

# CITY OF GILLETTE PLANNING COMMISSION MINUTES OF THE REGULAR MEETING

City Council Chambers ~ City Hall

June 14, 2016 ~ 7:00 p.m.

## PRESENT

Commission Members Present: Chairman Clark Sanders, Jim Nielsen, Adrienne Hahn, Jennifer Thomas, Cindy Reardon and Bill Ellingson

Commission Members Absent: None

Staff Present: Michael Cole, Planning Manager; Brent Albrecht, Planner; and Carol Best, Administrative Assistant

## CALL TO ORDER

A motion was made by Adrienne Hahn and seconded by Jennifer Thomas to call the meeting to order. Motion carried 6/0. Chairman Clark Sanders called the meeting to order at 7:00 p.m.

## APPROVAL OF THE MINUTES

A motion was made by Jennifer Thomas and seconded by Cindy Reardon to approve the Pre-Meeting Workshop and Regular Meeting Minutes of the City Planning Commission Meeting of May 24, 2016. Motion carried 6/0.

## 16.022ZA – ZONING ORDINANCE TEXT AMENDMENT – To Amend Section 16.sss.(1) (The Definition of a Billboard) to Include Electronic Graphic Display Signs

Brent Albrecht presented Case No. 16.022ZA. The applicant is requesting that the definition of a billboard be amended to include electronic graphic display signs.

Cindy Reardon asked if the amendment could include a recommendation/requirement to include emergency alert service announcements. Adrienne Hahn inquired if a longer distance buffer than the current 250 feet could be implemented for those billboards adjacent to residential zoned districts—particularly for electronic signs—possibly 1,000–2,000'. Jim Nielsen asked if the reference to the definition "tablet" in the current zoning ordinance could be amended to be updated to today's terminology or strike from the amendment if outdated. Mike Cole responded that Planning staff would look into revising that verbiage to be included in the amended ordinance, and that it would go through three readings at City Council which would provide an opportunity for Council to make any changes. He added that the proposed amendment would require a distance between electronic digital display billboards of 2,000', which is also the County requirement. Planning staff could look at the possibility of recommending to the City Council, a 1,000-2,000' buffer recommendation between residentially zoned property and those areas where these billboards could be allowed (AG, I-1 and I-2).

Clark Sanders asked for clarification on the size definition to have a better understanding of how those electronic billboards currently in the County would be considered in the event of annexation to the City, as those currently in the County may not meet the City requirements. Mike Cole responded that the maximum square footage requirement (680 feet on a single face) pertains to each side (face) on a back-to-back billboard, but to the total of all three sides of a tri-face board might exceed the 680 square foot. Some of the billboards currently in the County might be too large when measuring the face of each billboard. In regard to how that would affect those billboards that might be included in future annexations to the city, it would need to be looked at on a case-by-case basis, but we [the City] would not be discriminating against electronic signs, rather looking at the total square footage requirement of any type of billboard.

Jonathan Musser with Target Sign Company, applicant for the case, spoke to the questions and concerns raised by the Commission members. He stated that light measurement studies have been conducted, and the 250 feet buffer

falls well within the distance of light emission. He stated that most electronic display billboards put off less ambience than an average street light. An example would be the existing billboard on 4-J which is fairly close to a residential area, and they have received no complaints. He added that traffic studies have been conducted regarding electronic billboards, and no increase or change in accident frequency was found in locations where digital billboards were installed. Mr. Musser feels the six second delay limitation is unduly warranted. Mr. Musser agrees that there should be no flashing, or distracting lights, however, with new technology and advancements in video compositing, the six second delay is unnecessary. In looking at the current County restrictions for electronic digital billboard displays, he believes that off-premise electronic billboard requirements are too restrictive and on-premise should be more restrictive, and suggested that all electronic display signs should fall under the same regulations when developing future regulation changes. He gave examples of several electronic signs within the community where his company has developed signs/graphic displays: Cenex, Swift Beauty Supply, Synergy Dental (after the 17<sup>th</sup>), to name a few. Mr. Musser was asked to be prepared to provide samples of these to present to the City Council at the Public Hearing during the City Council meeting on Tuesday, June 21, 2016.

Jennifer Thomas made a motion to approve said case. Adrienne Hahn seconded the motion. Motion carried 5/1 with recommendations and concerns to staff as addressed during the meeting and stated in the minutes. Members voting Yea: Clark Sanders, Jennifer Thomas, Cindy Reardon, Jim Nielsen, Adrienne Hahn. Nay: Bill Ellingson

#### OLD BUSINESS

None

#### NEW BUSINESS

The next Planning Commission meeting will be held on Tuesday, June 28, 2016. Mike Cole reported that five cases will be discussed at that meeting.

#### ADJOURNMENT

A motion was made by Jennifer Thomas and seconded by Cindy Reardon to adjourn the meeting. Motion carried 6/0. The meeting adjourned at 7:29 p.m.

Minutes taken and prepared by Carol Best, Administrative Assistant.