



CITY OF EAGLE POINT

"Gateway to the Lakes"

OREGON

EAGLE POINT PLANNING COMMISSION

17 BUCHANAN AVENUE SOUTH, EAGLE POINT, OREGON

REGULAR MEETING MINUTES

October 18, 2011

1. CALL TO ORDER.

Chairman Collins called the regular meeting of the Eagle Point Planning Commission to order at 7:00 p.m.

Commissioners present: Suzi Collins, Kevin Walruff, Steve Hunter, Sharon Coupe, Diane Mihocko and Bernard Gossman.

Trenton Douglas was absent.

Staff present: David Hussell, City Administrator; Bunny Lincoln, Principal Planner; Sara Miller, Planning Aide.

2. FLAG SALUTE.

Vice-Chairman Coupe led the flag salute.

3. INTRODUCTION OF NEW PLANNING COMMISSIONERS.

- Diane Mihocko
- Bernard Grossman

Chairman Collins introduced the new Commissioners and welcomed them to the Planning Commission.

4. ITEMS NOT ON THE AGENDA.

There were no additional items brought before the Commission.

5. PUBLIC HEARINGS.

There were no public hearings brought before the Commission.

6. CONSENT CALENDAR.

6.1 Minutes of Previous Meeting – September 20, 2011.

Chairman Collins called for a motion on the Consent Calendar. Commissioner Walruff moved that the Consent Calendar be approved. Vice-Chairman Coupe seconded the motion. There was no further discussion. Roll call: Suzi Collins, aye; Kevin Walruff, aye; Steve Hunter, aye; Sharon Coupe, aye; Diane Mihocko, aye; Bernard Grossman, aye. The motion passed unanimously.

7. CONSIDERATION OF ITEMS REMOVED FROM CONSENT CALENDAR.

There were no items removed from the Consent Calendar.

8. UNFINISHED BUSINESS.

There was no unfinished business brought before the commission.

9. NEW BUSINESS.

9.1 Approval Request – Eagle Point Hardware exterior graphics.

Bunny Lincoln presented the agenda statement and staff report. She reviewed the permitted signage allowed under the sign code for the new Eagle Point Hardware store, which included the two signs allowed outright and an administratively approved third wall mounted sign. She explained that the third sign had been approved due to the topography of the location and the fact that the location between Highway 62 and Hannon Rd makes a third sign appropriate for visibility. Also permitted in the sign code is a rental return sign, deemed as directional signage as it leads customers directly to that entrance and does not have the name of the business on the sign. She completed her review by recommending approval of the additional graphics on the building.

Kent Cohee, applicant of Eagle Point Hardware, approached the commission and showed choices for graphics, he had not yet determined which graphics will be selected.

Vice-Chairman Coupe asked about the graphics fading over time. Mr. Cohee explained that the graphic signs had a five year guarantee.

Vice-Chairman Coupe asked if graphic images were planned for the Highway 62 side of the building as well. Mr. Cohee explained that the 8' x 8' graphic signs were expensive, limiting the number he would be able to place on the building. He noted that the signs are planned for the Hannon Road side at this time. He added that that he would prefer to have word signs depicting items sold in the store such as nails, paint, etc. Commissioner Grossman asked the number of graphic signs that would initially be installed. Mr. Cohee responded that there would be two graphic signs.

Commissioner Hunter complimented Mr. Cohee on the clean and organized job site the contractor has kept. Mr. Cohee thanked him and noted that the contractor has done an excellent job keeping the project tidy. He announced that the contractor will be landscaping the Highway 62 frontage within the week; the entire frontage will have landscaping, including the ODOT right of way.

Commissioner Mihocko asked if the graphics would be changed from time to time. Mr. Cohee explained that the graphic signs would be changed periodically.

Vice-Chairman Coupe moved that exterior graphics request for Eagle Point Hardware should be approved by the commission as the request meets the intent of the Code. Commissioner Mihocko seconded the motion. There was no further discussion. Roll call: Steve Hunter, no; Suzi Collins, aye; Kevin Walruff, aye; Bernard Grossman, no; Diane Mihocko, aye; Sharon Coupe, aye. The motion passed with four aye's and two no's.

9.2 Preliminary Discussion/Slide Show- Sign Code Amendments.

Bunny Lincoln presented the agenda item and explained that the preliminary discussion would begin the process of review and updates of the sign code. She explained that the process would include workshops, comments from other agencies, comments from business community and a public hearing before the Planning Commission where they would make a decision on a recommendation for the City Council. Council will then hold at least one public hearing on the matter, eventually voting on any necessary changes to the code.

David Hussell explained that there has been some controversy with the current Sign Code, many businesses believe they are not allowed enough signage. He explained that the current code for the most part was good document, some sections may need to be updated to reflect the contemporary needs of the community. He passed out documents to the Commissioners regarding signage in the public right of way, and specifically referenced the memo from ODOT. He reviewed the second paragraph from the memo noting that traffic control devices were the only signs allowed in public rights of way. He added that the State of Oregon regulates signage in the public right of way much more closely than neighboring states.

There was discussion of the effect the economy is having on businesses. Mr. Hussell explained that the decision needed to be made whether the code will be administered as written, limiting signs for businesses, an unpopular decision in the current climate. He noted that part of the sign code update would include opportunities for the Upper Rogue Chamber, Economic Development Commission and the business community to offer ideas and comments. He explained that there

was a balance to be found in allowing businesses adequate signage while at the same time preventing sign clutter within the city. It was noted that typically businesses want as much signage as possible to use as advertising, and feel the code is overly restrictive.

The commission and staff discussed the Oregon regulations restricting public resources from being used for private gain, therefore prohibiting the public right of way from being used to promote private businesses through signage. It was noted that government agencies especially have concerns with flashing reader signs along roadways because they distract drivers, causing traffic hazards. Ms. Lincoln explained that flashing signage was not allowed under the current sign code. She noted that there was also no provision for scrolling reader board signs or banner flags that many businesses place along roadways.

There was discussion of David Hussell and Bunny Lincoln both retiring in early 2012, which means that the final sign code decisions would likely take place with the new City Administrator and Planner.

Ms. Lincoln presented a slideshow showing various examples of signage that conforms with the code and others in violation of the code in Eagle Point and other cities. There was discussion throughout the slideshow regarding the specific examples of conformance and nonconformance. Mr. Hussell explained that the sign code changes would be a legislative matter, and as part of the process it will be expected for the commissioners to seek feedback from citizens. He explained that it will be different from a quasi-judicial land use hearing where commissioners cannot have discussions with others prior to the hearing. There was a brief discussion regarding the difference between legislative and quasi-judicial hearings and the rules commissioners must follow pertaining to each. Mr. Hussell noted that the sign code changes were an excellent opportunity for the commission to offer input and make positive changes for the benefit of the community. He asked that the commissioners encourage community members to come to the public hearing and offer their opinions.

The discussion moved to the decisions that the commission will need to make during the Regional Problem Solving approval process. Staff explained that it would be an important process including planning locations of parks, storm water, streets and other infrastructure and public facilities. Commissioner Walruff asked if the SWOT Analysis would be approved by that time. Ms. Lincoln explained that it would be approved by that point. She noted that there would be a parks and recreation community survey going out soon that would gather citizen feedback to help in planning future parks and recreation programs for the city.

Commissioner Hunter noted that it was important to enforce the new code changes equally for all businesses. Mr. Hussell noted that the code was always enforced without bias and currently takes staff from several departments. He added that if the new code requires additional enforcement than funds need to be available to ensure adequate staffing. Ms. Lincoln explained that for years staff has contacted businesses to remove non complaint signs, the business may comply for a period of time, but in many cases they put the signs back up, and the process starts over. She explained that staff needs to have support of the commissions and council to be able to enforce the sign code and remove non-compliant signs.

Audience member Milicent Wewerka asked if security companies could post signs on private property, and if home based business were allowed to have signs. Ms. Lincoln explained that a company couldn't advertise their business offsite, such as on someone else's property. She noted that home based businesses were allowed one sign on their own property of a specific size.

10. REPORTS FROM PLANNING COMMISSION MEMBERS.

Steve Hunter reported that the local Latter Day Saints church did a great job with the city wide cleanup over the past weekend, cleaning up weeds along the creek and painting fire hydrants.

11. REPORTS FROM STAFF.

David Hussell reported that the agents for the proposed Carl's Jr. restaurant had been in contact with staff regarding the development. He explained that the last conversation he had with the engineer indicated that the restaurant would have rockwork and a heavy timbered look on the exterior similar to the design of other new buildings in town.

Ms. Lincoln welcomed the new commissioners.

12. INFORMATION.

No further information was brought before the commission.

13. NEXT MEETING.

Chairman Collins announced that the next meeting of the Planning Commission would be announced.


14. ADJOURNMENT.

There was no other business to come before the Planning Commission and Chairman Collins adjourned the meeting at 8:45 pm.

Respectfully submitted,


Sara Miller, Planning Aide

ATTEST:


Suzi Collins, Chairman