of space planned for 3,000 to 5,000 employees. 1750 West is a major road coming from 1600 South. It is proposed to extend to 1400 North, through the Harward property. *Wavetronics* asked that the road be realigned with the proposed frontage road to keep their road private. Chair Snelson added that 1750 West will eventually extend from *Walmart* to *Flying J*. Director Goins continued by

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reporting the master plan is amended to allow the road to cross Hobble Creek and reconnect with 1000 North in a roundabout at approximately the location of the old *Nestle* outlet store. *Wavetronics* will have private roads and allow *Harward* 14 acres of open area to continue farming. There will be a mini park themed after Utah Lake. Employees will be allowed to work outside. Hobble Creek rehabilitation is included. Realigning this road saves about \$1 million dollars. Phase Two potentially allows multifamily housing along with recreation areas. Phase One has been approved by the Planning Commission and city staff is drafting an agreement to build the road now. Mr. Muzquiz asked about the timing of the building. Director Goins answered there are permits starting now. They are starting on ground work. Mr. Oldroyd added that nearby property was owned by Boyer and the LDS church, listed at \$400,000 per acre. Now the church owns the Boyer property, which is a good on-ramp property. Director Goins stated *Wavetronics* is working on the ground and utilities. Mr. Salisbury asked why the city does not allow a footing foundation permit. Chair Snelson asked about the pros and cons. Mr. Salisbury said contractors can work through the winter. Chair Snelson asked about the pros and cons. Mr. Salisbury sees no reason not to do it; put the foundation in early, without the rest of the building.

4. Elect new chairman - Chairman Snelson postponed to the end

5. Group discussion on the current Economic Development Plan; suggested changes if any.

Mrs. Jordan asked about the west side of the north exit and how much property does the city own. Mr. Oldroyd answered the property is privately owned. Mr. Salisbury noted a townhome project proposed at the north exit. Mayor Child added the county owns that land. Director Goins stated we have a line of compromise with Utah County concerning annexation. Mr. Muzquiz stated that land is protected wetlands.

Chair Snelson asked if there were any suggested changes. He noted there were separate sign districts named North Main, Historic Main and South Main that need to be addressed concerning A-frame signs in the park strip, which is on the UDOT easement. Our code enforcement officer is James Wills, who is very nice. Mr. Muzquiz asked about signs in the public right of way. Director Goins answered it is a UDOT right away. Business owners volunteered to be on an ad hoc committee to update the sign code.

Hobble Creek Coffee 388 N Main
Wright Flower Company 460 N Main
Jim's Hair Emporium 510 N Main

Chair Snelson clarified that aesthetics, freedom of speech and safety are points of concern in sign policy. Mrs. Jordan asked about temporary signs for holidays. Mr. Muzquiz asked why sign ordinance were different across town. Chair Snelson answered that when he was on the sign ordinance committee, the different areas had different sidewalk widths and business setbacks determined the sign ordinance. Director Goins

added that the type of sign and the size of the signs themselves determine the sign ordinance. As you get closer to the center of town, ordinance is more intense; less
85 intense further away from the center of town. Mrs. Jordan asked about the grass strip. Chair Snelson said current code does not allow signs in the grass strip. Mayor Child added it is city property and the city is not in the sign business. Mr. Salisbury asked Mr. Muzquiz if an A-frame sign would make a difference in his business, *La Casita*. Mrs. Kallaker added the sign helps her business, *Lemon & Sage*. Mrs. Bott added the sign
90 can stay away from the sidewalk. Mr. Muzquiz said it could make a difference. Chair Snelson said it makes a big difference at *Jim's Hair Emporium*. Chair Snelson said *Wright Flower Company* reported a \$1500 difference in revenue when the sign was out. Mr. Oldroyd noted it applies to impulse buying. Mrs. Jordan said the city should be more business friendly for small business. Director Goins added if we allow one sign, we allow
95 all signs, which could be hundreds of A-frame signs. Every city has the same issue. Businesses can buy an A-frame sign without knowing if it is allowed in the city. He continued by stating council has instructed staff to create an ad-hoc committee and include Wrights and address the absolutes, like signs cannot be in the right of way. Mayor Child said the former Community Development Director's sign expert said to
100 readdress the sign ordinance every 5-10 years.

Mr. Muzquiz suggested offering a limited time of year. Mrs. Jordan agreed, suggesting four times a year for a week. Director Goins asked about right of way or the sidewalk. Mrs. Bott asked what is right of way. Director Goins answered right of way usually ends at the back of sidewalk. UDOT owns a wide swath of that right of way. It is
105 not clear where the property becomes private. He questioned why not put it on the north side of the business property facing traffic. Mr. Lamb asked if the issue is that the signs are eye level. Director Goins added a wheelchair cannot get through the sidewalk.

Mr. Muzquiz said the city allows A-frame signs on South Main Street. North Main wants the right to do what South Main is allowed to do. Chair Snelson said business
110 owners documented the statues the city placed through town that are in the right of way. Chair Snelson added once you allow a sign, it becomes hard to regulate. Mrs. Jordan suggested that every business will not use an A-frame sign, just a select few. Mrs. Bott noted her business, *Mountain West Animal Hospital*, 410 S 450 W, is hidden and the storage business behind her business constantly places an A-frame sign at the
115 intersection of 400 South and 450 West right next to the highway. Mayor Child agreed and said it eventually becomes a permanent sign in an illegal location. He noted it would be administratively impossible to keep track of the time of year A-frame signs were allowed at each business. Chair Snelson asked Director Goins if there were plans to create a new ad-hoc sign committee. Mr. Oldroyd suggested Director Goins prepare a
120 presentation for the next meeting showing the satellite view of the right of way and the sign ordinances and how they affect these three businesses (*Hobble Creek Coffee* 388 N Main; *Wright Flower Company* 460 N Main; *Jim's Hair Emporium* 510 N Main.)

125 Chair Snelson added the former ad-hoc sign committee helped many businesses
with the suggested changes to the former sign ordinance. There are a few issues that
can be looked at. If anyone is interested in being on the ad-hoc committee for signs,
contact Chair Snelson. Mayor Child suggested that the committee should be a cross
130 section of citizens, residents and businesses. Director Goins said ad-hoc members are
approved by the Mayor. Mrs. Jordan asked if it is negative to have an A-frame sign.
Chair Snelson said the code can be written to protect the city and still let the businesses
advertise.

135 Director Goins stated that some cities create a walking path (the first three feet)
so pedestrians can stop and window shop. Businesses want their A-frame sign in the
walk way, which is blocking bikes, skateboards and wheelchairs. Public art, public
furniture and signs are part of the landscape and if it is planned properly can work and
benefit the businesses and residents. He stated that Attorney Penrod will have the last
140 legal say in the code. Director Goins concluded by saying if we allow more A-frame
signs, we will get everything and Springville will look like *Pottersville* in *It's a Wonderful
Life*.

140 Chair Snelson opened nominations for the new chairman. Louis Muzquiz was
nominated. All voted aye.

The 2019 meeting schedule is as follows:

- Jan 22
- April 23
- 145 • July 23
- Oct 22

Former Chairman Snelson asked the members to talk to people around town and
bring feedback to the next meeting.

150 **ADJOURNMENT**

Mr. Muzquiz moved to adjourn the meeting. Mr. Anderson seconded the motion,
and all voted aye.

Chair Snelson adjourned meeting at 8:01 p.m.